

## ACTION PLAN: SUB-GROUP 4 (MEDIA LIAISON)

## 1. PRE-PLenary NEWS RELEASES AND MEDIA BRIEFINGS

1.1 News releases, as part of a climate creation strategy, are to be made daily on the last four days before Codesa II (11-14 May 1992). The printed releases are to be distributed and explained at media briefings held at a fixed time (16h00) in the Media Conference Room at the World Trade Centre by the co-convenors of the Media Sub-Committee and/or Mancom and/or Conv Management. The co-convenors will chair these briefings.

1.2 Whenever possible photo opportunities, in support of the releases, are to be arranged.

## 1.3 Possible items:

new delegates  
international guests  
programme  
agenda

1.4 Mancom, Conv Management and all participating parties will be asked not to schedule other media events that could interfere with the fixed Codesa briefing times.

\* ACTION: MEDIA LIAISON: MANCOM APPROVE BY 8.5  
CONV MAN (SECURITY, ETC) TAKE NOTE  
CO-CONVENORS TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES 8.5  
MEDIA NOTICE ON 8.5 (BRIEFING 11.5)  
DETERMINE THEME FOR BRIEFING 11.5  
COLLECT NOTICES FOR FIRST BRIEFING  
2-3 LIAISON PERSONNEL  
VENUE: EQUIP MEDIA CONF ROOM 11.5  
POSTERS, BANNERS, STICKERS 11.5  
SIGNAGE 11.5  
ACCREDITATION: TAKE NOTE

## 2. PRE-PLenary MEDIA NOTICES

2.1 One or more media notices should be issued via SAPA PR and other media information services as well as handed out at briefings informing about :

accreditation  
pre-plementary briefings and photo opportunities  
media facilities  
facility booking procedures  
convention programme  
convention agenda

photo ops at plenary  
media parking  
media access  
Codesa telephone numbers  
media restrictions  
meals  
cash bar

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
FIRST MEDIA NOTICE ON 6.5  
NOTICE TO PARTICIPATING PARTIES  
1-2 LIAISON PERSONNEL  
VENUE: INFORMATION TO LIAISON  
ACCREDITATION: INFORMATION TO LIAISON

### 3. NOTICES TO PARTICIPATING PARTIES

3.1 All participating parties should get the media notices as well as specific request such as the one for honouring Codesa's fixed media briefing times.

ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
FIRST NOTICE ON 8.5  
1-2 LIAISON PERSONNEL

### 4. PHOTO OPPORTUNITIES AT PLENARY

4.1 Two photo opportunities, lasting no longer than ten minutes each, should be allowed after the delegates have been seated but before the start of the formal sessions on 15 and 16 May 1992.

\* ACTION: MEDIA LIAISON: MANCOM APPROVE  
CONV MAN TAKE NOTE  
MEDIA KIT: INCLUDE

### 5. PHOTOGRAPHIC POOL

5.1 Only TV camera persons (their sound and/or lighting technicians) and photographers should be allowed on the convention floor during the photo sessions.

5.2 Those involved should be escorted by liaison staff from a pre-arranged assembly point to the convention floor and back.

\* ACTION: MEDIA LIAISON: MANCOM TAKE NOTE  
CONV MAN (SECURITY, ETC) TAKE NOTE  
MEDIA NOTICE  
ESTABLISH ASSEMBLY POINT  
4-6 LIAISON PERSONNEL  
VENUE: SIGNAGE  
MEDIA KIT : INCLUDE

6. OFFICIAL PHOTOGRAPHER

6.1 No official photographer will be appointed for media purposes.

\* ACTION: MEDIA LIAISON: MANCOM TAKE NOTE  
CONV MAN TAKE NOTE

7. MEDIA REQUESTS AND MEDIA LIAISON OFFICE

7.1 A media liaison office, manned by liaison personnel, is to be established as soon as possible.

7.2 The office must be equipped with the necessary desks, tables, chairs, filing cabinets, wastepaper baskets, ashtrays as well as telephone and fax facilities.

7.3 A notice board, for media information, and a desk and chair/s should be placed at the door of the office.

7.4 The office must be supplied with the necessary stationery.

7.5 Two telephone lines should be used for incoming calls only (numbers to the media), two lines for outgoing calls only and one line for a fax machine (number to media).

7.6 Only media sub-committee staff should be allowed inside the office and facilities will be for their use only.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
2-3 LIAISON PERSONNEL  
VENUE: EQUIP OFFICE  
POSTERS, STICKERS, BANNERS  
SIGNAGE  
MEDIA KIT: INCLUDE

8. MEDIA ROOM

8.1 A media working area, manned by liaison staff, must be equipped and available from 12h00 on 14.5.

8.2 The area must be equipped with the necessary tables, chairs, ashtrays, wastepaper baskets, ~~12 pay phones, direct telephone lines for hire, 10 pay faxes, power points, audio feed points (audio jackboard) and 8 video monitors with loudspeakers.~~

8.3 A notice board, for media information, and a liaison desk and chair/s should be placed at the main entrance to this area.

*Table cloths.  
all rooms*

8.4 Only accredited journalists will be allowed to use the working surfaces and equipment.

8.5 Copies of speeches and all other documentation from Codesa and the participating parties should be distributed by the liaison personnel in this area.

8.6 Extra media kits should also be available.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES  
MEDIA NOTICE  
SABC  
6-8 LIAISON PERSONNEL  
VENUE: EQUIP MEDIA ROOM BY 14.5  
POSTERS BANNERS, STICKERS  
SIGNAGE  
MEDIA KIT: INCLUDE  
KITS AT LIAISON DESK

#### 9. MEDIA CONFERENCE ROOM

9.1 A media conference room, for use by Codesa and all participating parties and manned by liaison staff, must be equipped and available from 11 May.

9.2 The room must be equipped with the necessary chairs, ashtrays, a platform with table and chairs, water carafes and glasses, a backdrop and audio and lighting equipment as well as audio jackboard.

9.3 Only accredited journalists should be allowed to make use of the seating facilities in the room.

9.4 A booking system for use of the room by Codesa and all participating parties will be run by liaison personnel.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES  
MEDIA NOTICE  
SABC  
1-2 LIAISON PERSONNEL  
VENUE: EQUIP ROOM BY 11.5  
POSTERS, BANNERS, STICKERS  
SIGNAGE  
MEDIA KIT: INCLUDE

#### 10. MEDIA INTERVIEW ROOM

10.1 A room for TV and other interviews for use by Codesa and all participating parties, and manned by liaison staff, must be equipped and available by 14 May.

10.2 The room must be equipped with suitable chairs and tables and a backdrop, audio and lighting equipment as well as ashtrays and wastepaper baskets.

10.3 A booking system for the use of the room by the media, Codesa and participating parties will be run by liaison personnel.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES  
MEDIA NOTICE  
SABC  
1-2 LIAISON PERSONNEL  
VENUE: EQUIP ROOM BY 14.5  
POSTERS, BANNERS  
SIGNAGE  
MEDIA KIT: INCLUDE

#### 11. MEDIA GALLERY

11.1 The media gallery, above the convention floor, must be manned by liaison personnel and equipped with the necessary platforms, tables, chairs, ashtrays and wastepaper baskets.

11.2 Special attention must be given to the lighting of the area and media signage.

11.3 Seating must be reserved for accredited journalists only.

11.4 A SABC radio booth is to be placed on the gallery. ✓

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES  
MEDIA NOTICE  
SABC  
2-3 LIAISON PERSONNEL  
VENUE: EQUIP GALLEY BY 14.5  
SIGNAGE  
MEDIA KIT: INCLUDE

#### 12. PHOTO POINT OUTSIDE (FOR ARRIVAL OF DELEGATES)

12.1 An area, close to the front door of the Convention Centre, should be roped off for the media and manned by liaison personnel.

\* ACTION: MEDIA LIAISON: CONVEN MAN (SECURITY) TAKE NOTE  
MEDIA NOTICE  
2-3 LIAISON PERSONNEL  
VENUE: ROPE OFF AREA BY 14.5  
SIGNAGE  
MEDIA KIT: INCLUDE

*2 m from door  
running full length of  
area under roof +  
10 m deep.*

### 13. BOOKING SYSTEM

13.1 A roster for the use of the conference room (by Codesa and the parties only) and the interview room (by media, Codesa and the parties) will be controlled by liaison personnel.

13.2 The roster for the conference facility will come into operation on 11 May and for the interview room on 15 May.

13.3 The media and the parties will be allowed to book 30 minute sessions from 09h00 to 20h00 every day. Booking for that day will only open at 08h00 on the same day.

13.4 Only one booking at a time and only one session every two hours will be allowed.

14.4 Codesa bookings will have preference over all other bookings.

14.5 All bookings will have to be made on a booking form kept at the liaison office.

14.6 If parties do not take up their conference session, they should inform the liaison office as soon as possible.

14.7 Parties can negotiate among themselves about swapping sessions but have to inform the liaison office jointly when they come to an agreement.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTICIPATING PARTIES  
MEDIA NOTICE  
PREPARE FORMS BEFORE 11.5  
DISTRIBUTE FORMS TO PARTIES  
SABC  
2-3 LIAISON PERSONNEL  
MEDIA KIT: INCLUDE INFORMATION AND FORMS

### 15. CODESA DOCUMENTATION AND INTERVIEWS

15.1 The copies of speeches by Codesa functionaries and all other Codesa documentation is to be distributed by liaison staff to the media.

15.2 Liaison personnel are to collect speeches and documents from Convention Management and do the copying themselves before distribution.

15.3 Management has to decide whether speeches and documents can be made available to liaison staff before 15.5 and released with embargo on 15.5 and 16.5.

15.4 Liaison personnel will arrange media interviews for Codesa functionaries. Requests for such interviews will have to be made on a form available at the liaison office.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
2-4 LIAISON PERSONNEL

#### 16. PARTY DOCUMENTATION AND INTERVIEWS

16.1 Speeches by party representatives and party documentation must be copied and delivered to the media room by the parties themselves. Media liaison staff will only assist in the distribution of documentation.

16.2 Requests for media interviews with party leaders or spokespersons have to be made directly to the party. Party personnel should use the media liaison office as rendezvous point and escort journalists from there and back.

\* ACTION: MEDIA LIAISON: CONV MAN TAKE NOTE  
NOTICE TO PARTIES  
MEDIA NOTICE  
MEDIA KIT: INCLUDE

#### 17. PRE-PLENARY BRIEFING

17.1 All members of the Media subcommittee and additional support staff as well as the parties' media liaison persons are to be briefed on media liaison procedures by the media liaison coordinator on 14 May.

\* ACTION: MEDIA LIAISON: FIX TIME FOR BRIEFING ON 14.5  
VENUE: TAKE NOTE  
MEDIA KIT: TAKE NOTE  
ACCREDITATION: TAKE NOTE

#### 18. TELEPHONE NUMBERS

18.1 All relevant Codesa telephone numbers as well as those allocated to SABC and parties' media liaison offices should be collected by liaison staff and distributed.

\* ACTION: MEDIA LIAISON: COLLECT NUMBERS  
DISTRIBUTE LISTS  
NOTICE TO PARTIES  
MEDIA NOTICE  
SABC  
MEDIA KIT: INCLUDE

#### 19. MEDIA FRIENDLY PROCEEDINGS

19.1 For best TV and radio coverage all speakers should only use rostrum on podium (microphone and lighting).

19.2 The chairpersons table should also be lighted and mic'ed.

19.3 Simultaneous translation of speeches not in English will cause media problems.

19.4 Copies of speeches not in English for distribution to media will cause media problems.

19.5 Repeated identification of speakers by chairpersons will be necessary.

19.6 Parties will have to look into own transcription and translation facilities for effective media coverage.

\* ACTION: MEDIA LIAISON: MANCOM TAKE NOTE  
CONV MAN TAKE NOTE  
NOTICE TO PARTIES  
MEDIA NOTICE  
INCLUDE

MEDIA KIT:

20. SABC

20.1 Climate creation

20.2 Direct TV coverage

20.3 Direct radio coverage

20.4 Facilities for convention (and paid for by Codesa)

20.4.1 Place booking clerk in liaison office to assist with conference and interview rosters

20.4.2 10 Video monitors and loudspeakers on stands for continuous convention feed in media working area

20.4.3 Audio jackboard with convention feed in media working area

20.4.4 Lighting equipment in media conference room

20.4.5 PA/sound equipment in conference room

20.4.6 Audio jackboard in conference room

20.4.7 Cameras, lighting and audio equipment in interview room and conference room.

20.4.8 Jackboard in camera area on gallery

20.4.9 Lighting equipment in convention area

20.4.10 Link-up with convention PA system and own mic's at rostrum and chairperson's table

20.4.11 Cameras on platforms on convention floor

20.4.12 Cameras on gallery 1 - facing podium

20.4.13 Video monitors with loudspeakers on stands for convention feed in cafeteria first floor

① Lobby, chairpersons office and media liaison office Lounge = ① ① VIP lounge = ① ①

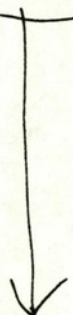
Transmission split bt  
confer room + conference.

Total = 17  
monitors

Set by  
~~Mon 16~~  
Set by  
Fri 15

furniture + backdrops  
Wed eve 12:00

Thurs 14 12:00





20.5 Facilities for other news organisations (to be paid for by such organisations)

- 20.5.1 Stand-up point outside Convention Centre - SABC
- 20.5.2 TV/radio tapping, editing and feed facilities - SABC
- 20.5.3 TV/radio studio facilities - SABC
- 20.5.4 Continuous video/audio feed for broadcasting - SABC

20.6 Additional areas taken up by SABC and access to such areas

- 20.6.1 Radio studio on gallery - as with Codesa
- 20.6.2 TV studio behind podium in factory area ✓
- 20.6.3 Parking for OB units in factory
- 20.6.4 Parking for electric generators outside centre
- 20.6.5 Working area in ~~media working room~~ - office.  
radio feed point.

All technical staff names near

20.7 Cable access ✓

20.8 Accreditation and registration #s 100 people

20.9 Food and coffee/tea

20.10 Rigging and de-rigging 12H00 4/05/92

20.11 Master video recording

Sound must be ready before radios et cetera complete.

21. OTHER:

21.1 Restrictions on media/media areas

21.2 Media dining facilities, coffee/tea and cash bar

21.3 First Aid

21.4 Liaison personnel: accreditation (with party or with sub-committee), day allowance, travel, name tags, hotel accommodation, transport, meals, coffee/tea

21.5 Clearing up

21.6 Emergency procedures

21.7 Liaison roster

21.8 Leisure area with chairs only in back of conference room with partition

KEMPTON PARK  
MONDAY, 4 MAY 1992

Security  
Which wiring is on radio