

DRAFT

RECOMMENDATIONS EMERGING FROM THE MEETING OF THE MEDIA & COMMUNICATION SUB-COMMITTEE HELD AT 09H00 ON THURSDAY 12 DECEMBER 1991 AT THE WORLD TRADE CENTRE

PRESENT:

- Saki Macozoma - ANC (Joint Convenor)
- Piet Coetzer - National Party (Joint Convenor)
- Colin Coleman - Codesa Management
- Garry Dixon - Bophuthatswana Government
- Peter Soal - Democratic Party
- November Mbonani - Intando Yesizwe Party
- Isak Kruger - Labour Party
- Jackson Mthembu - ANC
- William (Billy) Cobbett - Codesa Staff (Site Manager)
- Marius Kleynhans - RSA Government
- Sheila Camerer - National Party
- Michael Mtuli - Transkei Government
- Glenda Cohen - Codesa Management
- Ashley Symes - Codesa Admin Staff

MEETING WAS OPENED BY THE JOINT CONVENORS AT 09H00: RECOMMENDATIONS EMERGING FROM THE MEETING WERE AS FOLLOWS:

1. It was acknowledged that there is a tension between **management** and **policy** issues, in so far as the activities of the Media & Communication Sub-Committee are concerned. The Sub-Committee focused attention on practicalities in this meeting and took a decision that policy (interalia, image and process) matters be referred to the Secretariat via the convenors and Colin Coleman, and to the Steering Committee wherever necessary. The Sub-Committee should nevertheless act as an advisory group to the Secretariat / Steering Committee in all matters touching upon Media.
2. Saki Macozoma read to the Sub-Committee a letter from a professional communications services company, offering media management assistance to Codesa. The possibility of employing such a company and this application in particular were noted. However, once personnel requirements were clarified this matter would be revisited. The committees preference was not to employ outside agencies.
3. The Sub-Committee gave its attention to the Task Checklist. Recommendations on specific points were as follows:
 - 3.1 The Sub-Committee is to remain flexible on the matter of invited parties who did not attend the media meeting of 12 December, as parties were given short notice to attend. Recommendations emerging from meetings are to be sent to all invited parties and all invited parties are welcome to make suggestions regarding policy matters. All parties

should be invited to send representatives to the next meeting if they are not already represented.

- 3.2 A briefing for all Sub-Committee functionaries and associated personnel was scheduled for 18h00 on Thursday 19 December 1991.
- 3.3 Regarding Sub-Committee functionaries, the Sub-Committee needs to know if its staff are included in the official delegation or if it may nominate additional people. Will functionaries be entitled to hotel accommodation, etc? Colin Coleman to refer to Secretariat.
- 3.4 Regarding Sub-Committee spokespersons and Masters of Ceremonies at news conferences, the recommendation was that the Joint Convenors should assume the responsibilities of Master of Ceremonies. Colin Coleman to refer to Secretariat and consult on who spokesperson should be.
- 3.5 Regarding Climate Creation for Codesa: it was decided that this is a very necessary element of the convention and that the Sub-Committee should be responsible. To this end, a **Climate Creation Sub-Committee** was formed, to give attention to such matters as slogans, statements, briefings, notices etc. Members of the sub-committee are: Marius Kleynhans, Sheila Camerer, Garry Dixon and Jackson Mthembu.
- 3.51 On the matter of media briefings, it was decided that daily media briefings will be implemented from Tuesday 17 December, scheduled for 16h00 on 17, 18 & 19 December. (Please see 3.131). It was also decided to make the convention agenda available to the media by prior notice once the Secretariat agrees.
- 3.6 Regarding Seating and Working Space for the Media inside the Convention: it was decided that members of the media should be seated above the floor in the gallery. Media members will register at a separate entrance, and be allocated to a separate dining-room from the delegation. They will be provided with a room to serve as a media centre and with a studio/interview room, but the media conference area will probably be an open area proximate to the media gallery. Delegates will not be allowed access to the media centre, although Sub-Committee and liaison staff will be allowed into the centre in order to convey information on behalf of their own political parties or on behalf of parties who do not have a Sub-Committee representative.
- 3.61 Final arrangements regarding seating and working space to be proposed by Billy Cobbett (Site Manager).
- 3.7 It was decided that Colin Coleman should send a notice to media via SAPA, Alpha Page, Foreign Correspondents Association, etc, asking those media representatives who wish to attend the convention to notify Codesa by fax by 09h00 Tuesday 17 December 1991. The purpose of this being

to establish a better idea of the numbers of media attending (working estimate = 200 media representatives).

- 3.8 Telkom must be informed before Tuesday 17 December of telephone and fax line requirements.
- 3.9 At least two media noticeboards must be supplied: one at point of accreditation and one at the media centre.
- 3.10*Regarding SABC involvement in the convention (video monitors, sound system, etc) it was decided to schedule a meeting for the afternoon of 12 December 1991 between Codesa and the SABC. Attendees to be: Piet Coetzer, Marius Kleynhans, Colin Coleman and Carl Niehaus.
- 3.11 Regarding "media friendly proceedings", it was decided that in matter of media relations, all members of the Sub-Committee should be on call. In addition it was suggested that delegates are requested to speak from the podium to facilitate media coverage. Colin Coleman to forward proposal to Secretariat.
- 3.12*Attention was also called to the matters of sufficient lighting on the floor to facilitate television coverage of the event, facilities for the elevation of cameras etc.
- 3.13 Regarding accreditation: it was proposed that a broader definition of media be allowed, in order to include political analysts, political party journalists (eg, Die Patriot) etc - numbers permitting. To address these and other issues it was decided to form an **Accreditation & Media Registration Sub-Committee**, whose members shall be Peter Soal, November Mbonani and Sheila Camerer.
- 3.131 With regard to media registration, Piet Coetzer proposed that members of the media be permitted to register for the convention following the media briefing of 19 December (please see 3.51), in the interests of saving time on the first day of the convention. The suggestion was noted, but no decision taken. Another suggestion was that press cards could be prepared ahead of time, using fax notifications (please see 3.7).
- 3.14 Regarding Logo, Banners, Posters, Backdrop, etc, Marius Kleynhans showed members of the Sub-Committee artwork and logos approved by the Management Committee. The Sub-Committee was asked to give thought to whether backdrops and banners would be needed for the media conference area and for the interview room/studio.
- 3.15*No final decisions were taken regarding photo sessions. Proposals will be put forward by Peter Soal and Colin Coleman at the next meeting. It is unlikely that a pool of photographers will be established, and an allocated time for photograph-taking is the preferred option.

- 3.16 A **Press Kit Sub-Committee** was formed to co-ordinate preparation of press kits, collection of delegate list for media on day of convention, printing of press kit folders, stickers, etc. This sub-committee is to be headed by Garry Dixon and Isak Kruger, who will establish personnel needs, etc.
- 3.161 Media information for day of convention is to be put together. Details to be provided at next meeting of the Sub-Committee.
- 3.17*Regarding media signage: Colin Coleman to discuss requirements with Billy Cobbett.
- 3.18 Emergency plan details to be advised by the Security Sub-Committee and to form part of the press kit. Also to form part of the press kit are details concerning food, coffee/tea, cash bar, first aid etc for media representatives.
- 3.19*Parking for media representatives to be arranged by Elize Strumpfer via Colin Coleman.
- 3.20 Details regarding opening of proceedings, photo-ops, accreditation etc, to be given to media at briefings and in pre-convention media notices.
- 3.21*Regarding clearing-up operations, convention management to take decisions on time limit for de-rigging, etc.
- 4.* Regarding personnel needs, it was decided that Colin Coleman will prepare a list of reasonable requirements. Political parties will be requested to supply assistance where possible. Accommodation will be provided for these personnel. Personnel to be co-ordinated by Colin Coleman.
5. Meetings of all sub-committees formed at this meeting were scheduled to take place later in the day of 12 December.

THE NEXT MEETING OF THE MEDIA & COMMUNICATION SUB-COMMITTEE IS SCHEDULED TO TAKE PLACE ON TUESDAY 17 DECEMBER 1991 AT 07H30.