

MEMORANDUM

TO: All staff

FROM: Edward Shalala

DATE: 28.9.94

RE: Staff Workshop on Media Strategy

DATE: 30 September 1994

TIME: 10H00 - 13H00

VENUE: Constitutional Assembly Boardroom

WORKSHOP OUTLINE: Please find undercover hereof

RESOURCES: "The Media and Public Participation - a strategy" by Hassen Ebrahim. See undercover hereof.

MEDIA STRATEGY

WORKSHOP OUTLINE

Facilitators: Edward, Ephraim

Rapporteurs: Nominate alternate rapporteurs

Minutes: Volunteer to take minutes

Session 1 (10h00 - 10h30) (Edward)

- a) Introduction and identification of workshop objectives (15 mins)
- b) Buzz groups (3's) on expectations of workshop (15 mins)

Session 2 (10h30 - 11h15) (Edward)

Objectives of Media Strategy

- * Participants to choose which of the following 3 groups to join.
- * Edward to facilitate Group 1
- * Thandi to facilitate Group 2
- * Ephraim to facilitate Group 3
- * Each Group to nominate rapporteur
Members of Directorate to circulate between groups

Group 1

- a) **Highlighting the importance and relevance of the Constitution**
- b) **Stimulating the Public interest in constitution-making process with particular reference to:**
 - 1) **Abstract nature of constitutional issues**
 - 2) **Lack of awareness and lack of depth in awareness in relation to constitutional issues**
 - 3) **competing national issues especially local government and RDP**
 - 4) **Slogans for campaign**
 - 5) **National slogan competition**

Group 2

- a) **Presenting channels for public participation which are accessible to all with particular reference to women, the disabled, rural communities, language barriers, historically disadvantaged sectors etc.**
how should we incorporate these sectors into our campaign so that the consultation is effective and programmatic as opposed to token.
- b) **Informing the public of progress made by the Constitutional Assembly in the process of drafting the new Constitution.**
- c) **Responding to viewpoints and disseminating accurate information.**

Group 3

Giving maximum publicity to the activities of the Constitutional Assembly and particularly the public outreach activities. Examine, amongst others, the following:

- a) **A national Campaign**
- b) **Competing national issues and campaigns especially local government in +- October 1994 and RDP issues.**
- c) **Should we still consult sectors on the nature of the Campaign.**
- d) **Putting media strategy out to tender.**

Tea - 11h15 - 11h40)

Session 3 (11h40 - 12h40) (Ephraim)

Reportback from Groups

- a) **Reportback group 1 - additions, clarification and discussion (20 mins)**
- b) **Reportback Group 2 - additions, clarification and discussion (20 mins)**
- c) **Reportback Group 3 - additions, clarification and discussion (20 mins)**

Session 4 (12h40 - 13h00) (Edward & Ephraim)

Consolidation of main themes from reports into a broad set of guidelines. (15 mins)

Evaluation & Assessment (5 mins)

The Media and Public Participation - A strategy.

1 Introduction

- 1.1 The Management Committee meeting of 22 September has instructed the Administration to submit a detailed report on a media strategy and the process of public participation for consideration at its next meeting of 17 October.
- 1.2 A media strategy, presupposes a number of questions, such as;
- a) what is the view and mandate of the Constitutional Assembly?
 - b) what are the processes that are involved in the drafting of the constitution?
 - c) how is the public to participate in this process? And,
 - d) what time frames are envisaged?

2 The Constitution Assembly

- 2.1 The Constitutional Assembly resolution of 5 September, 1994 is an important starting point. This resolution calls for;
- a) A programme for ensuring maximum public participation in the constitution-making process. We are instructed to employ a mechanism for promoting public participation, including public forums, distribution of information bulletins and the appropriate media strategies¹.
 - b) A transparent process which will be open to the media and the public².
 - c) And, envisages the drafting of a constitution that would be a living document that is owned by the people³. In this regard, we are told that the constitution should be the result of a process which integrates the ideas of political parties represented in the Constitutional Assembly, civil society and

¹ See CA Resolution (5 Sept, '94) 3.1.1 Page 20CARes.

² See CA resolution (5 Sept, '94) 2.3 Page 20CARes.

³ See CA resolution (5 Sept, '94) 3.2.1 Page 21CARes.

the broader public⁴. There are therefore three distinct constituencies that the resolution identifies. These are; political parties represented in the Constitutional Assembly, civil society as represented in their organised formations (including political parties not represented in the Assembly) and the broader public.

3 What are the processes involved?

- 3.1 The resolution envisages 6 distinct process. These are as follows:-
- a) The receipt of submissions by Theme Committees;
 - b) The processing of these submissions by Theme Committees in the form of reports to the Constitutional Committee;
 - c) The translation of the processed views into legal drafts by Technical Committees;
 - d) A process of public participation;
 - e) Certification that the drafts are in compliance with the Constitutional Principles by the Constitutional Court; and
 - f) Final approval of the drafts by the Constitutional Assembly.
- 3.2 Whilst these processes may be distinct and separate, it should not be applied or considered mechanically. One could easily envisage the receipt of submissions taking place simultaneously with those views being processed and the public be involved.

4 How does the Public participate in the Constitution-making process?

- 4.1 A media strategy must necessarily be seen as part of the overall package of public participation. Whilst parties represented in the Constitutional Assembly participate in the process through their representatives, and the organised civil society can participate through public fora, the media is a necessary medium through which we would be able to engage the broader public in the process.
- 4.2 This however begs a further question; how do we define 'public participation'? Does it only involve the public in so far as canvassing their views, or does it also include placing matters before the public for their consideration? Considering the views of the members in the Constitutional Assembly, it would appear that the latter is correct.

⁴ CA resolution (5 Sept, '94) 2.2 Page 20CARes

- 4.3 Thus, if 'public participation' means an interactive process, we would be obliged to not only canvass the views of the public at the submission stage of the process, we would also be obliged to place at least those matters of great contention before the public prior to finalisation⁵.
- 4.4 There are therefore two distinct categories of public that are being considered; i.e. those represented by organised formations and those who are not.

4.4.1 Civil Society

- a) Those members of the public represented by organised formations could be engaged through public fora. The appropriate use of media in advertising the fora are important in making them open and transparent.
- b) Considering cost effectiveness and time efficiency, the Administration is presently considering the use of video conferencing⁶. At present, we have in 120 Plein str a committee room with the necessary equipment to make this possible⁷. Another similar room is available in Pretoria. It is therefore possible to also invest in a mobile unit which would then make it possible for a committee to liaise with structures throughout the country without the incumbent costs of travel and accommodation.

⁵ It is perhaps in these instances when Commissions could be appointed to canvass public views on particular issues. In this regard, the distinction drawn between the Theme Committees and Commissions is that whilst Theme Committee would address a whole range of issues, Commission would only deal with on particular issue.

⁶ It is also possible, considering the views of members in the Constitutional Assembly, with regard to the possible involvement of members of the Provincial Legislatures, to use video conferencing to engage them in the debates of the Assembly. The cost of this would have to be investigated.

⁷ A further report in this regard will be made available as soon as the Administration has had the opportunity to investigate this further. At present, all we know of this system is that it requires the installation of a 'clean' digital line to be installed by Telkom. The costs involved and the possibility of a mobile unit being established are to be considered as well.

4.4.2 Broad Public

- a) The media is the only institution which enjoys a direct relationship with the broader public. It is therefore indispensable in this regard.
- b) This would necessitate a constant flow of information keeping the public informed of all developments and issues arising. It also presupposes the use of interactive media such as talks shows and advertisements which include coupons inviting a response.
- c) The Administration is in the process of recruiting a journalist with the necessary skills to produce a regular bulletin which would have to be produced in large numbers and disseminated to assist in the information campaign.
- d) Another form of engagement (which is not an alternative to the full utilisation of advertisements), is to hold several well timed and located large meetings with attractions such as the President, the Deputy Presidents, the Chairperson and Deputy Chairperson and the Premiers of the Provinces⁸. At these meetings, there should only be short reports delivered on the developments in the Constitution-making process. Most of the time spent must be on listening and gathering people's views on the constitution.

4.4.3 Once the various structures of the Constitutional Assembly has had an opportunity to process the various views and prior to final debate, it may be necessary to also place the most contentious issues before the public for further discussion and debate.

⁸ It may also be possible to use video conferencing for this type of engagement. The attraction in this is that it provides ordinary people an opportunity to directly speak to their national leaders about what they would want in a new constitution. On the other hand, it would also take into consideration the difficult schedules and programmes of these leaders.

5 What are the time frames envisaged?

- 5.1 The drafting of the new Constitution should be seen as no different from a national campaign - that is what it is. Like with any campaign, it is necessary to set clear time frames.
- 5.2 We are obliged in terms of the Constitution to complete our tasks by the 10 May, 1996. We are now left with less than 19 months.
- 5.3 There are only 82 Mondays between now and the 6th May, 1996. It is necessary that we plan a detailed programme for 1996, in conjunction with the Speaker, so that the Constitutional Assembly is provided with more time than is presently allowed for⁹.
- 5.4 Without being mechanical, it is suggested that we make provision for the following:-
- a) the receipt and processing of submissions to take place until the end of July 1995;
 - b) the development of technical drafts and obtaining certification by the end of September 1995;
 - c) allow for a two month media drive informing and educating the public about the draft produced.
 - d) a period of vigorous public debate which should precede and run simultaneously with the opening of final debates on the Constitution.

6 Developing a media campaign

- 6.1 Depending on how extensive and intensive the media campaign is to be, it may be necessary to employ the services of a Public Relations company.

⁹ Considering holiday periods and time for constituency work, we would only be left with 57 working days. Should we maintain a two session morning with three Theme Committees working concurrently, and therefore making allowances for the smaller parties, we would have a total of 114 hours to spend in each Committee.

- 6.2 The media campaign should include the following:-
- a) Wide distribution of regular bulletins;
 - b) Regular weekly briefings with journalists on Mondays/Thursdays by the Management Committee;
 - c) Regular advertisements in all major newspapers, radio stations and Television;
 - d) Interviews with major newspapers by the Chairperson and Deputy Chairperson;
 - e) Talk shows on radio and television programmes.
 - f) Leaflets, posters and bill boards.
- 6.3 A possible scenario for the media campaign could be as follows:-
- a) The media campaign starts with an intensive two month process of informing the public about the constitution-making process¹⁰.
 - b) The next six month¹¹ period should be spent on identifying the various issues being dealt with in each of the Theme Committees and stimulating the public's interest in participation in the process.
 - c) The following period should focus on the drafts produced. This is the first time when the constitution is introduced prior to the final stage of approval and debate in the Constitutional Assembly.

¹⁰ A major thread that would run throughout the campaign is to keep the public informed. However, this would not be as intense as the initial two month period in which we introduce the process to the people.

¹¹ The time periods for the various parts of the programme should not be seen as necessarily running sequentially. Allowances should be made for the holiday seasons which may interrupt the media campaign.