

TO: CODESA WORKING GROUP ONE - SUBGROUP THREE

FROM: GOVERNMENT DELEGATION - SUBGROUP THREE

DATE: 27 MARCH 1992

RE: POSITION PAPER: TERMS OF REFERENCE (SECTION
1.1.4 (O)) - FOR DISCUSSION ON MONDAY 30 MARCH
1992

GOVERNMENT POSITION PAPER ON CODESA COMMUNICATION
(Working Group One: Sub-Working Group Three)

1. PURPOSE OF PROPOSAL

According to its Terms of Reference (sec. 1.1.4.(o)), Working Group 1 of Codesa has a major responsibility to address the issue of

"intensive and continuous educative and informative campaigns in respect of political tolerance, the working of democracy and the processes of Codesa".

Opinion surveys conducted by private sector researchers on behalf of the South African Communication Service indicate that there is widespread ignorance of Codesa and a general need for more information about the process.

Widespread awareness and support for Codesa will be essential for the success of the initiative.

The purpose of this proposal is to secure the approval of Working Group 1 for a full-scale communication campaign to inform the SA population about:

- * the processes of Codesa, including:
 - the events which gave rise to Codesa 1;
 - the functioning of Codesa 1 and its Working Groups;
 - the Declaration of Intent;
 - the prospects for Codesa 2; and
 - the further development of the negotiation process after Codesa 2.
- * basic human rights and liberties;
- * the working of democracy; and
- * political tolerance.

2. TERMS OF REFERENCE (1.1.4.(o))

As is evident from the above-quoted terms of reference, the proposed communication campaign falls directly within the ambit of Working Group 1. To ensure maximum credibility such a communication campaign should be carried out under the aegis of Codesa itself, and not of one of the parties.

3. COMMUNICATION NEEDS OF THE POPULATION

Recent opinion surveys conducted amongst all population groups indicated an alarming degree of ignorance and a strong desire to be informed concerning Codesa and the negotiation process.

38,3% of respondents in PWV townships indicated that they did not know what Codesa was and 58% stated that they were not adequately informed on the Codesa negotiations. 50,6% of major communities in the Western Cape indicated that they were unaware of Codesa and 71% said that they wished to be better informed about the process.

It is likely that even those who knew something of Codesa had only the most rudimentary understanding of the processes involved. It is also likely that awareness levels of Codesa among rural communities are even lower.

Most of the respondents expressed a preference to be informed about Codesa via the mass media, especially TV and radio. In general they expressed a need to be informed about the goal and functions of Codesa, the progress being made with negotiations and the likely outcome of this process.

Special interest groups e.g. women's organisations and business groups countrywide, have also expressed a specific need for regular information relating to Codesa.

4. COMMUNICATION THEMES

The following themes need to be communicated to the people:

- Democracy

- * democratic culture
- * common values - peace, prosperity, progress, participation
- * the rôle of a basic Charter of Human Rights
- * political tolerance
- * freedom of expression
- * democracy as a process.

- Codesa

- * What is Codesa?
- * How does Codesa operate? (management committee, working groups, sub-groups, consensus)
- * Assignments given to the working groups and progress made within each group.

5. COMMUNICATION STRATEGY

The proposed communication campaign would entail:

- intensive and comprehensive planning;
- well co-ordinated implementation management;
- monitoring and evaluation of progress;
- a comprehensive media campaign, including:
 - * Advertising:
 - TV/Radio/outdoor/print/exhibitions/ and T-shirts/posters/stickers/direct promotion mail shots;
 - * Liaison:
 - media/grassroots/foreign visitors;
 - * Publications; and
 - * Videos and films.

6. COMMUNICATION APPROACH

The overall communication campaign would have to be:

- impartial, objective and informative;
- relevant;
- comprehensive;
- professional.

In order to ensure that the above communication approach is manifested in all communication actions, joint planning is envisaged.

7. TARGET GROUPS

The campaign would primarily be aimed at the broad SA population. The following audiences would also be important target groups:

- Local and foreign media
- Special interest groups, e.g.
 - * the private sector (business, trade and industry, labour and trade unions, agriculture, etc.)
 - * the public sector (state and semi-state departments)
 - * churches of all denominations
 - * women's and youth organisations
 - * opinion formers (individuals and organisations)
 - * tertiary and secondary education levels (universities, colleges, schools).

8. FUNDING

The proposed communication campaign would require a considerable budget, probably no less than R15 million.

9. RECOMMENDATIONS:

The success of Codesa will depend on the degree of support which the process enjoys from the broad population. The largest possible number of South Africans should therefore be effectively informed about Codesa. They should at the very least have a working understanding of its basic objectives and processes. This is particularly so because all eligible South Africans may soon have to participate in a general election which will arise from agreements reached at Codesa.

Indeed, it is difficult to talk of a democracy in circumstances in which so many South Africans have no, or little, knowledge of the process in which they will be asked to participate.

It is recommended that Working Group 1:

- urgently approve the proposed communication campaign;
- draw up a comprehensive communication strategy;
- investigate and negotiate possible sources of funding; and
- appoint an organisation with the necessary infrastructure and capability to immediately implement such a campaign.