

Received
18/02/92



Dermot Judge
Copywriter
28 Ottawa Ave. Camps Bay
Cape Town 8001
43 81653

Codesa Working Group 1
PO Box 307
Isando
1600

Feb 11th 1992

Dear Sirs,

Have you got a tough job ahead of you!

Creating a democratic climate in South Africa is uphill all the way. I know because I have been involved with that for several years.

One of my more successful efforts in that regard was a video on democracy which I made for Idasa. It is proving successful on two counts; it is being shown at workshops, seminars and private viewings throughout South Africa and is generating considerable debate on democracy and how it impacts on all aspects of life.

It has also won three awards in the National TV Association (NTVA) in South Africa and a finalist award in the New York Film & TV Festival.

It is available from your local Idasa office and I strongly recommend that you view it because I believe that you need some such video in your armoury.

Care must be taken in contemplating a video on a subject like democracy. It is all too easy to be tempted to make a glorified beer commercial where all races live in a stress-free nirvana. This approach should be avoided at all costs. The video I made is very honest. It shows a group of school children struggling with concepts such as co-operation, power-sharing, trust and other aspects of democratic living. They even try to draw up rules and fail. It shows the pain they went through and the puzzlement and fear that lies behind the posturing. Their experiences are

interspersed with comments by Van Zyl Slabbert, Ogilvy-Thompson, Thabo Mbeki, an official of the NUM and Barbara Masekela. They serve to place the children's experiences into a national context.

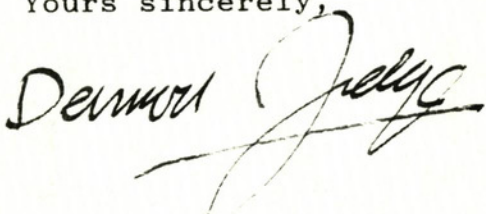
I am hoping to make a follow-up video with the same children a year later, to see what (if anything) they did with their experience during this time of transition. That will make a truly important social document.

That is the sort of video you need, one that relates real human needs to the theories of democracy and one that stimulates genuine debate and serious thought. Should you wish to explore that concept any further or wish to discuss various approaches, I would be more than happy to make myself available.

I enclose a short CV of my career in communications, so that you know with whom you would be dealing.

Good luck and good progress in your endeavours, you are shaping our future.

Yours sincerely,

A handwritten signature in cursive script that reads "Dermot Judge". The signature is written in dark ink and is positioned above the typed name.

DERMOD JUDGE

PS: If you want to check up on my ability, ask Van Zyl Slabbert, Alex Boraine or Ken Andrew. I've worked with them all.

CV SUMMARY DERMOD JUDGE

Born in Ireland. Resident in South Africa since 1971.

Ex creative director of one of the country's largest advertising agencies.

Freelance copywriter and advertising/marketing consultant.

Writer and director of films, videos, audio visuals and live shows.

Two documentaries commissioned and broadcast by SATV, one on the old mountain passes out of the Cape and one on deep sea salvage.

Video/audio visual awards;

One in 1983,

Eight in 1985,

Three in 1986,

One in 1987 for video and audio visual (own productions) and scripted two award winning videos for other production houses,

Three in 1988.

Five in 1989, including silver medal and finalist award in New York TV Festival

Two in 1990

Four in 1991, including finalist award in New York TV & Film Festival.

Nine plays performed professionally in South Africa or overseas.

Onetime freelance theatre and book critic for

The Cape Times, The Sunday Times and The Weekly Mail.

Nominated for The Scriptwriter's Association of SA IDEM award for television drama in 1987.

South African question master for Trivial Pursuit.

Lecturer on creativity at AAA School of Advertising.



Mr Dermot Judge
28 Ottawa Ave
Camps Bay
Cape Town
8001

24 /2/92

Dear Sir

We hereby acknowledge receipt of your letter dated 11/2/92.

Your keen interest in the processes of CODESA, exemplified through your letter is highly appreciated.

For your interest, we enclose a copy of the Declaration of Intent adopted at the Conference for a Democratic South Africa on 20/12/91.

Yours Sincerely

Murphy Morobe
(Head: CODESA Administration)