

**COMMUNITY LIAISON DEPARTMENT****WEEKLY DEPARTMENTAL REPORT****REPORT NO. 17****8 JUNE 1995**

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**1. CPM's**

- Thohoyandou - 3 June 1995 - successful.
- Kimberley - 3 June 1995 - SACS office in Kimberley appears not to have organised sufficiently and were it not for the busses from Kuruman there would have been very few people.

**2. SECTORS**

- Business, Children's Rights, Traditional Leaders, Women, Religious Groups as well as National Machinery workshop completed successfully.
- Thank you to the whole C.A. Administration for making this event possible.
- Additional TC Hearings, where necessary to be communicated through Lucille to Permenthri.

**3. CEP**

- Functioning in support of CPM's.
- Four workshops/briefings in Newcastle.
- Full report due the week of the 10th June 1995.

**4. CL PLANNING**

- Planning session scheduled for Tuesday 13/6/95 at Parliament. Request attendance of Directorate and Fazela. Other members of the administration are welcomed to attend. Details to be made available in the week of June 12.

## SUMMARY REPORT OF THE LIAISON WORKSHOP

### INTRODUCTION

This document stems from a Communications Workshop held on 22 May 1995 by the Media Department, Community Liaisons and representatives from various other CA departments.

The aim of this workshop was to initiate a Communications Strategy for the second phase of the constitution - making process.

### AIM

To ensure a legitimate constitution by building a culture of constitutionalism.

### B. OBJECTIVES

educate

inform

stimulating qualitative participation

### C. TARGET

All South African's, with a bias towards the rural and disadvantaged groups.

### RESULTS

Although the workshop concluded that Media & CL were implementing the appropriate communications mechanisms, various changes to the content and implementation were agreed upon. This included a shift in focus from just information dissemination about the process to disseminating greater educational information.

### MEDIA PLAN

It was agreed that the percentage of educational information being put out would increase drastically in the new phase.

#### Implementation of plan

##### a. Print Media

- Advertising - use of educational graphics similar to those used in

*Constitutional Talk* and keeping 1 or 2 corporate ads running throughout the process.

- Editorials / News - various methods were suggested to obtain more qualitative coverage of the constitution making process. Some of the methods included are ensuring the availability of the CA drivers, building relationships with editors, personality endorsements, creating news events & regular press briefings.

## ADVERTISING

A suggestion was made to redirect all advertising, TV, RADIO & PRINT, from informative to educational.

The effectiveness of the slogan "*You've Made Your Mark, Now Have Your Say*" was questioned and the discussion surrounding this was to be taken up outside of the workshop.

The group felt that, where possible, less conventional forms of advertising should be investigated, i.e cinema's, sport stadiums & face to face promotions. Targeting large gatherings like sporting events had to be looked at creatively.

## RADIO

The workshop noted the importance of radio in relation to constitutional education and it was decided to explore ways to utilise the media in this regard.

## PR

Events should be created to stimulate media coverage.

## COMMUNITY LIAISONS

The workshop called for the continuation of CPM's and Sector Hearings in the second phase, although the form that these should take would only be able to be defined once various political questions, which the workshop was unable to answer, could be defined.

1. The CEP needs to be extended to encompass a range of effective mechanisms:
  - a) Publications office - Pat Govender and Greg Moran were mandated to draw up a list of possible publications for circulation by June 7.

#### OTHER

It was felt that the co-operation was effective but should be strengthened by regularising the inter-departmental meetings on Thursdays at 16h00. Leonora De Souza agreed to convene these meetings.

The workshop felt that other mechanisms, such as focus groups, should be explored.

#### Credibility of the CA process

Some felt that additional mechanisms were needed to give feedback on submissions and to over-turn the perception that submissions were not being taken seriously.

#### UNRESOLVED ISSUES

Various issues which could be stumbling blocks were looked at. These included;

1. The timing of the draft.
2. The form that draft could be published
3. Consensus vs non-consensus.