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REPORT OF CAPE TOWN'S PRESS GANG 12 MAY 1987.

The press gang has been fairly recently set up and has been working quite well. We have outlined four areas of work for ourselves so far.

1. Immediate responses to daily press. This involves daily reviews of the Cape Times and Argus as well as weekly reviews of Die Burger. We would like to collate a national press clips file as a source of information and to help give a national feel to our responses where possible. We are also hoping to build up a resource document which identifies questions which are often asked of ECC and gives interesting angles on replies.

2. Publicity. This simply involves getting the daily press to give us free publicity for ECC events.

3. Taking the gaps; - monthly press strategy. The press group bravely resolves to explore the potential of all media available in a systematic programme of action. Our first attempt to develop a co-ordinated press strategy has revolved around the current campaign and involves exclusive interviews with our members (campaign co-ordinators and parents group) and feature articles written by prominent personalities, getting statements of support from NOBS and photocalls for the fair and the memorial. We hope in future to get articles into weekly suburban newspapers, magazines and organisational publications. We also want to get ECC writing letters in a big way. We are going to explore getting airspace on local radio stations.

4. Collecting Press Clippings. Besides daily newspapers we would like to start collecting information put out by the SADF in its own publications and then any other analytical articles around the military. We will send clippings from the peninsula press to ECC nationally.

5. Maintaining good relations with the editors and journalists. So far the Press Officer and the Chair have been to visit the editor and some of the key journalists in the Cape Times. This meeting was very useful and gave us a much clearer picture of the kind of press that ECC can expect from them. This area will also include developing relations with foreign press who often have different needs, in terms of information about ECC, than the local press. We would like to build up a store of the kind of in depth information that the foreign press often ask for.



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**END CONSCRIPTION CAMPAIGN (ECC)**

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