

THE UDP SIGNATURE CAMPAIGN IN TRANSVAAL
Report from the Tvl UDP Signature Committee 10/3/83

A. FOMATION OF TVL SIGNATURE COMMITTEE

In early January, a co-ordinating committee for the campaign was set up with the responsibility of establishing signature committees in local areas and organisations and of drawing churches, unions and other groups into the campaign.

So far, meetings of activists have been held in many Witwatersrand areas and organisations (Thembisa, Alexandra, Soweto, Johannesburg, Pretoria, Fordsburg, Lenasia; Descom, Jodac, YCS, Asso, Nusse), and signature committees have been set up in about half of these. Regarding groups outside UDP, two non-affiliated unions have been approached. They have indicated support for the campaign, and in one case allowed UDP to collect signatures at their functions, but as yet they are reluctant to join the campaign themselves. Negotiations are proceeding with the churches and groups like Black Sash and NPSL.

The committee meets once a week. Issues discussed so far are

- + quotas for areas and organisations: these would depend on organisational strength and population density. Nothing has come of this as yet.

- + age limit for signatories.

- + the need to be clear on different levels of the campaign: local, regional and national, and who is responsible for which.

- + secure storage place for forms.

- + phases of campaign: need to plan for mobilisation and publicity plus education and organisation during the campaign, taking advantage of public events, etc. For example, the week building up to May Day was seen as a chance to emphasise union-signature campaign events.

- + responsibility for different parts of the campaign: UDP media committee in Tvl responsible for signature campaign media and publicity; education committee for education; signature committee itself for organisation. (Reps of media and education committees sit on signature committee).

- + need to employ fulltime co-ordinator: a job definition was worked out (see attached), and fundraising was a problem.

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B. CHRONOLOGY OF CAMPAIGN IN TRANSVAAL

1. National launch in Soshanguve: several hundred signatures collected here. (22 Jan)
2. Workshop in Soweto - decision to make local slogan 'Sign against apartheid'.
3. Media Night - 80 supporters join together in making banners, signature forms, t-shirts for campaign. (see attached report) (28/1)
4. Collection after SACDC mass for Fr Mkatshwa - about 700 signatures collected.
5. Collection at 'Nits History Workshop (4 Feb) - many Posetu workers signed enthusiastically.
6. Education workshop - 80 supporters discuss the aims and devise strategies for the campaign (see attached report). (11 Feb)
7. Collecting at Free People's Music Concert at Nits - about 3000 signatures collected. Bands signed on stage.
8. TIC rally in Lenasia collects several hundred signatures.
9. NEUSA workshop 25 Feb.
10. UDP People's Festival - about 6000 collected. Stalls sold media to raise funds to employ fulltime co-ordinator for campaign. Caps, badges, t-shirts and declarations were sold. Campaign stickers given out free. (4 March)
11. Jodac press conference with prominent people (eg. Beyers Naude) signing. (8 March)
12. Medunsa prepares media for launch meeting. Turfloop likewise.
13. BP Cup Final - collecting organised (10 March)
14. National Detainees Day - collecting organised at vigil.

C. FORTHCOMING PLANS

1. Book launch by Albertina Sisulu of two UDP signature campaign books (one national, the other Tvl). The Tvl book was produced by the Tvl education, media and signature committees. It is aimed at individuals, whereas the national booklet is aimed at committees.
2. Taking educational workshops and 'Media Nights' to local areas in the Transvaal.
3. Rally by Anti-PC to launch campaign locally.
4. May Day week.
5. Tvl UDP News - depending on finances.
6. Possible UDP University - People's Teach-in on UDP, Koornhof and Constitution.

TVI UNY MEDIA COMMITTEE REPORT ON MEDIA NIGHT

The Transvaal media committee decided to try to involve as many people as possible in producing media for the signature campaign in the Tvi. Consequently, it was decided to hold a media night with the following aims:

- To produce media *for the purpose of* popularizing the campaign in the Tvi
- To popularize the campaign among activists in the Tvi through an event
- To teach people media skills
- To bring together at grassroots level activists from many affiliates
- To be the first in a line of regional events around the signature campaign, and to be followed by a education and planning night two weeks later.

The evening involved:

- a. Silkscreening skills - stamping Signature logo *and slogan* onto t-shirts which participants were asked to bring.
- b. Banner skills - using an overhead projector with a transparency to project onto cloth, thereafter taking it down and painting it.
- c. *and letter* Roneo skills - using a scanning machine and a roneo machine, we ~~run~~ *run* letterboxed people's demands into the space on the signature form, scanned the whole thing onto a roneo stencil, and then roneoed copies.
- d. Education - educational discussions about the signature campaign, and the education it would need, were held.
- e. Singing and poetry interval - this was cancelled due to illness of singer, absence of poets.

Organisation

It was planned to rotate groups from one activity to the next every hour or so. This worked once, after which people found their own niche and worked more or less solidly on one thing for the rest of the evening, besides for walking around and looking at everything. Three large banners were painted, four different groups roneoed signature forms with their own demands on, and probably 150 t-shirts were printed. The education discussions came up with recommendations.

Evaluation About 80 people attended - thanks to good *personal contact* advertising and ~~the~~ *the* evening was very successful in raising enthusiasm *for* the campaign and in getting everyone to participate. Activists also enjoyed meeting and working with people from other spheres of life, regions and organisations. Problems were theft of t-shirts and organising transport home for people. Suggestions for improvement are leaving out the scanning machine and merely typing onto a stencil

the demand people want, and roneoing this onto pre-printed signature forms. It was also suggested that similar media nights be held in other centres in the transvaal.

Finance

Money was raised during the night by charging people 1/2 cent for each signature form, by buying t-shirts and selling them at a profit during the night. Money for food was obtained by a collection. Costs therefore were low, relating to paper for roneoing, ink and artwork for silkscreening, and brushes, paint and cloth for banners.

Programme for UDF Million Signature campaign workshop

2.00 Registration (Themba)

2.15 Welcome and explanation of the programme and purpose of the workshop (PAT)

2.30 Group Discussions (Tom)

Participants will divide according to areas

Each group will elect a co-ordinator to take minutes

Questions for discussion

1. What are the strengths and weaknesses of organisation in your area?
2. How will the campaign strengthen or weaken organisation in your area.

At the end of this discussion Barbara and one UDF person will collate all the report backs and report back to the plenary session.

3.15 Plenary session

Input by UDF on what are the aims and objects of the campaign so far, what conditions are facing UDF, what is the relationship between the signature campaign and the overall campaign of the UDF.

3.35 Report back from the earlier group discussions (Barbara and UDE)

3.55 Commissions introduction (Popo)

1. Organisation (Popo)

In the course of this discussion the following issues should be raised: the organisers manual; methods of collecting signatures; local and regional structures necessary to run the campaign; relationship between area committees, organisations and the co-ordinating committee.

2. Mobilisation (Barbara)

The purpose of this committee is to decide how to involve as many people not already involved in organisation in the campaign through eg rallies, house meetings, door to door visits. etc.

3. Education (Hoss)

How can we use the campaign to educate our organisations and the community in general about the constitution, the bills and UDF. This group should involve some discussion about the draft information booklet.

What kind of education do activists need, what education will the different structures need, what education will be relevant to the different phases, what educational materials are needed.

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4. Popularisation (Guy)

What major events are necessary to get the campaign going, what slogans, what media is needed.

5. Finance (Valli)

Where will money come from, how will we fund raise, how much money do we need, how will we raise money for regional and local needs.

4.45 Report back from the co-ordinators of each group to a plenary

5.15 Tasks and planning (Hoss)

The groups will break back into their area groups

Each group needs to elect a co-ordinator

The groups need to answer the following questions

1. How will we collect signatures
2. How will we mobilise people in our area
3. What educational needs do we have
4. What big events are we going to organise, how will we popularise and publicise the campaign in our area
5. How are we going to raise the money to do this
6. Who will take responsibility for each task

6.00 Closure date set for next meeting to evaluate the campaign to date and plan the next phase : 31 March.

The co-ordinating committee will take responsibility for writing minutes and circulating them to all organisations.

ANALYSIS OF UDF SIGNATURE CAMPAIGN WORKSHOP, SAT 11 FEB
REPORT OF THE MEDIA/PROPAGANDA COMMISSION

Questions discussed by the group:

1. Role of propaganda in the campaign
2. What media do we need?
3. What planning is needed?
4. Local and regional propaganda - to be looked at in relation to the different phases

ROLE OF PROPAGANDA

The role of propaganda is to popularise the UDF and the campaign. It was felt that a lot of people were uninformed about the UDF and that propaganda around the campaign should also be used to enlighten people about the UDF.

Propaganda should enthuse people generally and at every level of organisation about the campaign. It should also encourage active participation in the campaign.

At an ideological level the propaganda should provide an alternative to what is presented by the government, especially about the constitution and the Koornhof Bills.

In popularising the campaign the relationship between affiliates and the UDF should come through. Local organisations should be promoted along with the UDF.

As the UDF and affiliates will be involved in putting out propaganda, it is important that there is coordination between the UDF and its affiliates.

For propaganda to be suitable and effective on a local level affiliates should participate in working out the propaganda eg. slogans that are understood and appeal to people in an area or constituency.

MEDIA NEEDS

All media resources available for the campaign should be used. This includes the progressive press - Speak, the Eye and Saspu National as well as newsletters of organisations, also pamphlets, posters, banners, stickers, displays, T-shirts, etc. The commercial press could also be used eg. City Press is to have a barometer showing how many signatures have been collected. Capital radio could also be used.

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It is important to work out what audience each of these is going to reach and from there work out the type of propaganda needed.

Some of these, eg. pamphlets and posters are important to advertise local events. It is essential to remember things like what language to use and eg. literacy level. Pamphlets need a back-up, for example house visits.

Local media workshops like the one held by UDF in Khotso House could be held in different areas. Here local organisations could produce media needed for the campaign in their area. At the same time it could be an effective way of drawing people into activity and building up enthusiasm about the campaign. People could also learn media skills, educate each other, discuss and plan the campaign together, work out slogans and their demands to be printed on the signature forms.

One suggestion for T-shirts was to have the signature campaign logo on the front and the organisations' demand on the back of the T-shirt.

PLANNING

There should be planning about how to move into areas where the UDF has not yet been popularised and what media and propaganda was needed for this.

In planning, groups also need to bear in mind things like finances and distribution and plan for these in advance.

It is also important to plan in advance to work out at what events there could be major drives to collect signatures and what propaganda/media is needed for these events.

LOCAL AND REGIONAL PROPAGANDA

C&N organise mass meetings in the area around the campaign if this is appropriate or where there are already mass meetings planned around other issues, make sure there are people collecting signatures at the meeting. This should be accompanied by a UDF speaker from the platform explaining what the campaign is about.

Local press conference or launchings could be held. All affiliate organisations in the area should participate in these.

It is important to link local campaigns, issues, problems and organisations with the signature campaign and the UDP.

During the second boost phase of the campaign:

Can give a report at the UDP music festival on the progress of the campaign and have band members signing. Have lots of banners there. Can organise slides in cinemas, locally, publicising the campaign and collect signatures during interval and afterwards. Also at football matches and other sports meetings, churches etc. At sports meetings there should also be posters and banners and pamphlets handed out, and for eg. for Kaiser Chiefs to sign and that they encourage people to sign publicly.

Get other prominent local people and leaders to sign publicly if possible and give these events publicity, also church leaders locally.

Try as much as possible to get feedback and assess media and propaganda. Here local activists participation will be essential.

Propaganda should develop with educational input. There should be pamphlets at tables where people are signing. Also link in with days such as Sharpeville etc. Incorporate anti-government propaganda and link the national crisis into the campaign.

Nationalise propaganda - show what is happening all over the country, how the campaign is progressing in other regions.

Special attention should be paid to trade unions and getting members to sign. UDP people could go to shop steward meetings to speak to them and motivate the campaign. Here it was felt personal contact is important.

Because of the financial difficulties of the UDP it was felt that organisations should pay 1^o per signature form and 5^o per poster. Printing the organisations demand on the form (in red) would cost 50^o per 200 forms. The UDP media committee would help with any media.

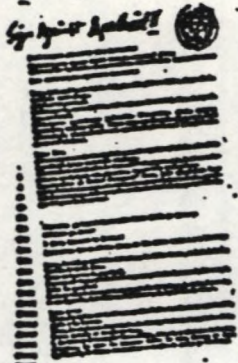
TO ALL TRANSVAAL UDF AFFILIATES:

Please pass around within your organisation. The UDF Media Committee is gearing up for the Million Signature Campaign. We can help you:



Paint banners to show your organisation's support for the signature campaign. You can use these for local activity and also to popularize your organisation at the UDF Music Festival.

UDF wants every Transvaal affiliate to march onto stage and sign the Signature form in front of 30 000 people at the Music Festival. We will be painting banners at Van Wyks Rus on Saturday 3rd February. Let us know by the 2nd if you want to come and paint one with us. Costs: R10 per banner.



Design and produce posters or pamphlets. The media committee can help you produce these if you want to advertise a local meeting or issue linked to the Signature Campaign. Costs vary, but you can do A3 size black and white posters for 15c each, -and A2 size silkscreen one-colour for 30c each. Roneod pamphlets cost (with a scanned stencil) about R12 for 500 A4 size or 1000 A5 size. (If you can bring your own paper, it's much much cheaper)

Print your demand on the Signature form in the space provided. You can do this in red ink through the media committee. Cost: 30c for a roneo stencil, 1 cent for five forms.



Print the signature campaign logo, and your organisations own logo onto T-shirts. Bring old shirts, or buy new ones to sell and raise money for the campaign in your organisation/area. Cost of printing: R30 for 100 shirts.



Hold a media happening! Two weeks ago the media committee held a Media Happening at Khotso House where all the above activities - t-shirts, banners, printing, etc. took place at the same time. This kind of thing is popular because it allows everyone to join in and participate. Why not consider a Media Happening in your organisation or area? The UDF video could also be shown at such an occasion.

THE UDF MEDIA COMMITTEE NEEDS MORE MEMBERS!

Can your organisation send people to sit in the media committee for two months, or permanently? We can help train your members in media skills in this way. The more people there are in the media committee, the more useful UDF media will be to affiliates.

PLEASE DISCUSS THIS REQUEST IN YOUR ORGANISATION AND LET US KNOW:

FOR MORE INFORMATION CONTACT:

UDF, Fourth Floor, Khotso House, De Villiers Street, Johannesburg.

UDF SIGNATURE CAMPAIGN ORGANISER: SUGGESTED JOB DESCRIPTION

To co-ordinate the planning and activities of the signature campaign.
By:

A. Working with all affiliates

- to give ideas about how they can use the campaign to further organisation
- to give ideas about how they can collect maximum signatures in their areas
- to inform UDF subcommittees as to the needs of the affiliates
- to co-ordinate affiliates in covering whole areas

B. Working with the UDF subcommittees

- providing input as to the problems experienced and ways of solving them in relation to •media
 - education
- to inform the JHB signature committee of the general progress and specifically
 - to prepare agendas for the meetings and ensure that decisions are carried out
 - to point out major issues that need discussion
 - to ask for assistance when needed

C. Responsibility for Transvaal.

- To take a map of the Transvaal and work out
- where we have affiliates
 - where we know sympathetic people
 - where we need to make some contacts

In each area, work out what other groupings can be approached

- church
- cultural
- farming co-ops etc.

D. General.

- Work out a timing programme and push affiliates/areas to hand in set numbers.
- Keep a count for each affiliate and the total. Provide this to Golden City Press (or ensure that our count is given to whoever adds them up)
- Co-ordinate (or delegate) any UDF activity around the campaign eg. collecting signatures at the music festival.

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