



# UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

1 Jan Smuts Avenue, Johannesburg

☒ P O WITS  
2050, SOUTH AFRICA  
Fax: (011) 403-1926  
☐ 'Uniwits'  
✉ 4-27125 SA  
☎ (011) 716-1111

Mr Raymond Louw,  
Campaign for Open Media,  
23 Duncombe Road,  
Forest Town,  
2193.

Reference:

Enquiries:

☎ (011) 716-

Date: 7th January 1991

Dear Ray,

CONFERENCE ON ALTERNATIVE OPTIONS FOR BROADCASTING IN  
SOUTH AFRICA, SEPTEMBER 1991.

I recently received a significant grant from the Ford Foundation in the United States to carry on my research into television in a new South Africa. So I have set up a number of research projects which will culminate in a conference on broadcasting in Johannesburg at this university in September this year.

Some of the issues that will be discussed will be the role of radio and television in solving the education crisis, the language issue in a multilingual broadcasting set-up, culture and television in a multi-cultural society, training for a new approach to documentary and the role of the film industry in developing a new television drama.

It is my intention to invite the best progressive South African media minds (both academic and professional) to deliver papers at the conference as well as two or three international experts of the calibre of Prof Cees Hamelink of the Institute for Social Studies in The Hague, Mr Jaap Swart head of the Wereld Omroep of Radio Nederland, Alan Fountain of Channel Four and someone from FR3 in Paris. I have invited Pallo Jordan to participate as well as Ihron Rensburg.

My intention is then for the best local papers in this conference to go forward to the projected world conference in Hilversum in 1992 which is being mooted by the Dutch government at present. This will be the most effective way of exerting pressure on the existing SATV hierarchy to adopt a more democratic structure. I am afraid that all our petitions and all the local pressures still will not change the existing structure from a state-controlled system.

As we have said so many times it is essential that an independent broadcasting authority (an IBA) be established and that the priorities of education, culture and information be rethought and then enforced with the strength of international opinion.

I have asked Alex Boraine and IDASA to be co-sponsors of the research project and the conference and this letter asks you and COM to assume a similar role. If you agree then we can collaborate on a list of speakers and a range of topics. I am sure that you would want to read a paper.

I have the support of Mr Piet van Buuren, the Netherlands Ambassador to South Africa, and I am sure that funding for foreign speakers can be arranged if necessary. The nature of your participation in the conference in Hilversum in 1992 can be discussed later.

Please consider these questions and let me have an answer as soon as you can. I must stress how much I would appreciate your participation and how important this is for the future of broadcasting in South Africa.

I wish you a happy and prosperous New Year.

Yours sincerely,

John van Zyl.  
Acting Head.

