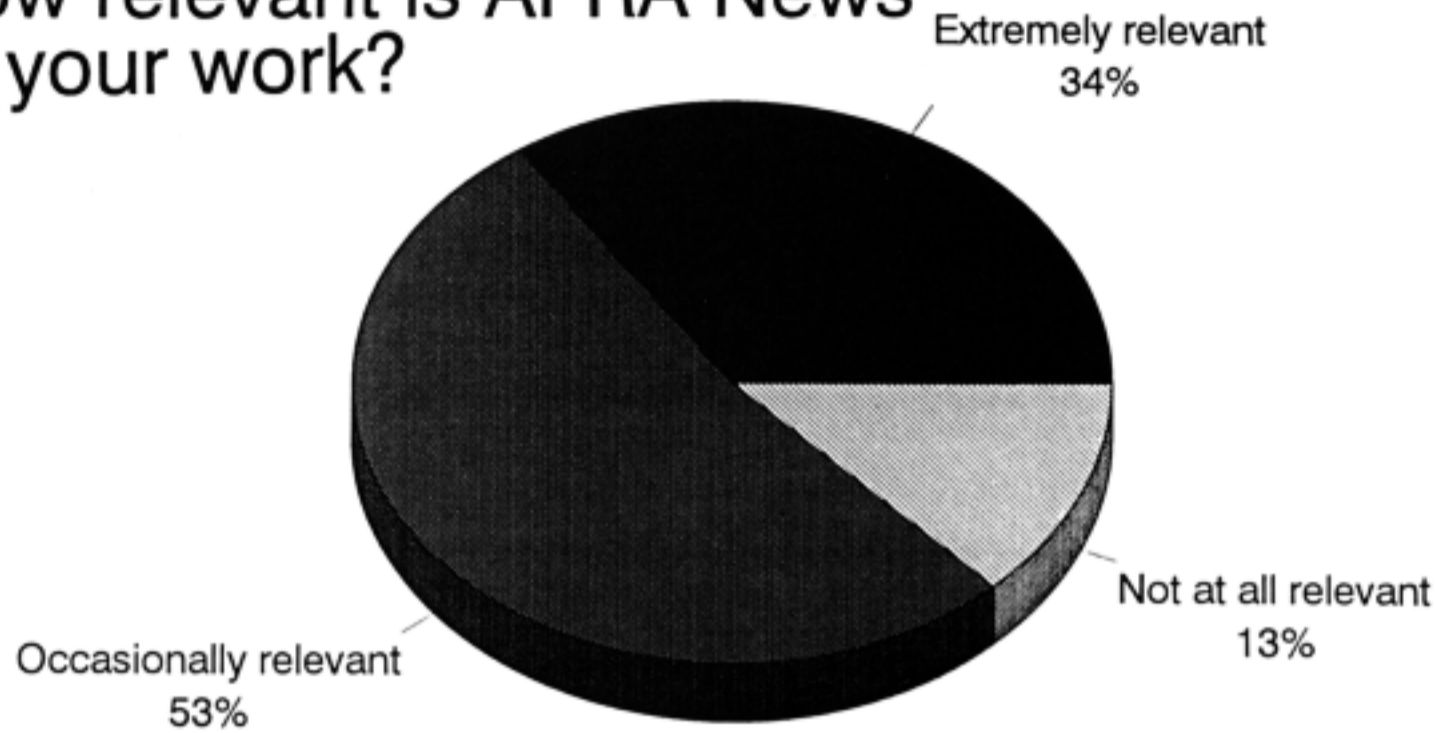


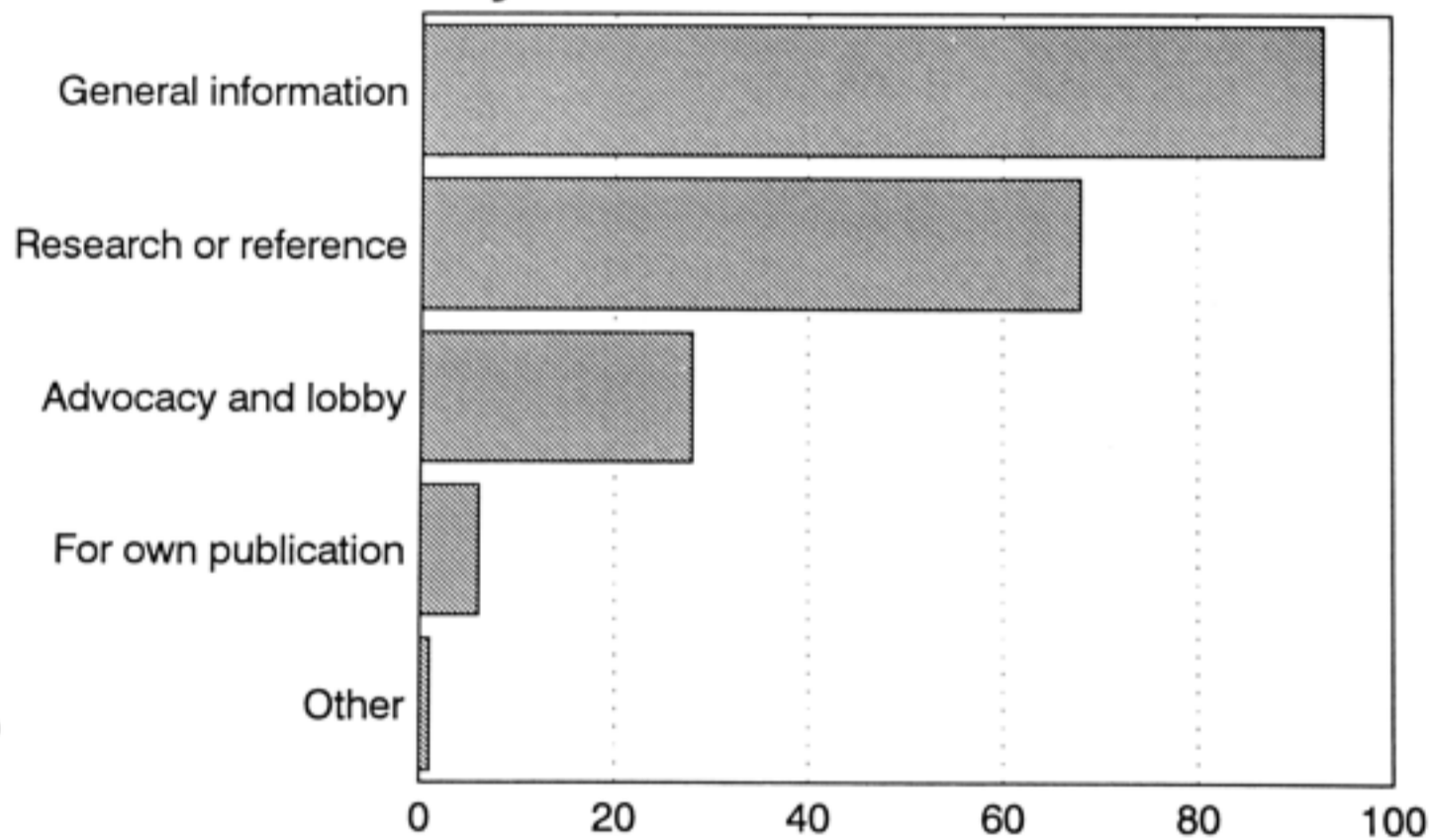
# AFRA News readership survey results

**A**N independent research organisation, the Community Agency for Social Enquiry (CASE) conducted the survey for AFRA. AFRA's main concerns were around relevance and worth of publishing *AFRA News*, how it was used and whether its frequency was correct. We were also interested in who our readers are and what interests they have. Survey results are based on questionnaires received from 10% of the people who were on the *AFRA News* mailing list in June 1993. Nevertheless, CASE recommended that AFRA get a fresh commitment from people currently on the mailing list to ensure that those who currently receive the publication actually read it.

How relevant is AFRA News to your work?



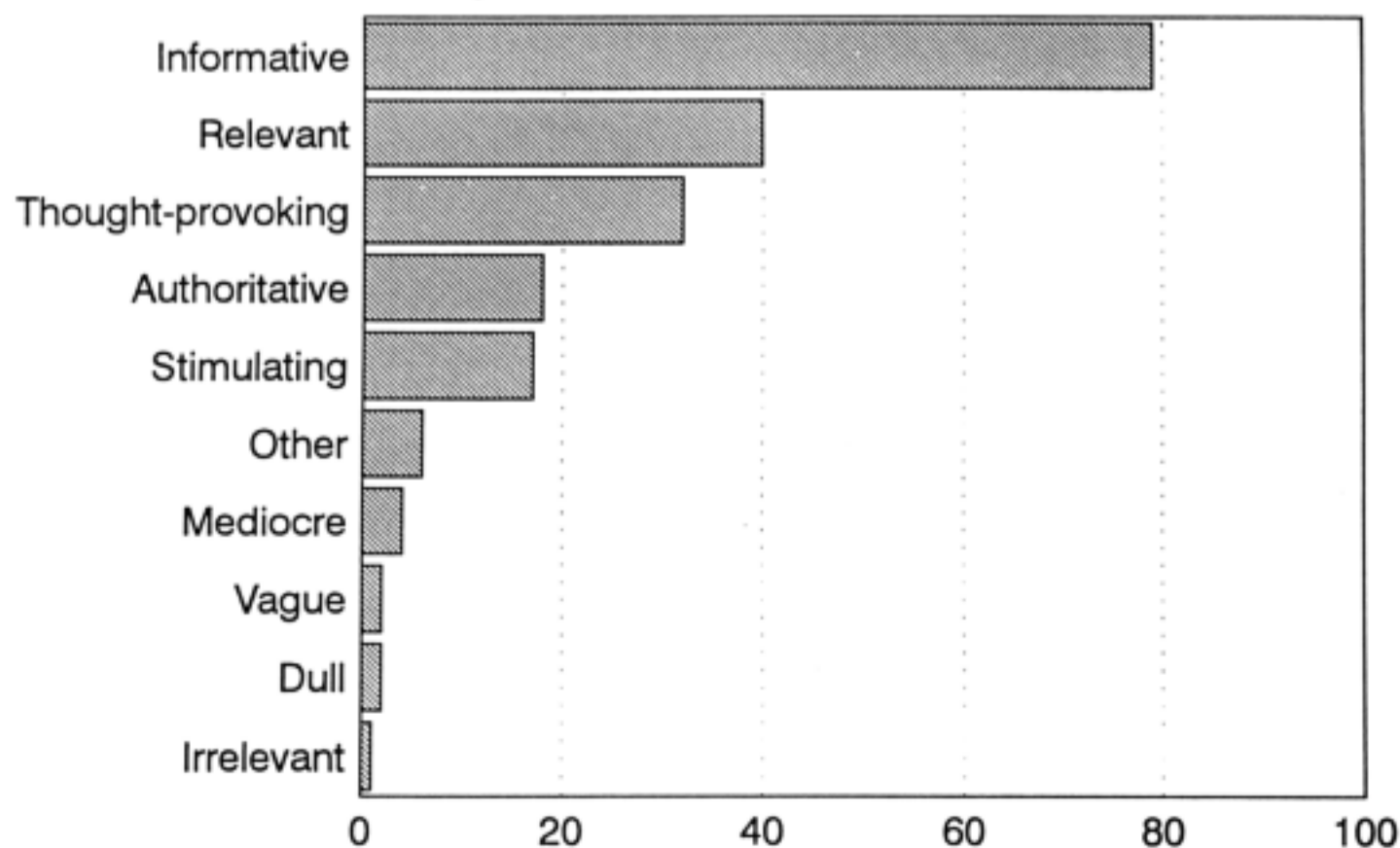
How do you use AFRA News?



## Is it useful to publish AFRA News?

CASE concluded that responses to the readership survey show that *AFRA News* is appreciated, needed and serving a useful purpose. In general, the publication got high ratings for overall content and design. *AFRA News* had a longer shelf life than that usually associated with a newsletter and the size of the readership was greater than the size of the mailing list. About 82% respondents to the survey said they would be willing to pay for *AFRA News*.

Overall impression of AFRA News



Readers described content as informative, relevant and thought-provoking. They also saw it as a reliable source of information, that it reflected a commitment to rural victims of apartheid and presented a critical perspective on rural issues.

### **Who reads AFRA News?**

Mainly men who fall into the over 40 years age bracket. Many work in the area of land and development and are educators or head projects.

### **What do they read in AFRA News?**

The most read parts of *AFRA News* were Land Briefs and Land Rights Update. They liked interviews with people involved in rural land and development work. Readers were most interested in rural development, land rights and land reform (covering both land claims and redistribution). Policy debates and agriculture were of least interest.

### **What do they want to see more of in AFRA News?**

Human interest type articles, success stories, conservation and environmental issues, AFRA itself and reports on rural development projects and strategies that have worked. Readers also asked for more photos and illustrations and more "investigative journalism".

### **What do they use AFRA News for?**

Most people use it to get general information about rural land and development issues. About two thirds of readers use it for research and references purposes.

Only a quarter use it for advocacy and lobby work.

### **What are the options for AFRA News?**

Although the survey indicated a general positive response to *AFRA News*, two areas should be explored more fully. Firstly, that few people use *AFRA News* for advocacy implies that *AFRA News* is not exploiting its full potential and should position itself better in relation to decision-makers outside the rural land and development sector. If AFRA's lobbying role is to be properly carried out, then land issues must be put on the agenda of policy-makers broadly. AFRA intends targeting these people specifically in 1994.

Secondly, *AFRA News* must cover more rural development issues. This is important, not only because many readers find this area interesting, but also because it will become the key challenge in 1994. Land claims is only a small aspect of land reform. The largest and most problematic area is that of land redistribution and rural reconstruction. Communities who recently regained their land have forced AFRA to address issues around resettlement. Resettlement itself has already placed enormous development and institution building challenges on communities.

Besides the resettlement challenges which will confront other successful land claiming communities, is the need to develop a realisable vision and programme for rural development and workable projects which can address rural poverty and landlessness.

## **Winners of t-shirts**

THE following 10 people's names were drawn by CASE and they will be receiving their t-shirts soon.

- Andrew Maaladiatla
- Rosalee Wilson
- John Dixon
- MB Dyer
- Chris Vick
- P. Merret
- Tobie de Vos
- Dave MacDevette
- Malcolm Draper
- G Spiller

# 1993

FARM WORKERS  
ARE THE MUSCLE  
OF THE LAND

NO POWER  
WITHOUT  
LAND

12 - 13  
Rural and landless  
start to find their voice

14 - 16  
Land and  
development players  
give their views

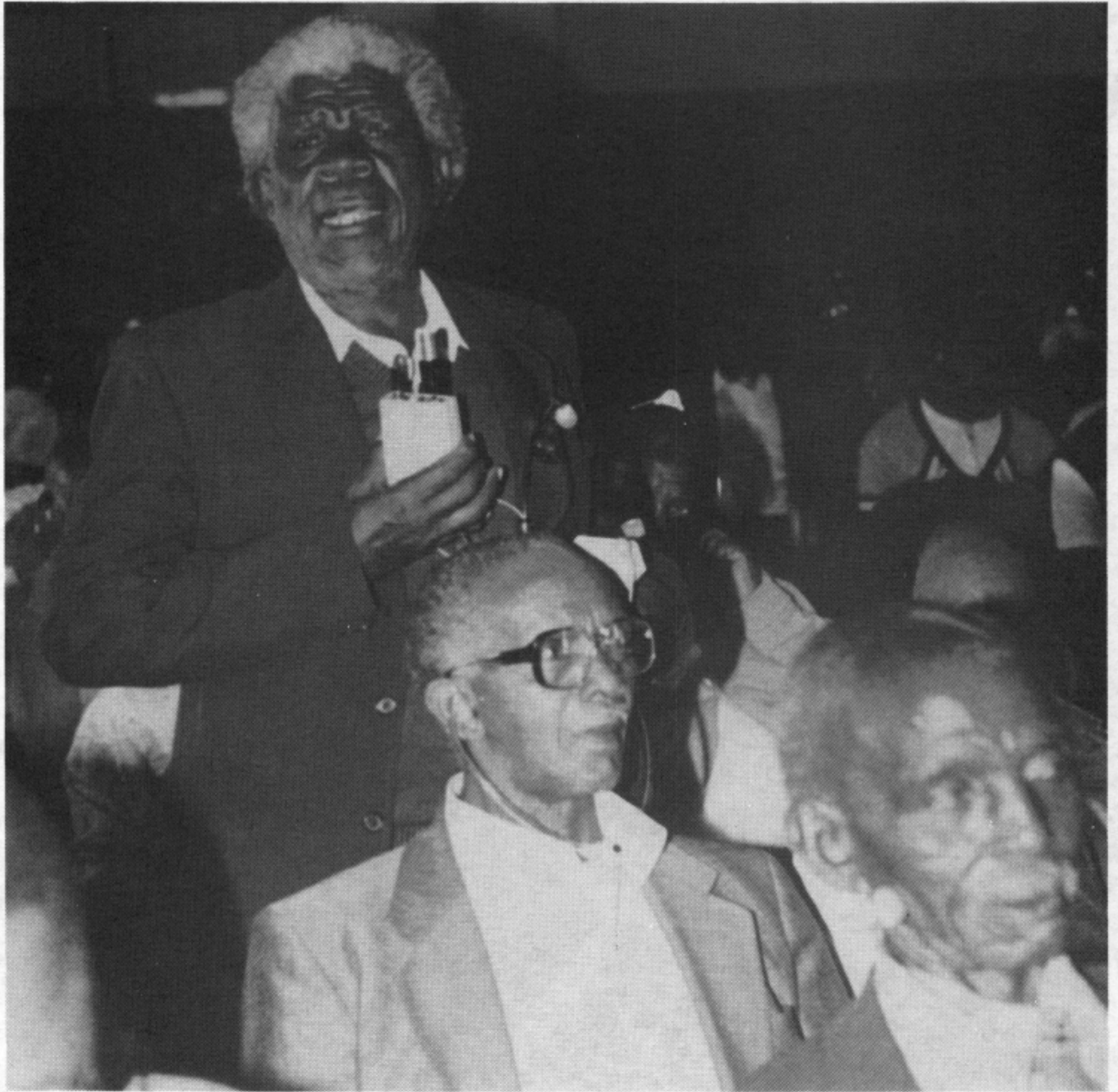
17 - 24  
An A to Z of rural  
land and development  
issues

BANDMENT  
OF UNDEMOCRATIC  
COUNCILS.

the year in review

BACK to our lands  
to advance

# Rural and landless start to find their voice



**O**n the eve of a democratic South Africa, there is a quiet but steady awakening of a rural people's voice. With the experience of an intransigent and apparently confused Nationalist Party government, rural people are reluctant to pin their

faith blindly on a new government.

The government-appointed Advisory Commission on Land Allocation failed to act as an effective mechanism for either land restoration or redistribution. Despite its patent inability to effectively handle the simple claims brought before it, the

Commission has now been given the responsibility to make recommendations on some 400 pieces of state land in Natal.

Proposals for an alternative process to the Commission on Land Allocation have not been implemented, but are likely to happen once a new government is in place, in

terms of a clause in the bill of rights which guarantees restitution of land rights to victims of apartheid land laws and policies.

While debate about mechanisms for land restoration and redistribution raged on, the government continued to dispose of state land in various ways. Among these was the administrative transfer of about 1.2 million hectares of state land to bantustan governments. These agreements included possibilities of state land being transferred to ownership of "tribes" and parastatals in the bantustans.

The government also hastily passed nine new land laws affecting land distribution in July. The National Land Committee's Joanne Yawitch said the laws would effectively alienate large amounts of state land and land belonging to communities in favour of bantustan and tricameral authorities.

The laws would also entrench privatisation of land, and force privatisation of communal land on people without proper debate about other more creative options for secure tenure.

In response to government manoeuvring around land allocation, rural communities began to organise more widely under the banner of the "Back To The Land Campaign".

In August, representatives from 80 rural communities throughout the country converged on the World Trade Centre to protest against the proposed property clause in the bill of rights in the interim constitution.

Rural and landless communities and service organisations with whom  
**AFRA News December 1993**



they work are planning a national community land conference for early 1994. Communities at the conference will draw up a land charter around which they will organise and also use to lobby political parties taking part in the election.

But while much attention focused on getting broad consensus on land claims, it remains unclear how and when substantial land reform will be managed.

And issues of rural local government and rural development have been largely neglected. Complicating factors in effectively addressing both have been the ambiguous status of bantustan governments and weak

organisation among rural people.

Forums proliferated and became potential centres of decision-making around development. But, in most of these, rural issues remained peripheral.

Various forums have now begun to seek ways to include rural concerns. But, the challenge remains of effectively including a rural community voice, when communities are still in the initial stages of organisation. Another challenge is to streamline and rationalise the plethora of forums so that emerging community organisations can effectively engage with them.