

Mr Pogrund preferred the word "dispassionate" though he found himself hard-pressed to define that too.

The Rand Daily Mail attempts to control the personal prejudices of its staff members through the creation of a series of filters through which the news is processed. There are always people looking over other people's shoulders, so that there is a constant attempt to maintain balance at all times.

News selection is a matter of professional training, and experience provides an awareness of what is news and what is not. There is a deliberate intention to put forward news that will sell papers — a very necessary approach if a paper is to survive, particularly in South Africa with its small reading public. But obviously this is not the only type of news that a paper will publish.

In this country newspapers must be all things to all men and editors must walk a tightrope in an effort to keep all types of readers satisfied.

Press people suffer constant anxiety about whether they are really in touch with the public; with what they want; with trends of thought, while at the same time having to consider whether a newspaper must follow or lead.

It is part of the community it serves, and must be careful about getting too far ahead of its readers.

There are constant tensions on a newspaper — good, inter-active tensions between newspaper people which help to maintain an even keel. As different influences are brought to bear a newspaper will veer around to some extent. In addition there is the plethora of laws restricting what the Press may publish, and the pressures from the Government which arise from time to time.

Newspapers like a first-class mix of politics, crises, crimes, rapes, disaster — these are what sell — and of course all these matters taken together reflect existence.

All newspapers have their own special interests. The Rand Daily Mail is particularly concerned with such matters as poverty, wages, the

pass laws and other allied topics, and this influences its choice of material in the news and feature articles.

Mr Louis Luyt's recent attempt to gain control of SAAN has served to remind the public of the importance of a free Press, imperfect though the Press may be.

The tensions and anxieties aroused by this attempt caused newspaper people to wonder whether the Rand Daily Mail was worthwhile preserving and whether it can achieve enough, and the feeling was very strong that it was still meaningful. The public will surely endorse that feeling.

● *Barbara Waite's letter is published here by kind permission of the Rand Daily Mail.*

Two portraits of rural South Africa

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formation regarding health matters will be given to the community by means of personal contact and through lectures and demonstrations.

Patients attend Monday to Wednesday from 8 a.m. to 4.30 p.m. Patients are also visited in Ginsberg Location, Kingwilliamstown, a few kilometres away from the clinic on Thursday afternoons, and at Ugwenya-Middledrift on Friday mornings.

Water was a major problem and initial expense was involved in prospecting for water, which fortunately after much searching was struck near the site and piping laid on in time for construction to start on schedule.

The Zanempilo Clinic is a significant step taken by a Black voluntary agency and it is hoped that it will be followed by other similar projects. Like all other voluntary organisations the clinic is heavily dependant on grants and donations for its work.

Zanempilo is a splendid example of dedicated community work and all those concerned are to be congratulated on succeeding in achieving a project which will benefit many of the poor and destitute Black people in those areas.

Rocklands Beach

ON a hot summer Sunday afternoon I lie upon this little beach

Children and parents dip in and out the sea, others enjoy a picnic tea.

Yachts and speedboats passing by, gulls awheeling in the sky.

I should be thankful and serene, enjoying the beauty of this scene

But my mind is a turmoil of despair — why me down here those up there?

Where well-dressed dark people line the rails and longingly upon us gaze.

You men who enact our laws — pause.

How would it be if your children and you lined those walls?

And they ask, "Why can't we go down, Daddy?"

What would your answer be?

"RSB"