

IDASA can help you make your mark . . .



To help prepare South Africans for elections we offer a range of **VOTER EDUCATION RESOURCES** in print and audio cassette including:

ELECTION COUNTDOWN

CASSETTE: What can your business do to help promote democracy? Find suggestions in this IDASA cassette which hones in on the key messages of voter education (R25)

VOTING SONGS: Election messages in Rap and Mbaqanga. Produced by IDASA's radio unit and sung by the Young Rap Project and Mahlatini & the Mahotella Queens (R10 incl VAT, postage)

VOTER EDUCATION KIT:

■ **You Can Vote:** An easy-to-use voter education package with detailed trainer's manual and 10 colour posters (R10 rural organisations; R30 other organisations; R120 companies)

ALSO:

■ **A Votemobile** vehicle provides voter education, materials and advice to communities, hospitals, schools, etc., in the Pretoria area and Eastern Tvl

For information/orders, contact:

Cassettes: IDASA Media Department, Shireen Badat (021) 689-8389; You Can Vote: Training Centre for Democracy, Marie Strom (011) 484-3694; Pretoria office, Alice Coetzee (012) 42-1478



We're 'doing democracy' on the airwaves

AFTER months of planning, endless meetings and countless proposals on voter education by radio, Idasa's Radio Project is pouring a torrent of magazine programmes, dramas, public service announcements and music on to the air.

The project's 15-minute Xhosa magazine programme called "Make Your Vote Count" has received a warm response from listeners, who have phoned to say "keep going, we love what you are doing". A contest run on the programme - seeking replies to the questions "What is the name of the commission which will be responsible on election day?" and "What must you have in order to vote?" - has elicited huge numbers of entries, from areas as far apart as the Transvaal and Eastern Cape.

The formula arrived at for the programme mixes on-the-street interviews with expert opinion, drama, storytelling and music. A different voting issue is dealt with each week. Among the topics addressed so far are why it is important to vote, what individuals can do to promote peace and reasons for hope in South Africa.

Voter education material produced in Xhosa is being broadcast on Radio Xhosa, Radio Transkei and Radio Ciskei, while Radio Zulu is airing the Zulu versions (see box for broadcast dates and times).

The Peace Committee's new national radio station, Peace 2000, offers another outlet for Radio Unit programmes. This station, broadcast on the Radio 2000 frequency, is dedicated to the promotion of peace and democracy. The Idasa Radio Project will fill a half-hour weekly slot with a magazine programme called "Doing Democracy".

The unit has also produced a series of public service or community announcements in English, Afrikaans, Xhosa, Zulu, South Sotho and Tswana. These will be aired by most of the national and regional SABC stations as well as independent stations such as Radio 702 and Capital Radio. These



MAKE YOUR VOTE COUNT: Actress Thobeka Maqhutyala presents Idasa's Xhosa magazine programme.

announcements are short messages, similar to advertisements, about such issues as the secrecy of the vote, the need for tolerance and the importance of individual votes.

Pieter-Dirk Uys has written and performed a special series of announcements, and another batch of announcements will be voiced by local music and entertainment stars.

The latest development is a 15-minute weekly programme for Afrikaans Stereo entitled "Laat Jou Stem Tel". Using competitions, interviews, music and drama, it will deal with a different theme each week.

The power of radio to educate people and provide a means for the airing of the needs and concerns of citizens is at last being recognised in South Africa. The advent of community radio initiatives, the issuing of temporary licences and the promise of a redistribution of airtime, all bodes well for the future of broadcasting. Radio Project staff enjoy the challenge of working on this edge.

● If you have any suggestions or ideas for programmes please write to the Radio Unit, Albion Spring, 183 Main Road, Rondebosch, Cape Town 7700; or telephone (021) 689-8389.

Jackie Davies
Radio Project Producer

Title	Station	Time
Make Your Vote Count (Xhosa)	Radio Xhosa Radio Ciskei	Sat 8:00 am Daily 1:30 pm; 5:15 pm
Kwaze Kwabaluleka Ukuvota kwakho (Zulu)	Radio Zulu	Thurs 7:45 pm
Doing Democracy (English)	Peace 2000	Mon 1:30 - 2:00 pm