

**ANNUAL GENERAL MEETING SACOMM 2017
RHODES UNIVERSITY GRAHAMSTOWN
FRIDAY 1 SEPTEMBER 2017**

1 WELCOME AND APOLOGIES

Prof Colin Chasi opened the meeting and welcomed everybody present.

Apologies were received from:

Prof Keyan & Ruth Tomaselli who is attending to sad family matters.

Francois Smit AFDA who had to travel back to Gauteng urgently.

GP Van Rheede van Oudtshoorn (previous vice president) who moved on and took on another work position. His position was filled by Elnerine Greeff.

Attendance register available from SACOMM Administrator:

See attached document.

2 CONSTITUTING THE MEETING

A total number of 36 members were present.

3 MATTERS FOR DISCUSSION

3.1 Feedback from the President

Colin Chasi commented that 2017 was a very challenging year during which SACOMM showed resilience due to the commitment of dedicated individuals. Elnerine Greeff was thanked for her willingness to step in as vice president, breached the gap left by GP Van Rheede Van Oudtshoorn and took on extra responsibilities. Julie Reid was also thanked for her continuous support and commitment.

3.2 Feedback on the finances (treasurer and administrator)

SACOMM is doing financially well, but need more income than just from membership fees alone. The possibility of obtaining sponsors were mentioned. Some conference fee payments are still outstanding, but will be followed up after the conference. A financial audit needs to be done.

3.3 Feedback from the conference hosts

The conference hosts demonstrated generosity through support and commitment which is highly outstanding and appreciated and acknowledged by SACOMM. Highway Africa was thanked for the opportunity to host a dual conference. New contacts and relationships were formed through this venture.

Anthea Garman reported that the conference went well and arrangements went smoothly. The idea of the joint conference between SACOMM and Highway Africa was tested out for

the first time during 2017. It went relatively well, but Highway Africa had different priorities and was not too focused on joint collaboration. Most SACOMM members felt ignored and that SACOMM was overshadowed. Apologies were given if any members felt offended and neglected. Sponsorships for conferences are hard to obtain as the sponsors have demands which need to be met. A document will be prepared by the conference organisers indicating what worked out well and what to avoid in future. This year the conference organized the papers into themes instead of streams which worked out well. Feedback and evaluations from conference members are welcome and encouraged. The emerging scholars had their own meetings and discussions, which went very well, and they were thanked for their support to SACOMM. The emerging scholars will provide feedback.

3.4 SACOMM website and listserve

Julie Reid has maintained the website for years, and needs a replacement to take over the position. Colin Chasi will have a discussion with Keyan Tomaselli on the listserve to see how it can be managed in future. Keyan Tomaselli was thanked for the tremendous work he has done on creating and maintaining the listserve as this is a very useful function. A suggestion was made that the website and listserve management be done at one central place.

3.5 Interest group feedback

- **Media studies & journalism**

Ylva Rodny-Gumede

University of Johannesburg

Viola Milton was thanked on her support and reaching out to the group. Various conversations and discussions were held with the emerging scholars. All new information concerning this group will be added to the website.

- **Screen studies**

Francois Smit

AFDA

Francois Smit apologized for not being able to attend meeting. Julie Reid reported on his behalf. AFDA Johannesburg has organized two colloquia. AFDA plan to do more research on virtual reality and host an international television screening contest. Unfortunately SACOMM members do not respond to calls from AFDA and AFDA urged for more support and cooperation from SACOMM members.

- **Corporate communication**

Tanya le Roux

North West University

Tanya le Roux resigned and took up a new position in the UK, therefore no feedback were given.

- **Communication in general**

Martine van der Walt Ehlers

UNISA

Martine van der Walt Ehlers made apologies and could not attend the SACOMM conference. No feedback were given.

- **Communication education and curriculum development**

Elnarine Greeff

UNISA

This stream can easily latch on to other streams, but need collaboration between the streams. The stream convenors need to streamline the different sections. Unfortunately the academics were not too much involved. The conference themes need to be reconsidered in future, as only 4 abstracts were received for this stream for 2017. A project proposal is needed from all institutions to discuss where the discipline is currently and where it is going.

- **Communications advocacy and activism**

Julie Reid

UNISA

SACOMM is the ideal platform for research and network as there is no need to confirm to certain spaces. Several informal meetings were held which went very well. A workshop was hold with AFDA which proved to be a huge success.

- **Emerging scholars**

Taryn Isaacs NMMU

Mvuzo Ponono UFS

SACOMM was thanked for the pre-conference opportunity, as it proved to be hugely successful and worthwhile. They are very grateful for the opportunity. A panel presentation were done on decolonialisation, and interest was shown to join in decolonialisation. Partnership with the journalist is also mentioned. A research assistant for emerging scholars can be funded by UFS The Journalist. A proposal was made to set up a student journal to which papers can be submitted and worked on. A partnership was formed with JUTA publishers. More outside activities (workshops) to be attended should be sourced and sponsorship should be obtained to attend these activities. A network should be created and spread into Africa and East Africa to build collaboration across the continent. This lead to the question: How aggressive should SACOMM be as an association? A strategic discussion on this matter will be held at the next conference. Funding of emerging scholar activities should be discussed with the president of SACOMM.

4 ELECTION OF NEW PRESIDENT, DEPUTY PRESIDENT AND STREAM CONVENORS

President:

Ylva Rodny-Gumede

Deputy President:

Elnarine Greeff

Media studies & journalism:
Mvuzo Ponono

Screen studies:
Francois Smit

Communication in general:
Martine van der Walt Ehlers

Corporate communication:
Lida Holtzhausen

Communication education & curriculum development:
Bruce Mutswero

Communication advocacy & activism
Pier Paolo Frassinelli

Emerging scholars:
Linah Nkuna & Theo Ngonco

5 GENERAL ISSUES

5.1 Host University 2018: University of Johannesburg
Host University 2019: University of Cape Town

5.2 New representative to the World of Journalism Organisation (WJS): Ylva Rodney Gumede

5.3 Managing of website: to be discussed with new executive

5.4 Emerging scholars abstract evaluations: to be discussed with new executive

6. CLOSURE

All attendees were thanked for their contributions and the meeting was adjourned.
