

**ANNUAL GENERAL MEETING 2020
TUESDAY 29 SEPTEMBER 2020 17:30 – 19:30**

CHAIRS:

President: Prof Elnarine Greeff
Deputy President: Prof Tanja Bosch

AGENDA

1. HOUSEKEEPING (Prof Elnarine Greeff)

Everyone was welcomed, although it was a small attendance.

Attendees 33

1.1 Opening and welcome

Prof Elnarine Greeff welcomed everyone to a very different 2020 AGM, and expressed appreciation for all the support and time committed towards SACOMM. It is hard not to have an actual conference. The deputy president was thanked for all her support during a difficult 2020.

1.2 Personalia

No items received.

Apologies received from Prof Keyan Tomaselli & Prof Ruth Teer-Tomaselli.

1.3 Finalisation of the agenda

Agenda was accepted by all members present.

1.4 Matter arising from the previous AGM

Dealt with under corresponding points below

2. INTEREST GROUP FEEDBACK

2.1 Media studies and journalism

Prof Carol Zandi Lesame

Five points were discussed.

2.1.1 Changes during 2020 forced us to change the way we teach and work. Covid had a huge impact on teaching and learning. In the past we relied on face-to-face teaching. Covid forced a movement towards the virtual classroom and distance teaching. The way research is conducted has also changed. ICT and network facilities had to be updated and upgraded. The impact of Covid was both positive and negative.

2.1.2 Curriculum review and improvement:

Unisa improved their Diploma in Public Relations. University of Limpopo overhauled their BA Media Studies Programme and changed the outdated curriculum. More online modules are now presented.

2.1.3 Publications 2020

The list is to be updated. Many new publications saw the light during 2020. Webinars were held. These new books are to be used for the advancement of scholarship.

2.1.4 Media reports on media freedom and the safety of journalists

The safety of journalists in African countries needs to be specifically addressed. Reports needs to written on these issues. Media and press freedom is important and should be nurtured.

2.1.5 Reporting on Gender Based Violence and Femicide (GBVF) in the media of South Africa

Policies and legislation were consulted. These should be included in research. Stakeholders should get involved in finding solutions to GBV. A report is to be finalized and the findings to be communicated. Solutions should be found to support and assist society on GBV.

2.2 Screen studies

Mr Francois Smit

A research colloquium will be held during November/December 2020. Memorandum of Understanding are underway with The Journalist and Gala. The SACOMM website is functioning well and is up and running.

2.3 Corporate communication

Prof Mehita Iqani

International collaborative work was done with the UK, NZ and USA. There is a proposal for a new journal on promotional culture and society. The journal is under review with publishers and the first issue is planned for 2022. A webinar is planned to be held soon on question and changes in the South African context. Many new publications came out on corporate communication during 2020.

2.4 Communication studies

Dr Sandra Pitcher

A proposal was submitted to Communicare to bring out a special issue for 2020. This will make up for the lack of no conference during 2020. The special issue will have a similar focus to that of the Call for Papers in what would have been the 2020 SACOMM conference.

2.5 Communications advocacy and activism

Prof Glenda Daniels & Prof Viola Milton

All SACOMM members were urged to support and join this stream to strengthen activism and support the viewpoints. A petition was submitted to support Prof Glenda Gray on the freedom of expression. This stream need to link up with other organisations and support their statements, e.g. SANEF. This stream will be more involved in the rest of Africa. Research is being done on the online harassment of journalists. Books are to be promoted and seminars held to discuss all contributions. In the past little attention was given to advocacy and activism. This has now become a research trend in South Africa as the direction of research has changed. All new trends need to be discussed in a preferably face-to-face format. More discussions are to take place in 2021.

2.6 Communication education and curriculum development

Dr Rofhiwa Mukhudwana

This stream is open to many possibilities as it is interdisciplinary. The purpose is to interrogate all communication studies on Decolonialisation and Africanisation. This stream needs more interaction from all members. Consider communication in the South African context, what needs to be changed, what are we doing right, what is the humanities like and how do it respond to new challenges. Webinars are to be held on new published books. How can scholarship be improved and changed for the better.

2.7 Emerging scholars

Mr Collen Chambwera & Ms Sylvia Skhosana

This stream is engaging with students across all Universities and planned events which could not be held during Covid times. Plans are moved to 2021 as many students are not aware of this stream. An ES mailing list exists which informs students of events and happenings. The ES Journal is under review and an update will follow. The ES also contributed to the archives project. Prof Lesame suggested that a journal on community broadcasting should be considered.

3. THE RUNNING OF SACOMM

3.1 Finances

Ms Annelize Vermeulen

Information on current SACOMM bank accounts at ABSA:

Current account R400 054.23

This account is used for the running of SACOMM. All income are received into this account and expenses paid from this account.

Savings account R94 307.44

Income for 2020:

Afda membership	+R200.00
Unisa Departmental membership	+R6 500.00

Expenses for 2020:

Hosting of website	-R3 080.16
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A call for membership fees for 2020 and departmental membership should be made on the listserv. Requests for membership invoices should be send to the administrator.

The membership fee for 2020-2021 is R100.00 for all due the financial constraints of Covid 19.

3.1.1 Matter arising from previous AGM

Auditing of SACOMM'S finances

Auditors were identified to audit the finances. The physical appointment had to be cancelled due to Covid 19 regulations. Appointment to be follow up soon.

3.2 Registration of SACOMM as NPO

Prof Glenda Daniels & Prof Julie Reid

The auditors who do the books will also be able to advise and guide on the registration of SACOMM as an NPO.

A vote on the change to become an NPO could not be done during the 2020 AGM as the attendance was below 30% of the membership and thus did not represent a quorum.

Some points on becoming a NPO:

The possibility to become a NPO depends on the constitution of SACOMM. Auditors will be able to advise.

There are some criteria to be adhered to before becoming an NPO.

The Department of Social Development should be involved.

SACOMM is currently a voluntary body. Not being registered as an NPO leads to missed opportunities in the outside world (e.g. in some cases being able to form part of grant proposals and become friends of the courts).

The administrative capacities will have to be increased as a registered NPO brings about lots of additional duties.

Application for tax breaks should be made at SARS. This will be dealt with, with the auditors, following on the registration advice.

3.3 2021 Host bid and affirmation

The 2021 conference will be held at the University of Limpopo. The main drive will be to have a physical conference late in 2021 (late August/September 2021). Prof Lesame confirmed that University of Limpopo funding for the 2021 conference will be available. There are many venues around the University of Limpopo where a physical conference can be hosted.

If a physical conference is not possible due to world changes, a smaller scale virtual conference will be held. This virtual conference will be organized by the SACOMM Executive Committee (EXCO), in conjunction with an identified conference committee. Virtual conference will be difficult to administer due to ICT and data challenges and costs. The many parallel streams/presentations of SACOMM will make a virtual conference very challenging.

A conference committee, which consists of the EXCO, Local Organising Committee (LOC) at University of Limpopo, previous conference organisers, and advising expert will assist with the planning of the 2021 conference.

2022 Host Bid

WITS volunteered to be the 2022 host.

3.4 WJEC World Journalism education council

Prof Tanja Bosch & Prof Ylva Rodny-Gumede

This council represents academic departments from around the world, although it is very European-centred. They express the view on journalism, the future of journalism in the world and they make cross-continental comparisons. A 2022 congress are to be presented by the WJEC. More details are to be obtained from them before SACOMM engage in a questionnaire survey and collaboration with them. It is of importance on how to manage the study in the South African context.

4. NEW ITEMS

4.1 Revising constitution and the new draft

The constitution of SACOMM is to be revised and updated during 2020-2021. This will have an influence on the change to become a NPO. The revising of the constitution should be a standing matter on the AGM agenda.

5. CLOSURE

The meeting closed at 19:25.
