

**MINUTES OF THE ANNUAL GENERAL MEETING 2023
AFDA JOHANNESBURG
THURSDAY 28 SEPTEMBER 2023**

CHAIRS:

Deputy President: Prof Mehita Iqani

APOLOGY:

Prof Tanja Bosch

AGENDA

1. HOUSEKEEPING

1.1 Opening and welcome

Prof Mehita Iqani opened the meeting and welcomed everyone present. A total of 43 SACOMM members attended the AGM.

1.2 Confirmation of the agenda

The agenda was accepted by the meeting.

1.3 Matters arising from the previous AGM

The minutes of the 2022 AGM was approved by the meeting.

No matters arising from the 2022 AGM.

2. INTEREST GROUP FEEDBACK

2.1 Media studies and journalism

Prof NC Lesame

Not present, nothing to report.

2.2 Screen studies

Dr Collen Chambwera

Weekly film screenings were held during 2022-2023, and meetings were held with filmmakers. In order to discuss the direction film studies are taking, it was suggested the Gauteng cohort of screen studies members should get together and meet on a regular base.

2.3 Strategic communication

DrAlexia Smith

The lack of funding for activities was mentioned. Any suggestions on how to overcome would be welcomed, more roundtable meetings between members were suggested, articles on strategic communication should be encouraged and produced.

2.4 Communication studies

Dr Eliza Govender

Not present, nothing to report.

2.5 Communications advocacy and activism

Dr Vuyo Seti

Not present, nothing to report.

2.6 Communication education and curriculum development

Dr Sisanda Nkoala

Meetings and communications with the Press Council were had. Ideas on how new technology affect convergence was mentioned. The matter of teaching visual arts online and how to teach online was investigated. During 2023 The African Journalism studies produced a special edition. Collaboration with journalism and media studies students were held. A participatory journalism training workshop was held with the target on journalism educators. During May 2023 World Press Freedom was celebrated in conjunction with UCT and the Press Council.

2.7 Emerging scholars

Sylvia Skhosana

Mbongeni Msimanga

The emerging scholar pre-conference was held on Tuesday, 26 September 2023 in collaboration with University of Johannesburg and was a success. In the year 2025 the emerging scholars stream will celebrate 10 years of existence.

3. THE RUNNING OF SACOMM

3.1 2024 Host bid and affirmation

Stellenbosch University

3.2 Nominations and elections of new stream leaders 2024-2025 – two year term

President

Prof Mehita Iqani Stellenbosch Universit

Deputy President

Dr Sisanda Nkoala CPUT/UNISA

Communication advocacy and activism

Dr Chikezie Uzuegbunam Rhodes University

Communication education and curriculum development

Mr Andre Gouws Akademia

Communication studies

Dr Alette Schoon Rhodes University

Emerging scholars

Dr Meli Ncube Stellenbosch University

Dr Nonhlanhla Ndlovu Rhodes University

Media studies and journalism

Dr Marnet Jordaan Stellenbosch University

Screen studies
Jane-AnnRaath AFDA

Strategic communication
Dr Bimbo Fafowora Rhodes University

4. Any other business

4.1 Academic journals

It was mentioned that academic journals should get more involved with the activities of SACOMM and the conference proceedings should be widely published. Academic journals should also be showcased and exhibited at the annual conferences. A call for paper reviewers were made.

4.2 Auditing of SACOMM statements

Auditors are appointed and the SACOMM statements are audited annually. SACOMM is in the process of getting TAX registered and then TAX exempted to get all formal documents in order.

5. CLOSURE

The meeting closed at 14:30.