



## Slip of the tongue?

There was some healthy embarrassment at South African Press Association (Sapa) offices about a report on the new health plan unveiled at a press conference by Health Minister Nkosazana Zuma. The report issued by Sapa referred to the new minister as "he". A hasty update corrected the pronoun to "she".

## CV or not CV?

One of the demands of former IEC monitors demonstrating recently in Johannesburg was a certificate stating that they had worked for the IEC. The response of IEC commissioner Charles Nupen was that he had no idea that there were still people who wanted to be publicly associated with the IEC.

## Sweet talk

A member of an NGO board recently tried to persuade colleagues of the need for the organisation to engage in teaching peace and reconciliation to the youth of Natal. "We must hammer it into them," he said. "We must knock it in."

## Moving mission

Pik Botha has been moved from Foreign Affairs to Energy and Mineral Affairs but he doesn't want to move offices.

*– Is it a lack of energy? A new phobia of things foreign? Or simply that the man needs some room to pik and choose?*

# ja-nee

## Rainbow nation

A charming man at Nelson Mandela's inauguration ceremony approached a knot of people including Indian film director Shyam Benegal (in South Africa to make a film on Gandhi), Judge Ismail Mahomed, relatives of the late Chief Albert Luthuli and, decked in glittering saris, Fatima Meer and her daughter Shenaz. Apparently confused by the Meers' traditional attire, he welcomed the group warmly to the new South Africa. Having alerted him to their South African origins, Fatima Meer asked the man who he was. Gary Player, he replied.

*– Par for the course?*

# Brand-new look

By MOIRA LEVY

**A** NEW South Africa signals change all round, and *Democracy in Action (DIA)* is celebrating the changes with a brand-new look to reflect a whole new reality.

The aim is an upbeat, lively magazine that truly reflects the notion of democracy in action. The revamp is in keeping with Idasa's commitment to making democracy work and coincides with Idasa's name change – to the Institute for Democracy in South Africa – and the change in the organisation's leadership.

Part of the rationale for change is to improve the appeal of *DIA* to a broader readership and to secure a place for the magazine in the increasingly competitive current affairs magazine market.

It coincides with efforts, initiated by the Media Department and coordinated by staffer Lindiwe Kulu, to establish an informal distribution system in the local townships. If this proves successful, we hope to extend the network to other major cities.

*DIA* now reaches more than 2 000 new readers in Cape Town's Langa, Nyanga, Guguletu and Khayelitsha townships, through clinics, schools, community centres and taxi ranks.

That does not mean that our existing readers will lose out. *DIA* remains committed to critical, in-depth analysis of the issues that a changing society has to examine.

Our recent readership survey turned out a firm thumbs-up for our style and content, and that will not change. Regular features, like Ja-Nee, My View and Comment will continue. Reports on Idasa's work in

the regional offices around the country will be highlighted in a Democracy in Action section.

What you can now expect are more profiles on interesting and important South Africans; a column, called Democracy Watch, that will place under the investigative microscope crucial aspects of our developing democracy; and an occasional pull-out-and-keep education supplement, compiled by Idasa's Training Centre for Democracy.

Our new look is the product of months of consultation, brainstorming and experimentation. Directing the media department in this initiative was Cape Town design consultant Sarah-Anne Raynham, who described the new look as "open and accessible."

Raynham, who is also a freelance desktop publisher and who has had years of experience editing the Black Sash journal *SASH* and the ecumenical movement's *SA Outlook*, said "accessibility is the key thing". Her aim was to produce a publication that is "there for the readers – open and uncluttered and easy for them to access".

She has created a look that makes use of lots of white space as a design feature and that sets up a clear hierarchical arrangement of stories to facilitate reading and understanding.

Cape Town graphic artist Marianne Saddington was responsible for creating the masthead and the icons. Probably best known for her outstanding calligraphy, Saddington has published a book, called *Making Your Own Paper*, and she also illustrates books. Her icons, calligraphy and embroidery have been exhibited at various shows and she teaches paper making, calligraphy and drawing.

We want to know what you, the readers, think of the new-look *DIA*. Send us your ideas, comments and feedback, and let us know what you would like to see in the magazine. After all, *Democracy in Action* aims for democracy in practice, and transparency, consultation and accountability is what democracy is all about. ■