

ILLUSTRATED LIFE RHODESIA

Fortnight ending 9th June, 1976
REGISTERED AT THE G.P.O. AS A NEWSPAPER

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An ILR Investigation

OF THE ROAD

PSYCHOLOGICAL

WARFARE

Majority rule or blood

Soviet a

Will the Cubans march into Rhodesia?

More stress on besieged society

Red tanks unloaded at Beira

Rhodesia Right adorns its bloodbath

Smith's troops massacre a village

DISASTER

a village

Is there an organised campaign to bring down Rhodesia?

OF CUBANS SURE TO

CLAUGHTER

Three

ILLUSTRATED LIFE RHODESIA

May 27, 1976

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CONTENTS

Law for the Layman	3
Letters	4
Horoscopes	5
Crosswords	6
Photoreview	7
PSYCHOLOGICAL WARFARE	8
<i>An ILR investigation</i>	
Samantha Peel	20
Showbusiness	21
Films	22
Rhodesian Game —	40
	24



The world's worst waiter
— Page 7

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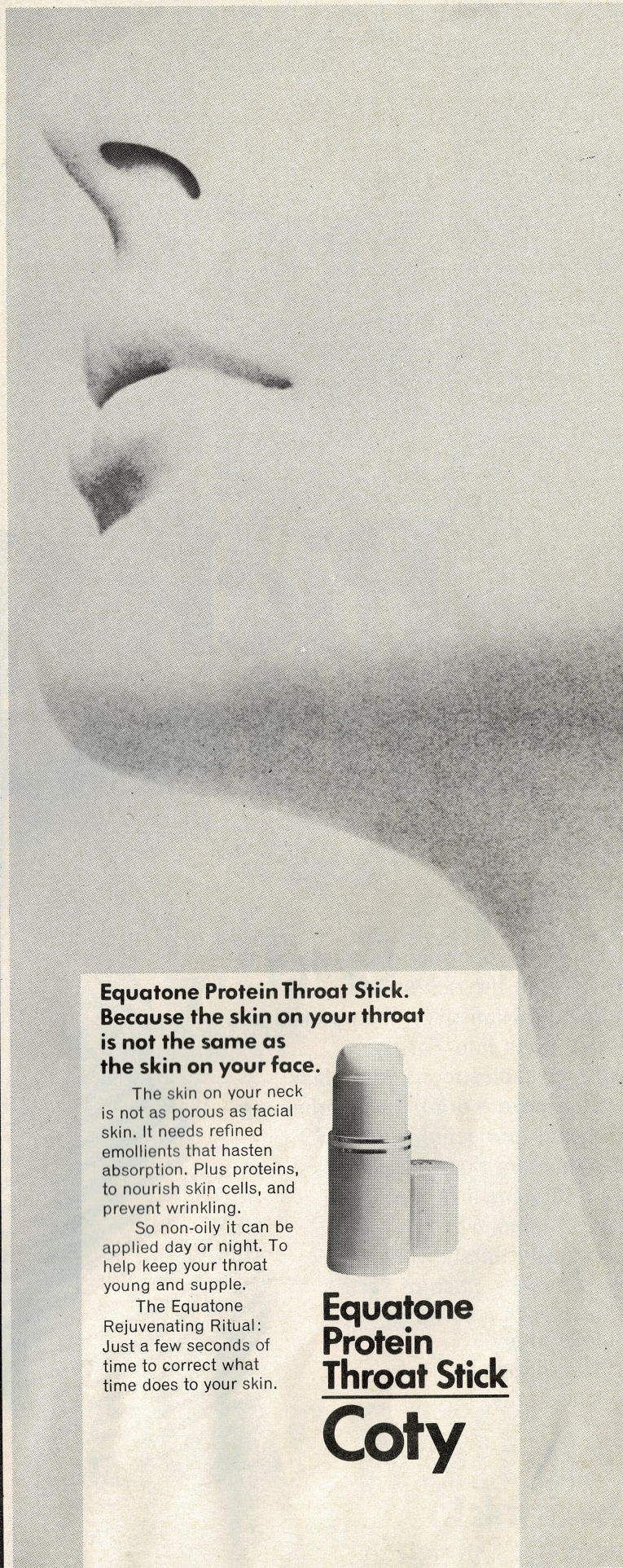
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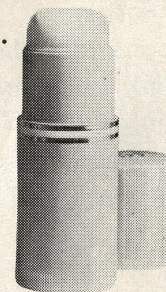


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DAILY MIRROR

Briton tells

'He forced my head down to look at the man on the ground and said: Now shoot the bastard'

TOM MCCARTHY's patrol was supposed to round up a group of Rhodesian African guerrillas. Instead, he claims, it wiped out a village. There were about sixty victims—the entire population of a tiny village near the Mozambique border.

McCarthy, a 32-year-old Londoner, who served in the Rhodesian Light Infantry, told the full story of the atrocity for the first time yesterday.

McCarthy himself confessed that he shot a young terrorist as he lay wounded. He was ordered by an officer to shoot the boy.

The destruction began when the Rhodesian Special Branch was given a tip-off that the guerrillas would be slipping into the village to collect £2,000 towards their "ransom".

Bombarded

McCarthy and his patrol, including three scouts and members of the Rhodesian Special Air Service, were ordered from their base at Mopani Dayin in the troubled border area north of Salisbury.

They arrived at the village below the Mavurima mountain range, about 10 miles away, in darkness.

Through their "night vision" they saw 17 guerrillas arrive. But the Rhodesian soldiers did not move into the village to arrest them. Instead, they illuminated the village with flares. Then they bombarded the site with



By ELLIS PLAICE

submachine fire and rockets. McCarthy maintained he could hear the screams of the villagers 200 yards away.

Then he was called in to help with the "mopping-up operations". "The rest of the terror-ists died with the villagers. Four escaped, but three were picked up later."

McCarthy went into graphic detail of the alleged murder rampage by the Rhodesian troops.

He said: "We were told that the only prisoners we wanted were the terrorists. We were also told we were after the money. "There was this boy of about seventeen. There

of murder rampage by Rhodesian troops



SLAUGHTER in a village of no mercy

was no doubt he was one of the guerrillas because I recognized him from the night-sight. He had been shot, but he wasn't too bad and the medic was working on him. Someone must have decided that he knew nothing because the medic was told to move away." McCarthy was sending a radio message when an officer called him over and ordered him to shoot the youth. "I was frightened and asked if he wouldn't be any good. I was told: 'Certainly not.'"

Stockade

I was shaking quite a bit and the officer said: 'Are you worried?' I knew that if I disobeyed a lawful command in an operational area, I faced four years in the stockade. I remember putting the safety catch to 'rapid fire' and put my hand to my shoulder.

But I turned my face away before I fired. I missed by a foot—that will tell you how bad I was. He just lay there and put his arms up across his chest. I don't know why, but he didn't say a word. "He just looked at me and I'll always remember that as if it were just this morning. The officer then came behind McCarthy, grasped his head in both hands and said: "You useless . . . bastard." He forced my head down to look at the man on the ground and said: "Now shoot the bastard." "This time I hit his mouth and his face just seemed to cave in. "Someone else had to

finish the radio call. I was shaking so much. Then came the rest of the massacre, according to McCarthy. He said: "The butts were still burning. One of the rockets had gone into the villagers' store of roofing material and there was a lot of light. "The noise of automatic fire changed to single shot as we went through the village and shot everyone who could be found. "There were some kids still on their mother's backs and they were shot separately. "The children who could walk were shot and carried by their ankles to a pit and covered in petrol. "The £2,000 was found on one of the dead terrorists. McCarthy said: "There was a share-out and I got about £50. "They knew I was feeling sick about the shooting and they laughed and said: 'Not bad for firing two rounds, is it?' "We were told that if any questions were asked, we were to say we had killed the bastards, but that no money was found. McCarthy decided to see the country while he was halfway through his year's engagement with the Rhodesian army. He got a friend to buy him an air ticket to Johannesburg. He slipped on board a plane and spent a few days in the South African

ing to London last month. McCarthy explained: "It was getting too heavy for me. Everyone is getting upright about the border raids. "There could have only been more killing. I know the Rhodesian regime was not recognized by Britain, and I wasn't sure whether they could say I was a murderer." McCarthy also claimed that at the Mount Darwin base, he saw African troops interrogating a suspected terrorist after finding his call and blight to a wooden table. "Yesterday, a Foreign Office spokesman said: "However much the Government might deplore it, we can't physically restrain people from going to Rhodesia. "It is illegal to advertise for recruits. But there is nothing to stop an individual from making his own way to Salisbury."

THIS is Londoner Tom McCarthy (ringed) on parade with a detachment of the Rhodesian Light Infantry during an inspection. The man in civvies is Clifford Dupont, appointed "Governor" of Rhodesia by the illegal Smith regime.

The other t
By SIMON DOWLING
THE Rhodesian govern-ment has circulated its own horror stories of atrocities by terrorists. Grievous tales of rape, pillage and random murder have been published in a booklet called "Anatomy of Terror." The booklet, produced by the Rhodesian Ministry of Information, Immigration and Tourism, has alleged outrages dating back to 1972. They include:
● A village headman publicly executed by terrorists who then raped a villager's 15-year-old daughter.
● A woman's upper lip pulled with a pair of pliers and then

Daily Mirror, February 27, 1976

PSYCHOLOGICAL WARFARE

Psychological warfare . . . a term on everyone's lips. To the Government it means that the overseas Press are conspiring with communists to spread alarm and despondency, destroy white morale and bring down Rhodesia. To some journalists it is a figment of a very vivid imagination. Psychological warfare is a subject of such intense public interest that we have devoted this entire edition of *Illustrated Life Rhodesia* to it. We believe that our investigation will help to clear some of the misunderstanding surrounding the accusations that have been made.



John Edwards reports how Salisbury faced the new danger

Drinks by the pool in a world of shattered dreams

THERE were no signposts to Mozambique on Enterprise Road, Salisbury. It had always seemed farther than 198 miles because you went back into time on the outskirts of the city. The scene changed from big white houses behind rows of cool green trees into thatched mud huts with their poverty and the bush. Mozambique was beyond all that and it had never seemed all that close to the white suburbs of Rhodesia. Until yesterday.

In a fine room with ivory statuettes and malachite ashtrays, behind open french windows which couldn't be seen from Enterprise Road, Rose Van Heerden began writing to her sister in Rottingdean, Sussex.

"Dearest Joie (it began), 'You must not be so frightened for us... it's just newspaper talk.' Half of the trade routes in and out of the country were shut off by the time she was mid-way through the letter.

Serious

A man whose name couldn't be pronounced who was revolutionary President of Mozambique had touched the button which started wadding down the curtain on Ian Smith's speak of white on the Dark Continent.

"Is it that serious?" Mrs Van Heerden asked when told that President Samora Machel had just his border with Rhodesia. It's very serious, she was told. The letter was pushed aside and for a minute the only sound was the swish of the curtain as an old African was using to cut the wet grass under several avocado groves.

If she had been younger Mrs Van Heerden might have changed her mind a long time ago. The young people seemed to know the danger. They knew about coming to terms with the black man. They tried to believe it could be done.

Angry

Her age made the woman remember the great days. It wasn't easy to think about sharing her life with the man who came each day to cut grass.

"Sometimes I think that our Government is so right. Why should we give it up? When we came here after the war this whole area was a wilderness. It wasn't the Africans who made it like this. It was people like my husband. My God it's this that makes me so wild."

A phone call from a friend down the road confirmed the news. There's war or full war. It was hard to know which was true.

Mrs Van Heerden had walked

to the fireplace, which had a zebra skin on oak blocks in front of it. The new crisis was a windmill in the thoughts of all the whites in Salisbury. Each day there was something new to push them further through the barrier that shut off reality. Big holes appeared yesterday. A lot of people faced the truth for the first time.

"If Mr Smith could only get guarantees for us," Mrs Van Heerden said, "and if the Africans would stick by them. All we need are the right assurances. Could he get them, I wonder?"

"I can't go on living like this for ever. I'm beginning not to care. I've been written to by an African in my life. Ask Mr. Bones out there. He's been with me for donkey's years. Why, he's almost part of the family."

Mr Bones backed away at the crisis. A few fields away some girls were having riding lessons. Some Africans were waiting around to clean up the mess. Some horses sometimes make even when they are working.

When the way of life changed, it would remind them all of an earthquake. Ian Smith went to the problem without bad ideas. The only friends he had on the bridge would all go down with him singing anthems.

Barrier

He didn't believe the people on the streets would desert him. He should have looked out of the window. The white suburbs were a casualty ward of broken dreams.

Politics swamped the parties around the swimming pools of Highlands. Black waters hurried with drinks and knew their time was coming.

"You see one of the city's leading industrialists, an old British Army man, was saying, 'supposing we give in, binding ourselves to the main problem. Are they going to be able to run business the way the Europeans have done?'"

"Of course not. They are going to need us if they are as much as we need them. And you, paying them the same wages will mean that profits will go out of the window."

John J. Nkomo had spent years saying the same thing. Every time he met Ian Smith on behalf of the blacks he told him so. The same barrier went up to his words coming the other way.

Constitutional talks had been the two big turn-of-words in

Rhodesia. They were only just beginning to mean something. "It's too bloody late, much too bloody late to think about holding out now," another man said around the same pool in Highlands.

"The world's coming to an end, man. Join the new one or get out. I'll sell you my views have changed right around. I know a lot of people in the road are going to get hot if I back to England but what they should be doing is thinking about coming to terms with things."

Crash

"You can still call them niggers so long as they don't hear you. A picture of the first black family moving into Highlands will go up in the lounge."

Prime Minister John Vorster of South Africa hadn't said anything about Rhodesia in public for weeks. It was his thoughts that counted now. More than guerillas, more than the British Parliament.

Mr Vorster held Rhodesia up in the air since of trouble. Whoever he got tired it would come crashing down faster than Ian Smith could imagine. Mr Smith knew it.

Now the final trick had been played into Mr Vorster's hands through a quirk in Mozambique. Rhodesia's last two lifelines were the rail routes through Plumtree and Beit Bridge and then into the rail road system to seven big South African ports.

Ian Smith had nothing to offer Mr Vorster was the key and he wanted Ian Smith's problem out of his 'in' tray.

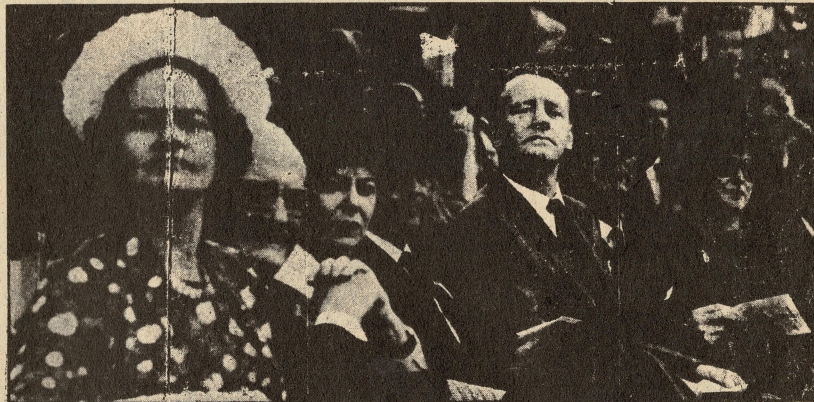
More than one South African Cabinet Minister had said privately that Mr Vorster has started his countdown. It has brought Rhodesia's course up with a start to see concrete bunkers going up along the border with their porticoes pointing north.

Pressure

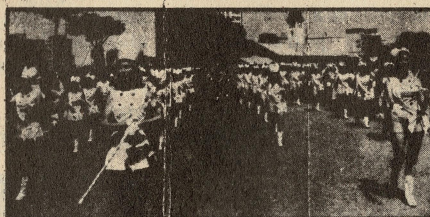
Pretoria was the place to watch all right. Now more than ever. So the whole of the Rhodesian black-white devil's brew was giving off smoking bubbles again last night. The pressure came in from all sides. Where it went next was less of a guess. There were not many places to go.

Could Ian Smith really make the 'mental leap' the streets of Salisbury were full of people who were ready to jump with him. Anything was better than despair.

Photofile... ON THE WAY THINGS WERE



The good life that was the white life in Rhodesia. Above: Prime Minister Ian Smith enjoying a Rugby match.



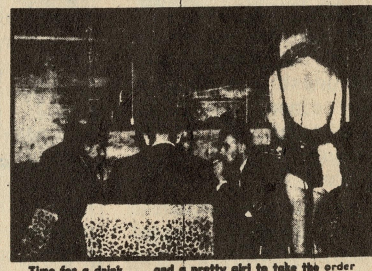
Smiling drum majorettes lead a Mardi Gras parade through Salisbury.



Street scene: The haves and have-nots... a contrast in colour.



But the shadow of trouble was there... police reservists in training



Time for a drink... and a pretty girl to take the order

Daily Mail March 4, 1976

CAVEMAN BARE

IN RECENT months the world's spotlight has focused on Rhodesia, with scores of international journalists arriving to cover developments in the constitutional issue.

Now that the talks between the Government and the Nkomo ANC have broken down, most of the international Press corps have departed and *Illustrated Life Rhodesia* — an independent

magazine — decided to analyse the effects of their visit, and to examine the allegations that they were (and still are) involved in waging psychological warfare against Rhodesia.

The allegations have in the main come from the Rhodesian Government — and so our first approach was to the Ministry of Information for examples.

A file containing articles which

have appeared in newspapers such as the *Daily Mirror*, the *Daily Mail* and the *Observer*, was supplied to us by the assistant director of information Bob Berry.

After reading the articles our conclusion is that there have definitely been inaccuracies and distortions. But we do not accept that these newspapers are in league together as part of some gigantic international conspiracy.

Rather, it is a case of incompetence and inefficiency on the part of the reporters and sub-editors concerned and the fact that these journalists must present an image of Rhodesia which is in line with their particular paper's political policy.

In other words it is little use a *Daily Mirror* reporter coming here and presenting a picture of a society in which there are

Rhodesia Right drowns its bloodbath fear in pink gins

Sunday Times (Britain), February 22, 1976

Whites sip, play -- for now at least

by GEORGE BAIN

of tea their hands are in little

Toronto Star

examples of racial harmony, or instances where whites can work side by side with blacks, or where there are blacks who are richer than whites, because this would not appeal to the type of people who read the *Daily Mirror*.

Instead, a *Mirror* reporter must paint a picture for his readers of a society in which the black is an underdog who exists simply and solely for the convenience of the white, and also a society in which the 'wicked whites' will hang on to the bitter end to preserve injustice and intolerance.

Something of worldwide interest

This is the image that readers of a newspaper like the *Daily Mirror* have had of Rhodesia for the past 11 years, ever since UDI when Rhodesia ceased to be a dot on the map and became something of worldwide interest.

Most fair-minded people would not deny that there is racial intolerance and injustice in some spheres of Rhodesian society, but the point is that a newspaper like the *Daily Mirror* will only ever write about these aspects and will ignore all the good aspects of this society.

Take for example a story like the one on Rhodesian war hero Buster Peall (published in the April 29th issue of this magazine). This story was also published in the *Sunday Express* — a paper which takes an unbiased attitude towards Rhodesia.

The writer, Alex Hamilton, knew before he sent it that he could expect a favourable response from the *Express*, but had he sent it to the *Daily Mirror* say, it is almost certain that it would have been rejected.

The *Mirror* would probably have admitted that it had all the ingredients of a good story, but it was totally alien to the way they present Rhodesia and, in so doing "condition" their readers.

An example of the way people can be "conditioned" is provided by the editor of this magazine, Adrian Kenyon.

He says: "Before I came to Rhodesia three years ago I had a

mental image of Rhodesia gleaned from newspapers like the *Mirror*, the *Sun* and the *Observer*.

"I believed that this was a society in which 270 000 white people strolled around the streets in jackboots with a heavy stick in their hands with which to strike Africans. I was quite convinced of this as were many of my contemporaries in journalism — whose views I am sure have not shifted one inch.

"Anyway I wanted to see for myself whether this was true and this was one of the reasons I came to Rhodesia. Quite honestly, I would say that had I been a reporter for a British newspaper sent out to write about Rhodesia, I would at the end of my first three weeks have sent back a very unfavourable report totally in keeping with the views I already held, because in those first three weeks I only seemed to meet extremists who took great pleasure — because I was a new boy — in ramming their opinions down my throat.

"But of course it takes time to get to know a country properly and I would say that after nine months to a year my views about Rhodesia had changed considerably. In this time I was able to meet all different kinds of Rhodesians (the bad as well as the good and all those in between) and see for myself the good things in this society.

Distorted pieces and stupid headlines

"I was also able to weigh the many things I had been conditioned to believe against the reality of the situation.

"My belief is that any reporter who wants to do interpretative writing (and this is where a large part of the distortion lies in the British Press) as opposed to straight factual stuff, must spend a lot longer in the country than three weeks to a month, if he wants to make an accurate assessment.

"But this is all the time these reporters, who were here recently, were giving themselves. And this is why they were sending back distorted pieces which were then given stupid headlines like: 'Drinks

By The Pool In A World of Shattered Dreams'.

"In fact, newspapers like the *Mirror* are obsessed by the image of supremacist whites sipping pink gins by swimming pools while black waiters scurry round to attend to their every whim.

"They will never tell their readers what Rhodesia has done, and is doing, for Africans in education, health and labour. The function of a body like Tilcor, for instance, is something I never knew about until I came here.

Not all lounge by the pool

"Their argument to this would be of course ... well Rhodesians do spend their weekends lounging round swimming pools. But the point is, not all do.

"The *Mirror*, and papers like it, would never mention the fact that there are some white Rhodesians who spend their weekends involved in multiracial sport, or some white nurses who tend to sick blacks, or some white policemen who will be protecting some blacks from getting their heads crushed by political rivals. Again it doesn't fit the image."

On the same theme, Rowland Fothergill, editor of the *Rhodesia Herald*, says: "Some journalists have come to Rhodesia with preconceived notions of the country's imminent downfall. Their reports are prejudiced and often inaccurate.

"I regret to say that journalist ethics have fallen in some parts of the world. There are unfortunately many reporters whose motto is: 'Don't let the facts get in the way of a good story.'"

But Fothergill does not believe there is a deliberate and engineered campaign of psychological warfare against Rhodesia as the Government has claimed.

Rather, he feels that a sudden belief has emerged in some quarters that Rhodesia faces imminent change, and "is ripe for picking."

"This would answer the prayers



Rhodesia Herald editor ROWLAND FOTHERGILL, 54

of some people and some newspapers overseas, and possibly account for the irresponsible and inaccurate reports and pictures about this country," he says.

"I think this hostility may be one of the results of a terrible guilt feeling in Britain towards the black man. Britain and other former colonial powers, which had interests in Africa, seem to be trying desperately to make amends for what they believed was their oppression and exploitation of Africans. And so they are appeasing the black nations and pushing for the easy solution to our problems."

THE EXAMPLES OF MISREPORTING

WE now turn to the examples of misreporting as provided by the Ministry of Information.

Perhaps the most blatant of all is the now famous *Daily Mirror* story, which appeared on the front page, in which a "Rhodesian Army deserter" told how he "helped Smith's troops massacre an African village".

At the beginning of April, when this *ILR* article was being researched, I wrote to the *Daily Mirror's* editorial director, Tony Miles, asking him to answer some points about the massacre story. Among these were:

- Why did the *Mirror* print in such a prominent position a story based on the unsubstantiated

Will the Cubans march into Rhodesia?

Prospect of racial war looms large...

SMITH ON 'ROAD TO DISASTER'

Sunday Nation (Kenya), February 22, 1976

Daily Mail, March 23, 1976

word of one man — the deserter, Tom McCarthy?

● Why was no attempt made to obtain a Rhodesian Government reply and why was no attempt made to check the story with either the *Daily Mirror's* Salisbury-based correspondent, John Edlin, of Afrinews press agency or the *Mirror's* own staff reporter, Murray Davies, who happened to be in Salisbury at the time?

Three weeks after the letter was sent, we still had not received a reply. So Edlin sent a cable on our behalf requesting a reply. This was also ignored. The only conclusion we can draw from this is that the *Daily Mirror* feel they have no case and are afraid to answer our questions.

During an interview with the Minister of Information, Immigration and Tourism, Elly Broomberg, the full text of which appears on page 17 of this issue, I asked the Minister for his comments on the *Daily Mirror* story.

He said: "The *Daily Mirror* reporter (Murray Davies), was given every provision by the Government; we put a plane, an information officer and an army officer at his disposal and flew him to the area where this atrocity allegedly happened.

"It was proved by the reporter that the whole story was entirely fallacious. The Catholic priests in the area said they would have known of it, if it had happened 100 miles away.



New Zealander JOHN EDLIN, 30, a partner with Ronnie Legge in the Afrinews press agency. Before joining Afrinews he represented the Argus Africa News Service in various black African countries.

"The *Mirror* man came back with absolute proof that the story was humbug. He cabled it that same night and the paper did not even print it. They just dropped it. Which makes one wonder whether in fact the *Mirror's* purpose was just to smear Rhodesia."

(Subsequently the *Mirror* did publish a story on an inside page which quoted a Rhodesian Government spokesman's denial of the massacre story.

Also the Rhodesian Government have now asked the British Press Council to look into the circumstances surrounding the *Mirror* story. According to a Ministry of Information spokesman, the Press Council, which regularly investigates complaints against the British Press, is to take up the matter.)

Another example of misreporting is an unourced statement, datelined New York, and published in the *Rand Daily Mail*, which says that America has prepared a plan to evacuate Rhodesian whites.

Then in the *Toronto Star* under the headline "Whites Sip, Play — For Now At Least", reporter George Bain, who was one of the journalists to visit Rhodesia recently, declares that "the waters may be about to close over the heads of Rhodesia's tiny white elite."

"A feeling that time is running out"

In Britain's *Sunday Times* under the headline: "Rhodesia Right Drowns Its Bloodbath Fear In Pink Gins," Martin Meredith reporting from Salisbury says:

"The sunny suburbs of Salisbury still exude their prim, orderly charm, but there is now a tangible feeling that, finally, time is running out for Rhodesia's white rulers."

In the piece mentioned earlier entitled "Drinks By The Pool In A World Of Shattered Dreams," in the *Daily Mail* of March 4th, John Edwards, Britain's reporter of the year no less, declares that "The new crisis (a reference to the closure of the Mocambique border) was a windmill in the thoughts of all the whites in Salisbury.

"Each day there was something new to push them further through the barrier that shut off reality. Big holes appeared yesterday. A lot of people faced the truth for the first time ...

"Ian Smith went at the problem without hard ideas. The only friends he had on the bridge would all go down with him singing anthems.

"He didn't believe the people on

the streets would desert him. He should have looked out of the window. The white suburbs were a casualty ward of broken dreams ...

"Politics swamped the parties around the swimming pools of Highlands. Black waiters scurried with drinks and knew their time was coming ..."

This whole article is riddled with half-truths, bias and plain poetry



THE *Daily Mirror's* attitude to Rhodesia is demonstrated by the following story about a Mrs Martha Hollands (pictured above) which appeared in that paper in October last year. We reproduce it below exactly as written:—

'Granny Martha Hollands' lace curtains conceal a strange secret. She has used her small terraced council house in South London as the HQ for an undercover operation, recruiting skilled workers for the illegal Smith regime in Rhodesia.

On Sunday night (26-10-75) the Foreign Office were investigating the activities at 120 Prince Henry Road, Charlton — home of Mrs Hollands.

Mrs Hollands, who is 70 and white-haired, carefully checks her visitors and takes precautions against her phone being bugged. Two of our reporters contacted her saying they were would-be Rhodesian settlers.

First she checked carefully that they had not been followed, looking up and down the street

through her lace curtains. In her parlour, surrounded by souvenirs of Rhodesia, she said: "I don't know who you are. I have to be very careful. I don't want the police or journalists to find out what I am doing.

"Don't say anything if you phone me in case the line is bugged. It is illegal for me to help people. I don't want to spend three months in prison."

Then she produced Rhodesian immigration forms and a "Welcome to Rhodesia" brochure.

She said: "I recently spent ten months in Rhodesia with my son who lives there." Her son William is an officer with the Rhodesian Department of Immigration Promotion.

"He works for the Government, but he's not paid to attract qualified people to go there. We just do it because we love that country," said Mrs Hollands.

When our men revealed their identities, she said: "I haven't helped anybody. I am doing nothing wrong. I must have those forms back."

A Foreign Office spokesman said: "We are very interested in this. It is illegal for anyone to advertise jobs available in Rhodesia."

No doubt the *Daily Mirror* thought they were doing a great service for the people of Britain by "exposing" Mrs Hollands. In fact their story served as an excellent publicity vehicle for Rhodesia.

Soon after its appearance the Government received over 1 500 inquiries from prospective immigrants!

and one could be forgiven for wondering whether Edwards won his reporter of the year award for the strength of his imagination.

Perhaps the most absurd report was one that appeared in the *Oamaru Mail*, New Zealand, which quoted "Nobel peace prize winner Sean McBride, the United Nations Commissioner for Namibia (South Africa)" as saying that "it was on the cards the Smith regime would collapse before Easter." Easter 1976, that is.

Another New Zealand newspaper the *Daily Telegraph*, said in an editorial dated February 20th that there was little doubt that Rhodesia could resist the new pressure of the guerilla threat from Zambia and Mocambique for more than a few weeks.

Finally the Johannesburg *Sunday Times* published a front page lead story on February 22nd headlined "End of The Road For Smith."

This story by reporter Fleur de Villiers, began: "Rhodesia has reached the last chapter of the UDI story. Dramatic developments which could result in the resignation of Mr Ian Smith and the appointment of the moderate ANC leader, Mr Joshua Nkomo, as the head of an interim Rhodesian Government are now expected by informed sources in South Africa, Zambia and London."

She was either unavailable or out

I made several attempts to contact Fleur de Villiers by telephone at both the *Sunday Times*' Johannesburg and Cape Town offices to ask her about her story, but she was either unavailable or out. I left messages but she did not ring back.

FINALLY I spoke to the *Sunday Times* news editor Hans Strydom who said: "I don't think it was a reckless story because events like the introduction of African Ministers (into the Rhodesian Government) and the setting up of a national coalition Government have supported the earlier speculation.

"I agree that the 'timetable' part of the story was wrong in the light of later events. But I don't think anyone outside Rhodesia would regard this as an ill-informed story.

"I find it strange that a Government, which suppresses news and is deliberately adopting a policy of ensuring the public get one side of the picture, should blame newspapers like the *Sunday Times* for what they say is distortion.

"The allegations of a deliberate conspiracy in the news media are absolute nonsense. As far as our paper is concerned, we try to be as objective as possible, although no newspaper in the world can be completely impartial.

"We are a forum of all kinds of thought, and we are not anti or pro Rhodesia in our policy."

This is a view not shared by



Rhodesia Herald editor Rowland Fothergill.

He says: "The attitude of parts of the South African Press towards this country is unfortunate. There is a tendency to exaggerate our problems when the facts do not support the stories. I abhor this trend of letting one's preconceptions affect impartiality.

"As for reports in British newspapers, it is hardly surprising that people who have visited Britain recently have been apprehensive of returning to Rhodesia, such is the impression gained from these reports.

"It is perhaps a measure of how people in the UK feel alarmed that even I have received letters from relatives, saying in effect 'come home'.

"My wife and I have been told that there's a home for us in England, should we decide to leave. We reply that we've lived here all our lives and have no intention of leaving."

According to the Ministry of Information, all the stories mentioned above are part of a deliberate conspiracy.

"Some editors are conscious of



CLIVE MOCKE, 39, represents South Africa's Perskor group, which owns four newspapers — *Die Transvaaler*, *Die Vaderland*, *Oggendblad* and *Hoofstad*.

the movement against us," an MOI spokesman says, "and some actively support it. There is a willingness to print anything which suggests Rhodesia is a lost cause, that we have no support and no future for the way we live."

Asked if there was any evidence to support this, he said: "We haven't got actual evidence, but it's pretty obvious from the feedback we get."

TO counter what it claims is a campaign of psychological warfare against Rhodesia, the Ministry of Information recently issued an air letter, which reads as follows:

Dear

No doubt you are worried about the situation in Rhodesia, particularly in view of all the sensational headlines and horrific articles which appear in the Press.

The psychological war being waged against Rhodesia through many of the news media of the world has escalated to such proportions of misrepresentation that many observers outside this country find it difficult to separate fact from fiction.

Daily examples of deliberate distortions and half truths are carried in the headlines of the world's newspapers and radio and television networks.

The initial feelings of unease which assailed the people of Rhodesia and their friends abroad have now turned to anger at the perpetrators of these attempts to undermine the morale of our country and its supporters.

Scores of journalists from all over the world have descended upon Rhodesia and, believe it or not, are hard put to find enough to do or see.

There are no massacres and bloodbaths, there are no massive terrorist force build-ups, there is no panic or hysteria, and there are no queues of people leaving the country.

Many of the photographs and Press reports which have been sent to us by our friends bear no relationship whatever to the real situation in Rhodesia. In fact, some of the photographs and films were not even taken in Rhodesia!

Instead, these journalists find themselves in a country where they can travel safely with no fear of bomb explosions. They can walk through the cities at night with no fear of being mugged. They can spend a day in the country and watch the soil being tilled and the crops gathered.

They can go to restaurants or a nightclub and pay less for better food than in many countries in the world and they do not find sandbags or steel shutters over the windows of their chosen venue, nor are they searched before entering.

They find black and white Rhodesians mingling peacefully together and carrying on with their day to day jobs as they have done for many years. They find that there are sporting events, theatres, cinemas, horse racing and many other facets of entertainment available to them as they would elsewhere.

They do see troops coming and going from their barracks, because there is an anti-terrorist war being waged on our borders, and there are shortages — of things like razor blades, black pepper, light bulbs and the more exotic foods and toiletries.

And, some are disappointed, because every journalist lives on the hopes of scooping a disaster. And so, stories are made up — and elaborated upon to make them more sensational at editorial desks thousands of miles away.

What much of the world Press does not wish to print are the true facts about Rhodesia. That she has weathered the last 10 years so well, in terms of internal peace, productivity, growth and racial harmony, despite the effects of boycotts and sanctions.

We do not deny that Rhodesians are going through difficult times — difficult but not drastic, and compared with most countries in the world today Rhodesians have much to be thankful for.

The Ministry claim that the response from the public to this

letter has been fantastic and to date over 260 000 have been published. Reaction from journalists in Rhodesia has been one of irritation — they claim it is an implied snub to their professionalism.

EDITOR'S NOTE: We do not agree with journalists on this. We feel that anything that helps to get Rhodesia's case over to people overseas is valid, and that the journalists who object are being over-sensitive. The only line in the letter with which we would quarrel is that "every journalist lives on the hopes of scooping a disaster." This, we feel, is an unproven generalisation.

The Ministry of Information stress that the issuing of the air letters is not intended "to criticise the Press, but rather to balance what the Government feels is the concerted anti-Rhodesia conspiracy."

This conspiracy, the Ministry say, does not include the local newspapers — the *Rhodesia Herald*, *Sunday Mail*, *Bulawayo Chronicle*, *Sunday News* and *Umtali Post*, all owned by the Rhodesian Printing & Publishing Company.

Criticism of group's monopoly position

Over the years, various MPs and others have criticised this company because it is a monopoly.

In his biography of Ian Smith, *Anatomy of a Rebel*, author Peter Joyce says of the Prime Minister: "The ... group, which owns the country's major newspapers, have consistently opposed Smith's policies, and he finds this neither easy to understand nor to tolerate.

"Tradition, he feels, demands that a monopoly medium should support the government of the day, especially in times of national crisis, and that its failure to do so falls little short of treason."

SHOULD then the fact that the Rhodesian Printing and Publishing Company is a monopoly have a bearing on its editorial policy?

"No," says *Herald* editor Rowland Fothergill. "People who criticise us as a monopoly forget that this is not of our making. I believe that competition is the soul of life — particularly as far as newspapers are concerned.

"I don't think we should support the Government purely because we are the only group of national newspapers in Rhodesia.

"I can see that supporting the Government would be advantageous to it, but what the Prime Minister is, in effect, saying is that he wants the papers to support his policies willy-nilly.

"We tread an independent path, and this encourages respect from all shades of political opinion. I think a paper loses its integrity if it doesn't follow an independent line.

"We don't set ourselves up as an

opposition, either. That would be a sterile exercise and unfair to our readers. I don't think that by feeling free to criticise where due, we destroy the morale of the people. I think Rhodesians like to make up their own minds; we are a very independent people.

"In the past we were sympathetic to certain political parties, including the United Party (led by Sir Godfrey Huggins, the former Prime Minister and architect of Federation) and when the Rhodesian Front came to power, we kept our allegiance to them.

"I think this marked the beginning of the extreme hostility towards the Rhodesian papers. We're not exactly blood brothers with the Government now, but certainly the very painful relationship we had with the Government immediately after UDI has disappeared."

Fothergill concedes that the *Herald* occasionally makes mistakes of judgement "like anyone else", but he maintains that the paper does try to be objective.

He refutes allegations by Government backbenchers and others that the *Herald* is seeking to undermine morale and is being anti-Government.

"WE don't act as apologists for the Government in our news presentation," he says. "We select stories according to their news value and present them as such. It's not contemptuous on our part if we stick what a Minister thinks is a good speech on one of the inside pages.

"To some people 'selecting news' smacks of a political or sinister motive, but of course this is rubbish. Do they realise how much sifting of the news is done to get rid of speculative, libellous and just plain unsourced material?"

"Telling readers what is going on"

"We have the best interests of Rhodesia at heart. We tread a delicate tightrope between observing the laws of the country, not printing anything which could help our enemies, and telling our readers what is going on. Trying to reconcile the conflicting interests is difficult.

"Although there has been an improvement in Government/Press understanding, there is still a tendency in some Government quarters to treat the Press with suspicion, as being part of a devious communist plot.

"But this suspicion is not expressed at the higher levels of Government, only by some irresponsible backbenchers. I think most people in the Government appreciate that we are trying to do a perfectly honest, sincere, straightforward job of work."

We next approached the Salisbury-based correspondents of

Guerilla Invasion Of Rhodesia In Few Weeks

DUBLIN, February 18 — The United Nations Committee for Peace Prize Winner and a more than a Irish Foreign Ministry

The Oamaru Mail (New Zealand), February 19, 1976.



BBC reporter **MICHAEL SULLIVAN, 39**, has twice been posted to Rhodesia. He formerly worked for the British Press Association.

overseas agencies and newspapers for their views on distorted stories in the foreign press. Frankly, in view of the examples we have quoted earlier, we find some of their comments astonishing.

For example, Clive Mocke, representative of the Perskor group which owns the newspapers, *Die Transvaaler*, *Oggendblad*, *Die Vaderland*, and *Hoofstad*, says: "I have seen nothing that is definitely slanted against Rhodesia in any newspaper I have read, including those of Rhodesia, South Africa, Britain and West Germany.

"Although I will admit that I have been surprised at some of the stories that have appeared in the Johannesburg *Sunday Times*."

REG Shay, who represents such organisations as Britain's Independent Television News, the American Broadcasting Corporation and Associated Press, the world's biggest news agency, says: "The Government is deluding itself with its airletters. Where are the stories and pictures that have apparently distorted the picture? Where is the proof?"

"I'll accept all the Government arguments if they are proved with concrete evidence. Let's see these distorted articles. There is no proof that there is a psychological war being waged against Rhodesia.

"I think there is a hysteria in southern Africa arising out of the breakdown of detente and the Angolan war. A lot of South Africans see Rhodesia as an embarrassment, but I think it is ridiculous to suggest that there is a deliberate and concerted plot by the media to bring down Rhodesia."

Tony Rider of the South African Morning Newspaper Group, which includes the *Sunday Times* of Johannesburg, says: "I have never found any blatantly inaccurate

stories in the group of newspapers I represent. I think it is the impression that may be created in some people's minds, rather than specific inaccuracies.

"However, I disagree with the way some stories about Rhodesia have appeared, although I am quite happy with the treatment accorded to my cabled accounts.

"Once or twice I have been annoyed at changes that have been made, but these have been minor points... stories do have to be cut for space reasons. But I have never been ashamed of anything I have written.

"Honest appraisal of Rhodesian events"

"I am given a completely free hand by the editors of the group as to what I file. Never have I been given an editorial instruction on how to write a story. If I were, I would ignore it.

"My editors know this and realise they are getting an honest appraisal of Rhodesian events based on my knowledge of the situation.

"One's experience over the years (I have been here since early 1970) is reflected in assessments and analyses, and readers either accept one's interpretation or reject it."

On the story in the *Sunday Times* by Fleur de Villiers entitled "End of the Road for Smith," Rider says: "It could be argued that Rhodesia is in the last chapter of the UDI story — although not the last page."

MICHAEL Sullivan of the BBC, who was here for two months and has now returned to London, says: "Much of the distortion lies in the absorption of news by listeners and viewers. In the UK they tend to jump to conclusions.

"You can work solidly sending back fair and accurate reports, but still the masses won't get it right.

"But Rhodesians are not alone in their resentment towards journalists. I've seen it in other places at other times — Belfast for instance. My heart dives to my boots when someone says: 'Why are you all against us?'"

"Wherever you have a small country that is being criticised, rightly or wrongly, the same characteristics emerge. There is in Rhodesia an accumulative resentment to criticism from outside.

"I find the idea hurtful that we're here to stir up trouble and broadcast lies. I resent the claim — from people with whom I get on so naturally — that we're all part of a psychological war.

"But the conspiracy idea falls easily on Rhodesian ears. And there does seem to be a great deal of misunderstanding by some Rhodesians as to what the BBC is doing.

"For instance, a colleague from BBC Radio went to Chipinga a few weeks ago and found angry people who claimed that the BBC had reported whites queuing up to leave at the airstrip.

"I checked, and found that some vague hypothetical remark had been passed on a radio discussion programme. Someone, somewhere had not been listening properly."

Ronald Legge, a partner with John Edlin in the Afrinews press agency which services (among others) the *Daily Telegraph*, the *Daily Mirror*, the *Daily Express* and the *Daily Mail*, says: "There have been distortions in the overseas Press, but this could be caused at the newspaper end, rather than here at the sending stage.

"Sub-editors thousands of miles away are not always acquainted with the broader situation, and this sometimes leads to mistakes embarrassing to the author of the report.



RONALD LEGGE, 66, a partner with John Edlin in the Afrinews press agency. A former *Daily Telegraph* war correspondent, he has been in journalism for 50 years.

"On the other hand — Rhodesians attack newspapers for illogical reasons, accusing them of treachery purely because they (the papers) express another point of view.

"Some Rhodesians think with their hearts, not with their brains. Theirs is a purely emotional response. Almost daily I find people complaining about stories on the OAU (the Organisation of African Unity) because they don't think it is of legitimate news interest.

"If I had my way, there would be one essential topic on every school curriculum — logic.

"Actually I have now reconciled myself to the fact I live in a country where genuine criticism is resented, and where newspaper reports are sometimes falsely regarded as seditious.

"Even in Federation days there

was a deep hatred among quite a large section of the public. Sir Edgar Whitehead, that great liberal, in one of his last speeches before losing the 1962 election, said that if he won he would control the broadcasting services."

Ken Mobbs, editor of the Inter-African News Agency (IANA), which supplies a wire service to South African newspapers, radio and TV, says: "It's a sweeping generality to talk of a deliberate conspiracy. The idea of a conspiracy suggests a getting together, a calculated campaign amongst individual organisations."

"I believe there have been cases of antagonism in certain British newspapers. But I don't believe that in every case the reporters and correspondents are to blame, although of course any repercussions rebound on the men in the field."

"I think that quite a lot of the articles, which are unjustifiably biased, originate in the head offices of the newspaper concerned."

"At the same time, I must admit that I get very hot under the collar when I see some of the overseas news reports. In our job, we get a good idea of what's happening in Rhodesia and staffers who are sent over obviously do not have that intimate knowledge and insight."

CRITICISM OF UNNAMED SOURCES

SOMETHING that has always prompted Government criticism of newspapers is their use of stories which quote phrases like "informed sources", "Western observers" or "a nationalist spokesman".

Although they sound impressive, they could refer to anybody. In some cases the "informed source" might be a barman, and a "Western observer" might be a fellow journalist or even the writer himself.

All the journalists interviewed for this article agreed that they sometimes quote anonymous sources in the stories they write. But they maintain that their sources are authoritative ones whom they would far prefer to name if this were possible.

But for fear of repercussions, Government action, or a desire not to get involved, their informants prefer to remain anonymous.

In the April 6th edition of the *Pretoria News*, there was an article by John Edlin and Paul Smurthwaite of Reuters headlined "What They're Saying in Salisbury's Bars".

In it, five black Rhodesian nationalists (four belonging to the Muzorewa ANC and one to the Nkomo ANC) discussed majority rule at a bar in a Highfield hotel. Only the Nkomo man was named.

Here is a case where the Government might argue that the four Muzorewa nationalists existed only in the imaginations of Smurthwaite and Edlin because the story cannot be checked.

Majority rule — or blood

The Star (Johannesburg), February 25, 1976.

Says Edlin: "If we had named the nationalists, they would have been picked up by the Government within 24 hours of publication."

"We have to protect our sources. They (the nationalists) represent a point of view that is relevant to the situation in Rhodesia. I am not employed to give one side of the story."

Clive Mocke says: "I would like to put a name to all my sources, because it is bad journalism to keep referring to spokesmen but there are many occasions, especially in Rhodesia, when people have a good reason for not wanting to be named and that I must respect."

ALL THE journalists interviewed say that if Rhodesia has a bad press overseas, it is partially the fault of the Ministry of Information.

This Ministry is composed of several press officers responsible for publicising the work of the Government. They are supervised by the chief press officer Jim Brady. The director of information is Bill Ferris, his deputy is John Lewis and the assistant director is Bob Berry.

Blame comes from both sides

Basically, the journalists' complaints against the Ministry fall into three areas:-

- Slowness in answering questions;
- Incomplete statements, particularly security force communiques which give only the barest details;
- No ready access to ministers and top officials.

Some of the press officers admit that there are inadequacies in the system. One, who asked not to be named, said: "We are jumped on from outside and from inside. We are blamed by the Press for delays and incomplete statements, when it is not our fault because we don't take the decisions."

Last year it was decided to allow journalists to approach the Ministry of Defence for information direct. Subsequently, other moves forward were made. But some journalists feel that the pace of change is too slow, and that the changes that have been made have come too late to remedy what Reg Shay describes as the Ministry of Information's disastrous reputation among international journalists.

"There are many good and positive things to be said about Rhodesia", says Shay, "and any good journalist will give a complete and balanced report if the authorities allow him to do so."

"But at present there is a lack of understanding of what journalists are doing, or trying to do."



REG SHAY, 47, owner of the Southern Africa News Agency (SANA), represents several overseas media, including Britain's Independent Television News and Associated Press, the world's biggest news agency.

"The three top men in the Ministry are not journalists. They are civil servants. They think and react to us like civil servants, and are all afraid of frightening their bosses, when they should be standing up to them and advising them what we need. Instead of which we get this ponderous bureaucracy and strong suspicion."

At a recent meeting with the Minister of Information, Elly Broomberg, Shay drove home his point. Afterwards he wrote a letter to the Minister in which he said: "I confess to being highly critical of the Information Department, but over the years the criticism has been justified."

"Amongst international journalists, the department is something of a joke — which is tragic at such an important time in Rhodesia's history ... the department is generally considered to be obstructive rather than constructive."

"The whole problem is that the men at the top are not journalists and therefore never really understand our problems."

"Not being a sychophant, I sometimes write critical stories — but only when they are justified. By the same token, I am respected overseas for being forthright, so that when a favourable story is written, it is accepted without question."

"Having been in the Press for 33 years — 17 in Fleet Street — I do

not expect to be dictated to as to what should be written any more than you, with respect, would expect to be told how to run your business affairs."

In his letter Shay also pointed out that he had been banned by the Ministry as a war correspondent (he has since been reinstated) "merely because I took an ITN television team into a protected village."

"Permission for this trip was not sought, because then the team would have been accompanied by an Information Department official and the whole matter would have been treated with scepticism, as a propaganda move by the Government."

Difficulties in seeing the PM

"I outlined ten stories for ITN on that occasion and all ten were used. All were fair to Rhodesia and praise came in to ITN from all over Britain, even from usually hostile newspapers. For my pains I was banned."

At his earlier meeting with Broomberg, Shay told the Minister that "anyone representing a major news service has less chance of seeing the Prime Minister than visitors from Britain who want to shake his hand."

As an example, Shay says that Lee Griggs, a writer for America's *Time* magazine, waited three weeks to interview Mr Smith.

"Time were going to do a cover story on Rhodesia. Griggs flew here from Nairobi expressly to see Mr Smith, but for some reason best known to the Information people he wasn't given an interview — and *Time's* 38 million readers were prevented from reading Mr Smith's views."

"THIS is tragic, especially when I understand that President Ford relies on *Time* for information on Africa."

(Subsequently, Griggs' story appeared, without an interview in the May 3 issue of *Time*. The story was mainly about the Nuanetsi terrorist incident.)

"On a separate occasion a *Time* photographer flew to Salisbury from Washington to photograph black troops. The MOI was unco-operative, so I personally took the cameraman to Mount Darwn and Centenary so he could fulfil his brief."

"Another example of lack of co-operation concerned the editor of Independent Television News, Nigel Ryan (this is an influential programme in Britain watched by 15 million people)."

"Ryan flew to Salisbury for an interview with the Prime Minister. A request was put through the normal channels, but nothing happened. Ryan didn't complain, but Rhodesia missed out. Why?"

"I feel that anyone who gets pushed around, who is kept waiting and not allowed free access, is not

going to be favourably disposed towards Rhodesia.

"Most of the foreign correspondents here are top journalists in their own right. They have no axe to grind because they have to ensure that their readers' confidence in their media is not abused.

"Last year I spent some months covering the Angolan war, and I found the MPLA more clued up about information than our MOI.

"I would like to see the same sort of trust that was built up between the Federal Government and the Press. Sir Roy Welensky, the then Prime Minister, was so approachable.

"YOU could go round to his house, have a cup of tea and ask him anything. I think he understood how important it is for a journalist to have free access to the men at the top."

Rhodesia Herald editor Rowland Fothergill says: "Part of the misunderstanding about how the Press operates in Rhodesia is caused by inadequacies in the Government publicity machine.

"The Government pursues its own relentless course and doesn't realise that a newspaper needs the news on the day it happens.

"However, confidential background briefings with senior Government officials have borne fruit, and I detect that the Government is moving away from its previous pussy-footing on security matters.

"News does not tolerate delays"

"One improvement in the system has been freer access for the Press to certain Government departments, notably Defence. Also access to Ministers and officials has been made easier, but I feel that the method of replying to Press queries could be speeded up. Sometimes it takes ages for replies to come back.

"News, unfortunately, does not tolerate delays in Government replies and we've had to print stories without them. The whole process in getting Government comment has been long-winded and fruitless for all concerned. But doors are being opened."

On the question of security force communiqués, Fothergill says: "More details could be made available in the interests of morale. As it stands, we are given only the name and rank, plus other essential details, of a serviceman killed in the operational area.

"For some odd reason best known to the Defence Department, no other details are given. So we often do our own research in order to give these men the hero's treatment, so to speak.

"A full story doesn't offend anyone, so why on earth can't we be given the information from the Government in the first place? In

US stands by to fly out Rhodesian Whites

RICHARD WALKER to explore all possible eventualities and to prepare to meet them. President Kaunda called on Rhodesia's Blacks to begin a sabotage campaign. The "people inside" must destroy bridges. continued to insist that warning against

Rand Daily Mail

cases where servicemen are injured on duty, we don't get any information at all — we don't even get their names.

"I was personally taken to task by the sister of a man who was killed in the operational area; she had seen a report of another incident, in which one of our employees was killed. Naturally, we knew all about him so we were able to print a fuller story.

"She wanted to know why her brother wasn't accorded the same treatment. We, as a newspaper, were placed in the invidious position of having made a hero of one man and not of the other."

Tony Rider says: "I believe certain MOI officials are convinced that an ulterior motive lurks behind

some routine and obvious questions, and hence, the delay in answering.

"I can well appreciate that from the Government's point of view the ideal is not to have nasty facts about Rhodesia reported. But we all have the right to know as much as possible — unpalatable as some of it may be to the Government."

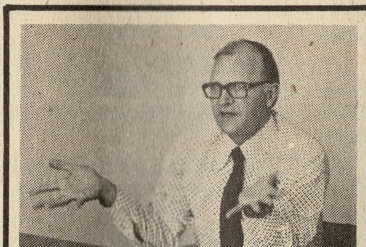
"Wishy-washy comment"

Clive Mocke says: "Nkomo and Muzorewa speak more freely and expansively than the Government. Instead of having access to a particular Minister, reporters have to be content with a wishy-washy comment from the Information Department.

"Another complaint of mine is that there appears to be a certain amount of inconsistency regarding security matters. We are told we cannot photograph helicopters and guns, but next day there's a picture in the Herald of a helicopter with a gun, with kids climbing over it.

"Similarly with these new anti-mine vehicles. I saw one parked outside the Herald office the other day. Any tourist could have taken a picture.

"I go along fully with restrictions on reporting genuine security matters, but I think the



TONY RIDER, 44, has represented the South African Morning Newspaper Group in Rhodesia since 1970. The group's newspapers include the Rand Daily Mail, the Cape Times, the Sunday Times and the Natal Mercury. (Picture by courtesy of Commerce Rhodesia)

THEY WOULDN'T BE INTERVIEWED

THROUGHOUT this article the views of the Salisbury-based correspondents of foreign newspapers and news agencies — Reg Shay, Ronald Legge, John Edlin, Clive Mocke and Tony Rider — have been quoted.

The only correspondent not interviewed was Ian Mills, who represents United Press International, Agence France Presse and the BBC. Mills said he felt unable to contribute because he worked for such a "diverse number of media" and could not ethically give a personal viewpoint.

We also attempted to secure an interview with Harvey Ward, the director general of RBC/RTV, who is a principal protagonist in the allegations of psychological warfare in the news media.

Two letters — one containing a list of proposed questions — were sent to Ward. Three appointments were made and each cancelled shortly afterwards by his secretary.

We wanted to discuss several points which he has raised at meetings. For instance, he is on record as saying: "Even friends are shy of people like myself and my colleagues who believe the enemy is not so much the slant-eyed Chinese, but the people who obey, wittingly or unwittingly, the tenets of communism."

On another occasion, he was reported as saying that the "satanical force" of communism works through the main communications media, and has infiltrated most of the western news organisations.

Government is generally oversensitive in this area."

Ken Mobbs says: "There was a time when the MOI seemed to think its function was to put up shutters against the Press, but this appears to have changed. Now it seems to be more outgoing."

Would an improvement in channels of communication eliminate the need for the Government's air letters?

"To a great extent, yes," says Mobbs. "An efficient and speedy information service would ensure the goodwill of journalists, and I think Rhodesia would get a fairer Press."

"A journalist naturally gets suspicious if he finds it constantly difficult to get information."

John Edlin, while applauding the Government's move in opening up Rhodesia to international journalists, attacks the Ministry of Information for its lack of urgency.

He cites the Nuanetsi terrorist incident as an example. According to the Rhodesia Herald, it was 18 hours before the Government issued a full statement on the killings.

"The Government could have pre-empted the rumour and speculation by issuing an immediate statement. Instead, they held back, and all the time the rumours grew and a lot of people were worried."

INVESTIGATION BY MPs

THESE complaints by journalists of slowness and inefficiency within the Ministry of Information come as no surprise to Dr Colin Barlow, MP, chairman of the Parliamentary caucus sub-committee on information, immigration and tourism.

He says: "The present system is inadequate. My committee believes that a bigger Ministry is needed and more experts in public relations should be brought in. At present the Ministry is scattered throughout different offices, with no co-ordination."

The 10-man committee has recently been canvassing grass-roots opinion from Rhodesians as to what they think of the state information service.

Says Dr Barlow: "We want to know what is affecting the morale of white Rhodesians in view of the latest emigration figures. The main gripe is not so much against the news media, but more of a plea to be kept informed by the Government."

"I think we must do a better job of selling Government policy to the whites in this country and to our neighbours."

With this in mind, the committee has put forward three main recommendations to the Minister of Information. Dr Barlow declined to be specific, but in general terms he said the recommendations concerned the following matters: ● Ways of improving morale

SEND THIS BOOK TO YOUR FRIENDS OVERSEAS

A new weapon for a counter-offensive in the psychological war being waged against this country in the foreign press — that's Rhodesia Is ... a new photographic book which portrays the real Rhodesia.

Story by JULIAN ALLITT

WE ALL know that the 'doom-laden, strife-torn' picture of our country as presented by press headlines overseas is utterly false — and the people who read those headlines don't know any better.

But there are exceptions — like two residents of Switzerland, Dave and Sandie Bartel. Sandie was born here — and she knows. After marrying Dave she brought him to Rhodesia, so he too could see for himself.

And as the Bartels travelled round the country they captured it on film — landscape and people, light and laughter, colour and customs. Now their photographs have been turned into a book, *Rhodesia Is ...* which is to be published this month.

Dave and Sandie Bartel's pictures are what Rhodesia is all about. There is very little text after the introduction, for one picture is worth a thousand words.

In colour and black and white, they show the beauty of nature and the people of this land — at work and at play, building their future together. For Rhodesia is people — not politics. Politicians may come and go, but the land and the people will endure when all the slanted headlines have been forgotten.

So next time you get an anxious letter from friends and relatives overseas offering shelter from disaster, send them this book as a counterblast! It might open their eyes to the complete mixture the country is: not black or white in stark contrast, not a million shades of grey either but a dazzling rainbow of colour.

It is difficult to say what Rhodesia is in words but in pictures it IS possible. And in *Rhodesia Is ...* you will recognise the country you know.

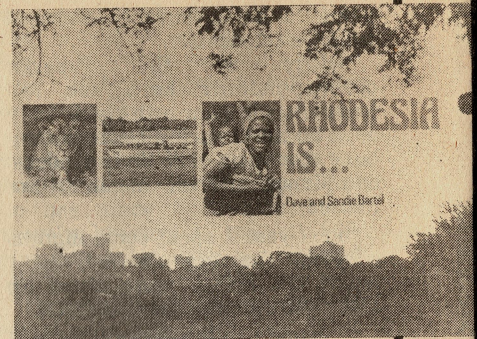
Dave, 29, born in Canada, is a professional ice-hockey player and

photographer who made his home in Switzerland. There he met Rhodesian-born Sandie Mollett, who had gone on a skiing holiday in 1970. After her holiday was over Sandie, who liked the country, decided to stay on and get a job.

The couple were married in 1973, and Dave first saw what Rhodesia is really like when Sandie took him on tour with her in May 1974. They covered the whole country, shooting film, after film of the people — young and old, black and white.

They filmed the places, the flowers, developing industry and agriculture, as well as relics of the past.

Now Dave and Sandie are back in Villars, Switzerland. ("Were there any jobs in Rhodesia in the professional ice-hockey field, we would be living here," says Dave.) They have a one-year-old daughter, Kathi, and expect an addition to the family later this year.



The cover of the new book.



Dave and Sandie Bartel.

Every week letters fly back and forth between the Bartels and Sandie's mother, Mrs Kathleen Mollett who lives in Salisbury. In this way they keep up to date with what is really going on here.

The Bartels know what Rhodesia is. And now thanks to them, many more people are going to get the right idea too.

● *Rhodesia Is ...* is published by the Graham Publishing Company (Pvt) Ltd, publishers of *Illustrated Life Rhodesia* and is available at all leading bookshops. Price: \$4.50 plus sales tax. ●





Dr Colin Barlow, chairman of the Parliamentary caucus sub-committee on information, immigration and tourism.

through RBC/RTV particularly in the case of Army wives.

- Staff pay at RBC/RTV and the MOI — “more money should be paid to get the right people into the right jobs.”
- The use of outside public relations firms to handle some aspects of the state information service. (The work of the Ministry of Internal Affairs is currently publicised by a Salisbury advertising agency.)

Dr Barlow adds: “The committee also feels that more use should be made of information experts in other Government departments.

“The committee has also suggested to Mr Broomberg that Government red tape is adding to the great strain affecting the lives of Rhodesians. Much of this — especially in the Government’s relationship with businessmen — can be eradicated.”

DR BARLOW would not be drawn on what specific improvements he feels are needed in the Government propaganda exercise, but he thinks the MOI should give visiting journalists a “real Cook’s tour” of Rhodesia — showing them Tilcor schemes, farming developments, black and white soldiers working together, as well as some of the lesser known success stories.

“It is a pity the Government didn’t act quickly enough to capitalise on the recent influx of overseas journalists. The more we accommodate the news media and present as full a picture as we can, the less distortion will appear overseas.

“Of course we will still get the odd unscrupulous journalist who is out to get us, but his reports will have less credibility when compared to the others.

“I don’t think distortion will fall away, but it is not too late now to correct the distorted impressions we’ve been getting.

“We must definitely give the information service more priority, because after defence and security, I think it is the most important one for Rhodesia.”

THE CAMPAIGN IS SUBSIDING, BUT IT WON'T DISAPPEAR — BROOMBERG

THE psychological war of words against Rhodesia appears to be subsiding, but it won't disappear, says the Minister of Information, Immigration and Tourism, Mr Elly Broomberg.

Mr Broomberg believes that Rhodesians are becoming immune to “the onslaught of deliberately distorted stories on the Rhodesian situation,” but he warns them “to expect a resurgence of the propaganda campaign in the overseas Press and broadcasting services.

“I think overseas newspapers will keep on distorting and manufacturing news about us, until they can see they are wasting their time,” he says. “However, I think from the amount of impartial reports we’re getting, the campaign against us is subsiding.

“Reporters have come out here as war correspondents and they have been disappointed. They are hard put to find news. I also think that you cannot use top-line news as headline material for ever; eventually it goes to the inside pages.”

Q *The Government believes that international communism is indirectly sponsoring inaccurate and biased stories about Rhodesia. Have you any evidence that editors are conscious of, and actively supporting, a universal anti-Rhodesia campaign?*

BROOMBERG: Well, I don't know that it would be a direct campaign. It is obviously stimulated from one source or another, and it is equally apparent that the aim is to overcome white resistance in Rhodesia.

Our inference, and I think we have fairly accurate information, is that it does stem from communist sources. To trace it to its eventual end and say that an editor is aware of it, is almost impossible to say.

We are facing an onslaught

Q: *What sort of pressure, then, is being exerted on newspapers?*

BROOMBERG: It appears that big business is exerting pressure in at least one case we know of, but I can't generalise. All I know is that we are facing an onslaught and we are hard put to understand why.

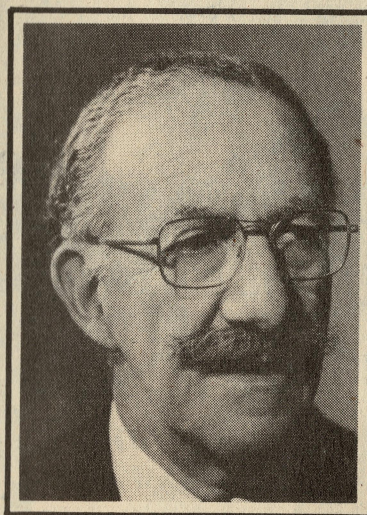
(Mr Broomberg refused to elaborate on his statement in the House of Assembly in February, when he alleged that the London-based Lonrho company was behind an anti-Rhodesian plot manifested in one of the South African newspapers. “We have a very reliable source, and I must protect that source,” he said.)

Q: *Have you any evidence that journalists are being bribed to write hostile stories?*

BROOMBERG: I'm not prepared to discuss that aspect.

Q: *Are some newspapers more hostile than others?*

BROOMBERG: I do not want to go



and the other said he was a stamp collector.

Q: *Are you saying that some journalists are sent to Rhodesia with instructions to follow a hostile line, with virtually a pre-written story?*

They should respect their sources

BROOMBERG: Well, is it not common practice for certain journals to have an editorial slant which their people are expected to follow? You cannot expect a left wing magazine, for instance, to publish an article favourable to a conservative situation.

We do not expect overseas journalists to become experts on Rhodesia in the short time they are here. But we do expect them to get information from reliable sources, and then respect those sources by sending the information they have been given.

In many cases, we have had genuine information given and distorted stories sent. Does integrity still play a large part in world reporting today? Or does the paper's policy come first and integrity second?

Q: *Could not the hostility, which you say is shown in certain papers, be a kind of negativity, and not deliberate malice?*

BROOMBERG: It could be, except where newspaper reporters have seen our situation for themselves. You have doubtless seen stories of fighting in the streets and bloodbaths, etc.

Q: *Do you feel that the resident overseas Press corps represents a fair and accurate picture of Rhodesia in the stories they file?*

BROOMBERG: This is difficult to assess because we only get the results of the actual articles that are printed, and in most cases they are damaging and inaccurate. We

into detail on this one. Some are worse than others, especially in Britain, where obviously in some cases the news items are written more for sensationalism than truth.

This hostility is fairly well spread throughout the world. We get a good Press here and there, but in the main it has been a bad one — one which instigates despondency and despair rather than encouraging us to continue seeing that our rights are maintained, and our land is kept intact.

Some journalists didn't identify themselves

Q: *An official of your Ministry says that one journalist — John Edwards of the London Daily Mail — came to Rhodesia for about three weeks, but made no attempt to seek information or interviews from the Government. Would you comment?*

BROOMBERG: Well, he certainly did not see me. But I can well believe what you say. In fact, we have had some journalists who didn't even identify themselves when they entered the country. One said he was an interior decorator

A BLOODY FUTURE

THE... for Rhodesia has concluded that the... against the... We are likely to hear...

The West Australian, March 5, 1976

do not see the dispatches that are sent out.

Obviously, they must be doctored in some cases, because the final version read by the public in England or elsewhere certainly bears no resemblance to the truth.

Q: Do you think a reporter can be completely impartial in assessing the Rhodesian situation?

BROOMBERG: Yes I do. Many of the articles that have appeared, particularly in the West German press and in the American broadcasting media, have been quite impartial and it is left to the public to make up their own minds.

But where information is given, putting across only one side, and insinuating all the time that the other side is wrong, then the public must believe what they read.

Q: WHICH of the three mass media overseas - Press, radio and television - do you believe is the most guilty of bias?

BROOMBERG: This is a difficult one to answer, not having seen all the film reports on Rhodesia. At one time we had eight or nine television teams here.

I have only heard about playback from a few reports shown in America, and I gather they were a fair presentation of the situation.

Thanks to members of the local guild

Q: In March you thanked members of the Rhodesian Guild of Journalists for exercising responsibility in the face of considerable pressure. What is this pressure and from whom does it come?

BROOMBERG: Your guess is as good as mine.

Q: Can you give examples of this pressure?

BROOMBERG: No.

Q: At the same meeting you said it is not always the first duty of a newspaper to disclose news instantly, if such disclosure is against the interests of the nation. Is there not a conflict here between legitimate news of public interest and state security?

BROOMBERG: I do not think there is a conflict, because we have found in many cases that the Press itself suppresses news without even consulting us - items which would, if published, have been injurious to public welfare.

The Rhodesian Press is well aware of what should or should not be printed in the public interest - particularly in respect of unsubstantiated stories.

An unsubstantiated story, once it gets out, has done its damage, and has created an impact irrespective of how many denials or corrections there may be.

Q: All of the journalists I have interviewed complain of what they say is obstruction and slowness within your Ministry. Can the system be improved?

We try to correct the inadequacies

BROOMBERG: Well, an improvement was made some time ago whereby the local Press were given access to all Ministers, except those responsible for security, which my Ministry handles. Before this, all requests had to go through my Ministry.

Since I took office, I have been in touch with the Press and told them we are prepared to co-operate. We try to correct the inadequacies because we want to improve the channels of communication.

However, we cannot pander to foreign journalists' requirements all the time. We take them on as many trips to the operational area and elsewhere as possible, but it's not our fault if they are kicking their heels in Salisbury. We cannot manufacture news for them.

Q: IF understanding and co-operation were improved, wouldn't the need for the psychological air letters fall away?

BROOMBERG: Not at all, because the overseas Press were biased before they sent their chaps in. We are not issuing these letters because the journalists are here - they are meant to combat the very hostile press against white Rhodesians.

Q: Some reporters see the letters as an implied snub to their professionalism. What do you say to this?

BROOMBERG: As I said, we are issuing the letters because of bad and false reporting overseas. Already a quarter of a million have gone out - which indicates just how perturbed people are about the impression of Rhodesia.

All I can say to anyone who feels insulted by these letters is: If the cap fits, wear it. ●



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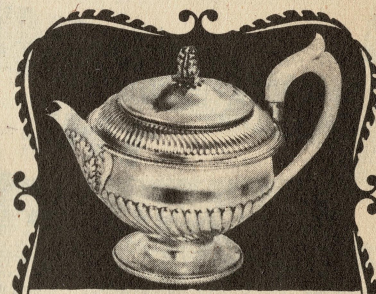
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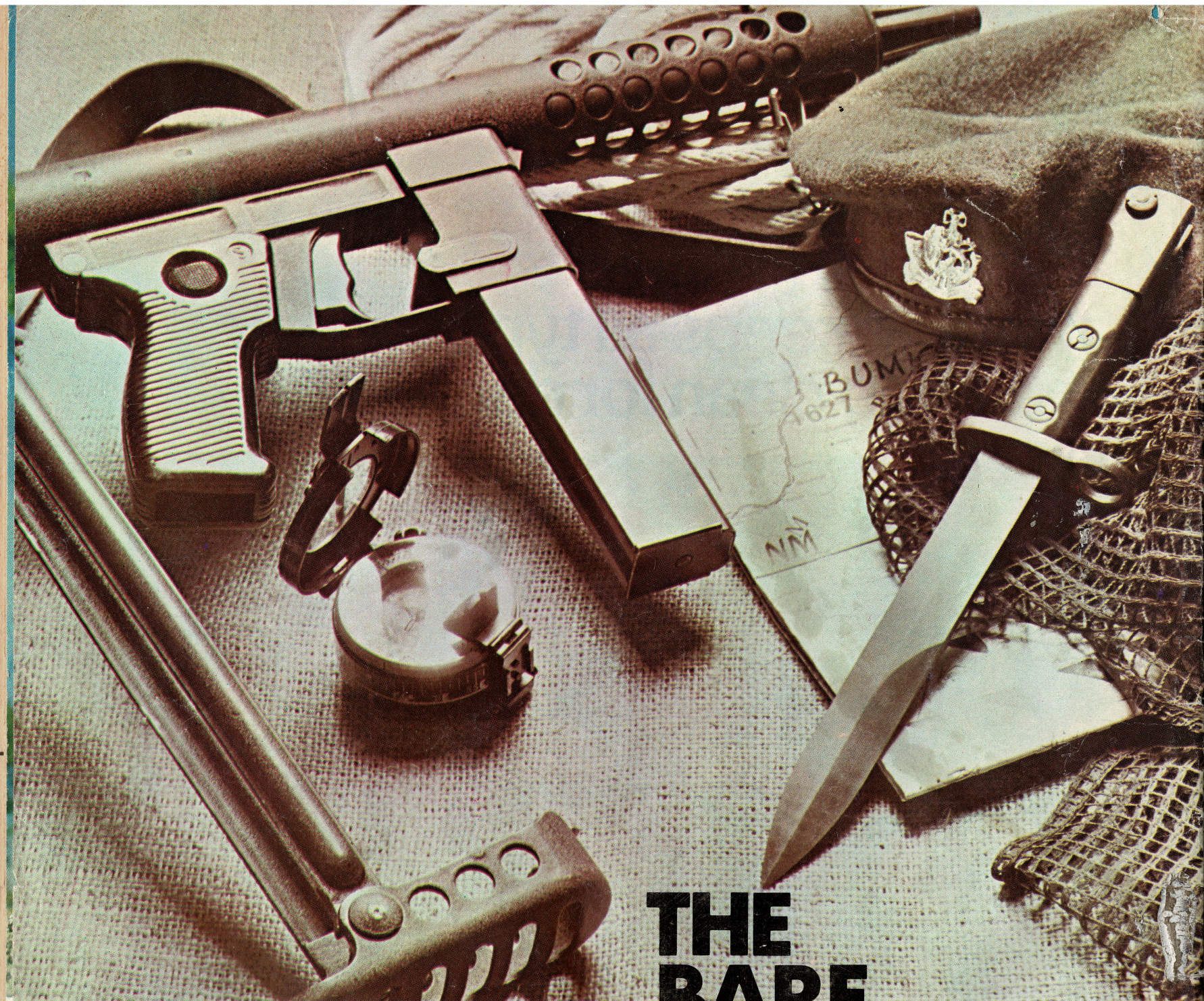
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