



PARLIAMENT
OF THE REPUBLIC OF SOUTH AFRICA

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MEDIA PUBLICITY CAMPAIGN: Public Hearings on implementation of the Domestic Violence Act

BACKGROUND

Parliament's Portfolio and Select Committees on Women, Youth, Children and People with Disabilities will hold public hearings on the Implementation of the Domestic Violence Act on 28 and 29 October 2009.

1. OBJECTIVES OF THE PLAN

- In line with Parliament's objective of promoting public involvement in its work, as well as increase in the public's access to the institution and its members, this media publicity campaign, therefore, seeks to provide information to the public about the public hearings on the implementation of the Domestic Violence Act.
- To raise awareness about the public hearings, and by so doing, encourage public's participation and involvement in the process.

2. PUBLIC HEARINGS SCHEDULE

The public hearings are scheduled as follows: 28 and 29 October 2009 at Parliament.

3. MESSAGES (in essence, not verbatim)

- a. Establish whether the Domestic Violence Act has been effectively implemented.
- b. Make findings and recommendations-identify short, medium- and long-term solutions and action required by Parliament and the Executive.
- c. Parliament invites the public to make submissions on this process of implementation of the Domestic Violence Act - (*details relating to dates and venues to be aired on radio*).

MESSENGERS

- Chairpersons of the Committees
- Any other Member of Parliament delegated by the Committee.

4. MEDIA PUBLICITY

The proposed media publicity plan attempts to balance budgetary considerations against the attainment of Parliament's objectives. In this regard, the plan focuses on the mass media - print and broadcasting - with heavy reliance at the editorial (news/current affairs) level. The intention is to reach as wide an audience as possible.

For the publicity to have the maximum impact and desired outcomes, the SABC slots that have already been paid for will have to be used for interviews with members, especially those slots with high listenership. These run parallel to the news and current affairs shows that members will be participating in.

5. Radio/TV campaign

5.1 SABC – In addition to other radio programmes, focus will be given to the Parliamentary Communication Services Radio Project.

The campaign will have these interconnected phases:

Phase 1 – Five-minute insert to take place from 19-23 October 2009- to raise awareness about the public hearings.

60 seconds promos that will run from 19-23 October 2009- to advertise the public hearings.

Phase 2 – Interviews in the PCS radio programme, other SABC radio and TV shows – to communicate the importance of the implementation of the Domestic Violence Act. These will be utilised in the 19-minutes slots.

5.2 NEWS & CURRENT AFFAIRS (Not Paid-For Time)

MEDIUM	FOOTPRINT	LANGUAGE	TIME AND DATE	STATUS	PARTICIPANT
1) Morning Live	English	English			
2) Radio Sonder Grense (RSG)	National	Afrikaans			
3) SAFM PM Live	National	English			
4) Umhlobo Wenene FM	National	isiXhosa			
5) Motsweding FM	Regional	SeTswana			
6) Ukhozi FM	National	isiZulu			
7) YFM	Gauteng	English			
8) Lesedi FM	Regional				
9) Igagasi 99.5	Regional	English			
10) OFM	Regional	English and Afrikaans			
11) East Coast Radio	Regional	English			
12) Radio 702	Regional	English			
13) Kaya FM	Regional	English			

14) SAFM – After 8 Debate	National	English			
15) Asikhulume	National	All Languages			
16) Ligwalagwala	Mpumalanga	Si Swati			
17) SABC – View from the House	National	English			
18) Ukhozi FM	KZN - National	Isi Zulu			
19) E-TV Current Affairs	National & International	English			
20) Igagasi FM	KZN	English / Isi Zulu			
21) East Coast Radio	KZN	English			
22) SABC Current Affairs	National	English / Isi Zulu			
23) Lotus FM	KZN	English			
24) SAPA News wire (Print)	National & International	English			
25) Natal Witness (Print)	KZN	English			
26) Daily Tribune (Print)	KZN	English			
27) The Times (Print)	National	English			
28) Munghana Lonene	Mpumalanga	Xi Tsonga			
29) Metro FM	National	English			
30) Lotus FM	Kwa Zulu-Natal	English			
31) Ikwewezi	Limpopo	Isi Ndebele			
COMMUNITY RADIO					
1. Bush Radio	Community - WC	English, Afrikaans and isiXhosa			
2. Valley FM	Community - WC	English			
3. Radio KCI	Community - WC	English			
4. Unitra CR	Community - EC	Isi Xhosa, English			
5. Kingfisher	Community - EC	English, Afrikaans, Isi Xhosa			
6. Jozi FM	Community - GP	English			

Community -				
Community - Mpumalanga				
KZN	IsiZulu			
KZN	IsiZulu			

ial, community and regional radio stations will be approached.

organisations will e also been approached for news/current affairs coverage:

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eyond the broadcasting media, print media will also be targeted through such message vehicles as press and opinion pieces.
