



communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA



FREE STATE AT A GLANCE

NOTE FROM THE EDITOR

Matsie Tumelo

The MEC of Treasury Ms Elsabe Rockman has declared that government will continue to support community media and that it has increased the scope of communication through print and social media such as Facebook, Twitter and Instagram, in order to proactively deliver government messages to the community.

28 November 2014

Minister of Communications, Ms Faith Muthambi- Imbizo with Government Communication and Community Media in the Free State



From left: MEC for Treasury, Ms Elzabe Rockman, Minister of Communications, Ms Faith Muthambi, MEC for Police, Roads and Transport, Mr Butana Komphela, Provincial Director General, Mr Ralikontsane and Chief Director PLL- Department of Communications, Mr Michael Currin.

Photos: Mojalefa Senokoatsane

By Lehlohonolo Manoto

On 14 November 2014 at Ilanga Estate in Bloemfontein, the Minister of Communications, Ms Faith Muthambi held an Imbizo with all government communicators and community media in the Free State Province. As explained by the Chief Director for Provincial and Local Liaison (PLL), Mr Michael Currin from the Department of Communications (DoC) the purpose of the Imbizo was to talk about the industry and synergies on the matters of communication in the province. This was said just after the Provincial Director General, Mr Ralikontsane as he reminded everybody that the meeting took place as part of implementation of National Development Plan's Chapter 13.

The programme of Imbizo was divided into two sections, one was for communicators and the other one was for community media. During the Imbizo there were many



issues that were raised and identified as challenges to effective communication. Municipalities not prioritising communication and budgeting less or even not budgeting for communication at all came top during the Imbizo. Most municipalities operating without having the communication unit was also a disturbing issue. Communicators were urged to write opinion pieces and newspaper articles as part of communicating government messages. MEC for Finance, Ms Elzabe Rockman urged that the relationship between Department of Communications and the Free State Government be strengthened.

Burning issues in the Imbizo:

“To strengthen the relationship between Department of Communications and the Free State Government”

“No Stakeholder Relations between SARS and all departments.”

“SABC to change the approach of coverage i.e. they must not take short clippings and leave out the important issues of the discussion. It must be proactive, plan in time for government activities”

“Most municipalities do not have communication units”

“Partnership of Communication Nationally must be visible”

“Lack of skills, equipment, funds and infrastructure at the local media”

“Community Radio Station must be creative and innovative and community radios must be accessible to its listeners”



*Photo: by Mojalefa Senokoatsane
Qondile Khedama Communication Manager for Mangaung Metro said “Government should create community TV like Hlasela TV which will reach all the community members in the Free State and create job opportunities for the youth.*



Communications Minister, Ms Faith Muthambi at Communicators Imbizo in Bloemfontein Ilanga Estate, 14 November 2014.



Public opinion on what 16 days of Activism is all about:



Kamogelo Finger
I understand that there shouldn't be any sort of abuse to children and mothers.



Remo Senokwane
16 days of activism refers to oppose against children and women abuse.



Mr Mokeyane from Communication Department with members of entities which are under the DOC listening to Minister Muthambi at Ilanga Estate.



Deputy Minister of Communication at Stakeholders Imbizo in Parys on 21 November 2014 engaging with community during an activation at the taxi rank.



Motlalwe Xolile

The time we act against women and children abuse should be 365 days activism instead of 16 days because women and children are abused every day.



Palesa Mokoena

16 days of activism is no abuse for women and children and anyone who does that will go to Gail.



Matsie Tumelo from Communications Department at 16 days of activism outreach, giving away Vuk'uzenzele, Business Connect, leaflets and also informing the public what the campaign is all about.

For more information about Free State activities, contact one of the following officials.

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