



government
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THE RIGHT CONNECTION

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16 DAYS OF ACTIVISM PROMOTED THROUGH THE MOBILE PLATFORM

The 16 Days of Activism Campaign forms part of the 365 Days Programme and National Action Plan, which is a year-long programme of 365 days of action against gender-based violence.

South Africans can support the campaign by:

- Wearing the white ribbon during the 16-day period, showing the commitment of the wearer to never commit or condone violence against women and children.
- Joining the Cyber Dialogues initiative, which aims to facilitate online discussions among people on issues related to the abuse of women and children, share experiences and propose solutions
<http://www.genderlinks.org.za>
- Participating in one of the various 16 Days of Activism events and activities. A calendar outlining events taking place around the country can be viewed at
<http://www.womensnet.org.za/calendar.shtml>

- Speaking out against women and child abuse. Encourage silent women victims to challenge abuse and ensure that they get help. Report child abuse to the police. Encourage children to report bullies to school authorities. Men and boys are encouraged to talk about abuse and actively discourage abusive behaviour.

- Joining your local Community Policing Forum. The community and the local police stations are active partners in ensuring safety and security. The goal is to bring about effective crime prevention by launching intelligence-driven crime-prevention projects in partnership with the local community.

Funds donated to 16 Days Campaign

Proceeds of the GCIS CEO Golf Day will again this year be donated to the 16 Days of Activism Campaign. An amount of more than R240 000, secured through sponsorship, will be contributed to the Foundation for Human Rights for distribution to beneficiaries of the campaign.

The major sponsors of the Golf Day that was hosted on 31 October 2008 at Blue Valley Golf and Country Estate in Midrand were the GCIS media buying agency Mercury, and primedia@home.

More than a 100 golfers participated in the tournament and the day concluded with a prize-giving function with live entertainment by comedian Kagiso Lediga. Gauteng youth radio station YFM held an outside broadcast from the Golf Day in support of the 16 Days of Activism Campaign and conducted interviews with representatives of the sponsoring companies.



The annual event is aimed at providing a socialbusiness networking platform between GCIS Senior Management and its stakeholders while promoting the objectives of the 16 Days of Activism campaign.

The 16 Days of Activism Campaign forms part of the 365 Days Programme and National Action Plan, which is a year-long programme of 365 days of action against gender-based violence. For more information on this campaign log onto www.doc16days.gov.za



Seen in action at the GCIS CEO Golf Day were Lumko Mtimde - MDDA CEO, Snuki Zikalala -SABC Head of News, Themba Maseko - GCIS CEO and Pat Nyathi - Mercury Chairman.

- Volunteering support for non-governmental organisations (NGOs) and community groups which support abused women and children. You can access a directory of helping organisations on <http://www.csvr.org.za/gender/directory/>
- Making a donation. You can donate money to organisations working to end violence against women and children by making a contribution to the Foundation for Human Rights, which distributes it to NGOs <http://www.fhr.org.za/>

WALKING THE WALK AND TALKING THE TALK WITH GOVERNMENT



The 2008 Government Communicators' Awards (GCA) saw an increase in entries from 33 last year to 50 – proof of the popularity of these awards.

It was first held in 2002, when the GCIS was mandated to explore ways in which awards could be introduced for government communicators, recognising improved delivery, innovation and excellence in government's communication profession.

Awards are presented in two categories on a national, provincial and local level:

- The Bua Award (Setswana for "to speak"), caters for media liaison officers, departmental spokespersons and individual communicators who display courage, commitment, dedication and discipline in their work – communicators who at all times go the extra mile to get the job done.

- The Ubungweti Award (Zulu for "excellence"), recognising excellence in writing, editing, layout and design.

The Government Communicator of the Year Award is the highlight of the award evening, with a winner selected from all the entries received. The person/group must have shown outstanding quality and excellence in performing their duties.

This year's adjudication panel included:

- GCIS Chief Director: Government and Media Liaison: Harold Maloka

- Chairperson of the South African National Editors' Forum: Amina Frense

- Johann Koster from the National Association of Broadcasters

- Mpho Mlongo from the National Community Radio Forum

- Cecil Msomi, representative from the KwaZulu-Natal Premier's Office (provinces are represented on the panel on a two-year rotational basis)

- Mogomotsi Mogodiri from the South African Local Government Association.

Mercury is the main sponsor. Other sponsors include the SABC, Standard Bank, Eskom, Nestlé, Three Cities Group, Itec and Datacentrix.

Congratulations to this year's 179 finalists and ultimate winners, who will be receiving DSTv myMobile TV Sagem handsets. Also a cellphone, this mobile TV is based on DVB-H, digital video broadcasting – handheld, with excellent screen quality and the ability to watch selected DSTv channels in full colour and sound.



Spotlight on innovation and creativity

It provides key decision-makers in the television, film, digital and audiovisual content, production and distribution industry with the only market-conference and networking forum to discover future trends and trade content rights on a global level.

New technologies provide consumers with a wide choice of content and it is becoming more challenging to reach them with advertising messages. This development has far-reaching implications for the media and advertising industry. Media planners need

This year held in Paris, the 24th Mipcom recorded its highest attendance figures of all time, with a total 13 588 participants. The number of attendees from emerging markets showed strong progression, with Africa up 18,5% to 135.

GCIS' media-buying agency, Mercury, attended the event, partnering with South Africa's National Film and Video Foundation and having an exhibition space at the South African Pavillion. According to Mercury COO, Morne Ebersohn, this was an important initiative to showcase what South Africa has to offer the television and production industry.



MIPCOM is the global content event for creating, co-producing, buying, selling, financing and distributing entertainment content across all platforms.

Social networks, video blogs and sharing sites came under the spotlight at Mipcom. When social networks were launched almost two years ago, they acted as a "network" portal, where people could discover old friends and stay in touch with new contacts. Initially, they did not target specific audiences but gained popularity overnight.

Facebook, Myspace and the like are very popular, giving consumers the power of choice at the click of the mouse. The race for the social-network market is well underway.

to have a thorough understanding of these sites and will have to spend more money on reaching audiences – the bigger challenge, however, is to reach each audience with the right message at the right time.



In South Africa the availability and price of both Internet and broadband connections are still limiting consumers.

Our Internet penetration is still very low compared with the rest of the world, but Google is planning an aggressive roll-out of mobile searches in South Africa, YouTube's popularity is increasing among teenagers and very soon core parts of the consumer market will be moving away from their television sets and onto their mobile or computer screens.

Will these new technologies result in fundamental changes in the way in which the advertising industry operates? A trend that is becoming increasingly apparent is the increase in user-generated content and the way in which brands are portrayed is moving out of the creative departments of ad agencies and into the hands of the consumer.

Consumers have more content and delivery channels available to them and the fact that they have now become content creators too has to be taken into account when campaigns are planned.

ADFOCUS AWARDS

Financial Mail's AdFocus Awards, one of the highlights in the advertising award world, took place on 26 November 2008 at Montecasino in Fourways, Johannesburg.

Advertising Agency of the Year went to FoxP2 – a young, small yet dynamic agency.

The New Broom: Up-and-Coming Star Award went to Festus Marolo Masekwameng, creative director at McCann-Erikson. Acclaimed commercial's director Keith Rose was given the Lifetime Achievement Award. Ogilvy won the AdFocus Award for Effective Advertising for its Audi SA Campaign.

This year, instead of directing the Adfocus

Branding and Design Agency of the Year was Grid, with Mediaedge.cia winning Media Agency of the Year. Alistair King, one of the founders of KingJames, won Agency Leader of the Year.

publication at the advertising industry, the broader communication industry was targeted for them to understand the industry and what it can do for them.

KNOW YOUR ABC

Continuing with our explanations of acronyms, in this edition we explore the following:

The Independent Communications Authority of South Africa (Icasa) is the regulator for the South African communications sector, responsible for the regulation of broadcasting, postal and telecommunications services. Its jurisdiction covers all nine provinces of South Africa.

It is charged with licensing telecommunications, postal and broadcasting service- providers, monitoring compliance of licensees against their license conditions, developing policy, managing the frequency spectrum and protecting consumers within the communications environment.

The BCCSA, or the Broadcasting Complaints Commission of South Africa, was established by the NAB (National Association of Broadcasters) in 1993 to promote freedom of speech, the freeflow of information and the maintenance of high standards of broadcasting in South Africa.

The NAB proactively and vigilantly advances the rights and interests of free, over-the-air radio and television broadcasters. As broadcasters' numberone advocate, it's vital that they have the support of all broadcasters to be effective on every issue.

BLACK MIDDLE CLASS GROWING

The number of South Africans who have joined the black middle class increased by three million between 2001 and 2007, according to a study by the Bureau of Market Research of the University of South Africa.

The study estimates that the black middle class – defined as black South Africans aged 16 years and over and within Living Standards Measures 5 to 7, totalled 9,3 million in 2007, up from 6,3 million in 2001.

IN BRIEF



John Farquhar, industry icon and Advantage editor, has resigned from Advantage. Farquhar, who recently celebrated his 80th birthday, will be returning to MarketingWeb as editor-at-large for Wag the Dog publishers

NEW RADIO INDUSTRY BODY



A new South African industry body, the Radio Advertising Bureau (RAB), was launched during the South Africa Radio Forum 2008, which took place at Johannesburg's Sandton Convention Centre on Friday, 14 November.

RAB will guide advertisers and their agencies in the more effective use of radio as an advertising medium as well as advise them on the more effective use of radio as a communication tool.

MONEYWEB KEEPING YOU IN TOUCH



Moneyweb, South Africa's leading source of independent financial and investment information, has launched an SMS news service designed to keep decision-makers in touch with key market news, wherever they are.

Every morning, noon and late afternoon, subscribers to the service receive SMS messages with Moneyweb's current top three headlines as well as updated quotes on the JSE, gold and oil prices and rand exchange rates against the dollar, pound and euro.

www.moneyweb.co.za

SHARING IN THE 2010 FIFA WORLD CUP™



Following a strategic co-operation agreement between FIFA and the African Union of Broadcasters (AUB), Africans in sub-Saharan Africa will be able to view the 2010 World Cup free of charge.

According to FIFA, the agreement ensures the distribution and broadcasting of all 64 FIFA World Cup matches live on free-to-air television and radio in 41 territories in English, French and Portuguese.



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