



communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA



Together we move South Africa forward

PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP

Pre-SoNA activation in the Eastern Cape

By: Eastern Cape DoC communicators

The State of The Nation Address (SoNA) outlines government's plans for the year ahead and how it plans to improve the lives of South Africans. This year's SoNA will take place on 12 February at 19:00. The Eastern Cape Provincial Office conducted an outreach campaign for the SoNA. The campaign targeted taxi ranks, a mall, schools, train stations, sectoral dialogues/seminars and will also take Mayors to radio stations for post-SoNA analysis.

The main aim of these activations was to create awareness on the SoNA. By being aware of what government is planning to do, everyone can become involved in its plans to build a better life for all.



The Deputy Minister of Communications, Stella Ndabeni-Abrahams, at Khanya FM



Tabita Ngqunge leading the activation campaign in a train in East London.



communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA

STATE OF THE NATION ADDRESS
Thursday, 12 February 2015,
from 19:00

Live on television and radio.

Together we move South Africa forward

#SONA2015 GovernmentZA



Vuyokazi Debu interacting with commuters at a train station in East London



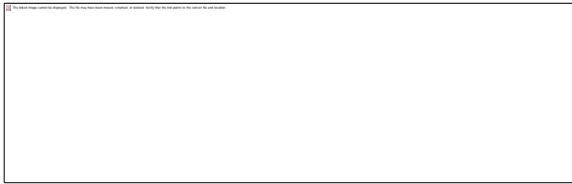
Ndyebo Kopo leading the activation campaign at Mt Ayliff taxi rank



Taxi rank activation in Molteno and East London



The activation campaign also reached Cunningham High School in Butterworth and Phambili Mzantsundu Senior Secondary School in Aliwal North.



SoNA activation campaign in KwaZulu-Natal

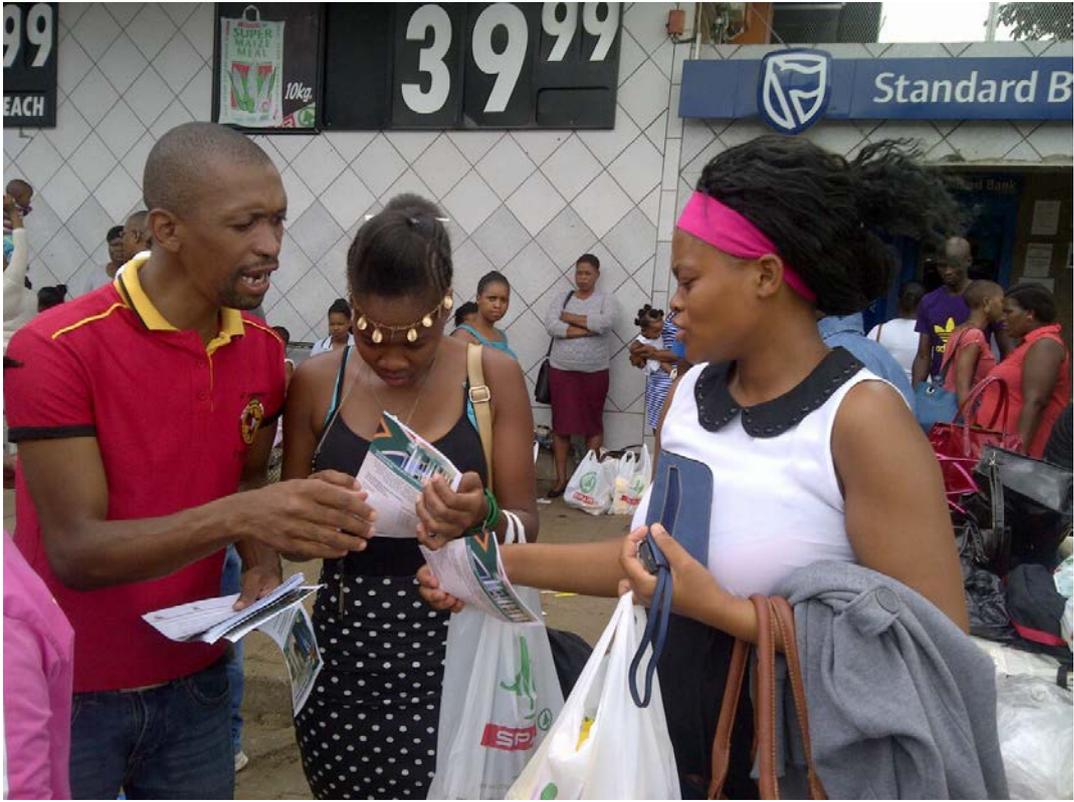
As part of the State of Nation Address (SoNA) 2015 marketing campaign, the Department of Communications (DoC) in partnership with Empangeni Taxi Association and Uthungulu District Municipality, embarked on a distribution drive to create awareness and hype about the SoNA, which will take place on 12 February at 19:00. The campaign took place on 7 February and was aimed at encouraging communities to watch and listen to President Jacob Zuma when he delivers government's plans and programmes for the year ahead.



A taxi driver receiving a SoNA leaflet from a distributor.



DoC official, Bonginkosi Gumede, distributing SoNA leaflets to members of the public.



The distribution of SoNA leaflets targeted young people as well.

Street vendors and people in the taxi industry were urged to watch/listen to the SoNA.





communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA



Elim Mall SoNA activation campaign

By: Eunice Nkuna: DoC, Limpopo

The Department of Communications (DoC) together with Community Development Workers (CDWs) in the Makhado Local Municipality embarked on an activation drive at Elim Mall on 6 February. The drive was aimed at mobilising community members to watch/listen to the State of The Nation Address (SoNA) on 12 February at 19:00.



Mashau Mathotho, Ndou N and Nedzamba T of Ward 7 are hoping that President Jacob Zuma will talk about employment opportunities for the youth.



Jomo Mbadalinga educating a community member about the importance of watching/listening to the SoNA.





communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA

Musa Kutani interacting with a community member about the SoNA.



Matimba Makuba said she would be happy if President Zuma could implement the Programme of Action, as hospitals are dilapidated and young people are unemployed.”



These young people are looking forward to employment opportunities.



Community members happy to have been informed about the SoNA.



Community members receiving information on the benefits of watching/listening to the SoNA.

Eric Maluleke sharing information with members of the community at Elim Mall.



communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA



Wisani Lebea interacting with Vhaluvhu Secondary School learners. They said they need E-learning in their school and also want more bursaries to be made available.



Calvin Thongwane hopes the President will address the issue of load shedding, road infrastructure and water shortage.



The elderly were also not left out.



Information and leaflets about the SoNA shared with shoppers at Elim Mall.



Wisani Lebea convincing an elderly man to watch/listen to the address by President



These ladies were very happy to



communications

Department:
Communications
REPUBLIC OF SOUTH AFRICA

Zuma.

receive information about the SoNA.



This community member said he would like to hear the President talk about funding for small businesses.

Community members receiving information about the SoNA.



Shadrack Ramphaka sharing information with one member of the community.

Learners were also given an opportunity to ask questions.



Pre-SoNA door-to-door campaign

By: Ntandokazi Kukuma and Sikelela Zokufa: DoC, Western Cape

Every year, before the President delivers the State of Nation Address (SoNA), the Department of Communications (DoC) conducts pre-SONA campaigns to create public awareness on the event. On 10 February, DoC officials embarked on a door-to-door campaign to educate the public about the importance of watching/listening to the SoNA in Dunoon, in Cape Town. They targeted people living in the informal settlements and also those in formal residences.



DoC's Sikelela Zokufa encouraging two young entrepreneurs to watch/listen to the SoNA.



A DoC official sharing SoNA information with a driver.



DoC officials interacting with members of the public



DoC officials interacting with members of the public

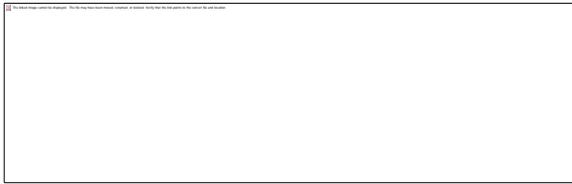


Public Sentiments:

Nosipho said:

“I acknowledge the Department of Communications’s initiative. I will definitely watch the SoNA this year and it will be my first time. I hope that I will be able to gain something that will assist me in understanding how government works. I am one of the many individuals here in Dunoon who are still left behind. Knowing what government plans to do to better the lives of South Africans will help me understand my role in making these plans a success.”





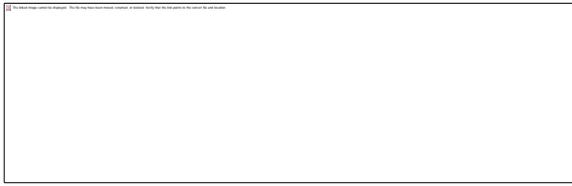
Pre-SoNA activation in Colesberg

By: Thenjiwe Konono:DoC, Northern Cape

On 9 February, councillors and volunteers took to the streets of Louwryville to distribute leaflets and also informed the public about the State of Nation Address (SoNA). Public places like clinics and the Thusong Service Centre were targeted. The live viewing of the SoNA has been organised for the Louwryville community in Colesberg, Umsobomvu Local Municipality. The event will be preceded by service-delivery initiatives where government departments and non-governmental organisations will provide services to communities.



Ward councillors of Umsobomvu at the Pre-SoNA campaign.



SoNA message was also communicated to community members at a clinic. The community highlighted the need for transport to the clinic.



Community members who visited the Colesberg Thusong Service Centre were informed about the importance of watching/listening to the SoNA.

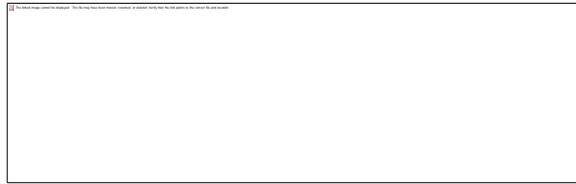


Lowryville community members listening to pre-SoNA message delivered by DoC officials.



Councillor Humphries encouraging people to watch/listen to the SoNA.





The SoNA activation campaign continues at the Thusong Service Centre Open Day.



Hospice officials distributing pamphlets to Colesberg Thusong Service Centre clients.



The distribution of SoNA leaflets continues.