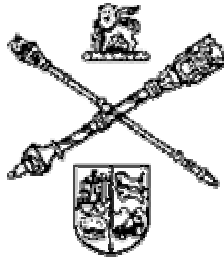


PARLIAMENT OF THE REPUBLIC OF SOUTH AFRICA



AFRICAN PEER REVIEW PROCESS Media & Public Outreach Process

1. MEDIA

1.1 The aim:

The media strategy aims to ensure public participation in the phases of South Africa's Peer Review process as initiated by Parliament.

1.2 Objectives:

- (a) To inform the public and raise public awareness of South Africa's peer review and self assessment within the context of the APRM
- (b) To encourage public involvement and participation in the process

1.3 Target Audience:

- (a) Public
- (b) Civil Society organisations – NGOs and CBOs
- (c) Resource persons - Political experts and Academics
- (d) Resource Institutions - tertiary institutions and other "think – tanks"

1.4. Key Activities:

1.4.1 Media Briefing

- Announcement of Parliament's initiative to develop the peer – review mechanism and also encourage public involvement

1.4.2 Radio Publicity

- **Inform the public and raise awareness**

SABC radio interviews on current affairs / talk shows targeting both commercial and non-commercial stations
Community radio interviews coordinated by GCIS and NCRF

1.4.3 Encourage participation

"Paid for" promo's, infomercials, docu-dramas, etc. on top 5 ALS and 3 commercialised stations or 11 SABC stations covering all the 11 official languages e.g. Metro FM, SAFM and Afrikaans stations e.g. Radio Sonder Grense.

1.4.4 TV Publicity

- Interviews on current affairs/talk shows

1.4.5 Print Media Publicity

- Newspaper adverts
- Opinion Pieces

1.4.6 Internal Publicity

- Info on Website
- MA TV info runs
- Info on external publication e.g. In-Session

1.4.7 Advertorials on dailies

There could be a need to replicate the adverts in daily newspapers this week to ensure wide coverage, in terms of audience reach since only two newspapers - City Press and Sunday Independent - were able to offer space on Friday when the instruction to run adverts was conveyed to the unit. The majority of newspapers could not carry the adverts due to time constraints as their deadlines for advertorials had already passed when we approached them.

1.4.8 TV Campaign

Paid for TV Campaign, has not been included due to the exorbitant costs involved in the running of such a campaign for a process of this nature, which involves various stages. Unless there is adequate budget for the TV promotional Campaign, TV will only be targeted through interviews on current affairs / magazine programmes and news.

1.4.9 Key Spokespersons / Messengers

The Presiding Officers and Chairpersons of the 4 Ad-hoc Committees

1.5. Phases of the Strategy

The strategy will be implemented in two phases with the first phase relating to information dissemination and awareness raising regarding the peer review process and also engaging the public in terms of encouraging public participation i.e. calling for submissions, initiating public hearings, etc. The second phase will relate to the publication of the report and encouraging public involvement in response to the report. This relates to the popularisation of the final report findings, in terms of milestones, challenges, etc.

1.6. Engagement of Service Providers – communication agencies specialising in script writing for radio and print advertorials and promos

In order to generate broad public interest in the process of this nature which appears to be complex and somehow “elitist” in its nature, there is a need to engage communication agencies who specialise in innovative and creative interest generating and ear/eye-catching promotional campaigns for radio and print, which are tailor – made to appeal to both the ordinary, rural and peri – urban citizen and the urban, affluent, elite and well – informed.

2. PUBLIC PARTICIPATION

The public outreach strategy aims to ensure public participation in South Africa's Peer Review process as initiated by Parliament.

2.1 Objectives

- (a) To inform the public and raise public awareness of South Africa's peer review and self assessment within the context of the APRM
- (b) To encourage public involvement and participation in the process

2.2 Themes

The themes for engagement are:

- (a) Informing the public on APRM Process
- (b) Measuring peoples views on the impact of democracy in their lives
- (c) Test the extent of peoples participation in the economy
- (d) Determine the key socio economic issues for the community

2.3 Description

Date: Hearings will be held on Saturday afternoons

Venues: Local community centres

Identified Municipalities

Eastern Cape

Nelson Mandela Metropole (Port Elizabeth)
Mmquma Local Municipality – (Butterworth)

Free State

Lejweleputswa District Municipality – (Welkom)
Setsoto Local Municipality (Ficksburg)

Gauteng

Ekuruleni Metropolitan Municipality
Kungwini Local Municipality (Bronkhorspruit)

Kwazulu Natal

Umzumbe Local Municipality (Port Shepstone)
Newcastle Local Municipality (Newcastle)

Limpopo

Vhembe District Municipality (Thoyandou)
Bela-Bela Local Municipality (Bela-Bela)

Mpumalanga

Ehlanzeni District Local Municipality (Nelspruit)
Albert Luthuli Municipality (Carolina)

Northern Cape

Kamiesberg Local Municipality (Garies)
Nama Khoi Local Municipality (Springbok)

NorthWest Province

Southern District Municipality (Klerksdorp)
Rustenberg Municipality

Western Cape Province

Mosselbay Local Municipality (Mosselbay)
Witzenberg Local Municipality.

Participants: Members of local ward Committees as well as local community members.

2.4 Format

There will be community meetings set up in 18 identified areas. The areas identified are:

A pre-meeting briefing will take place on Thursday before the Saturday meeting. The meetings will focus on the themes identified above.

2.5. Methodology

Parliament should request two local authorities per province to set up meetings with their ward committees.

The public participation team will be trained on the content of the APRM process and the themes of engagement. The municipal staff should assist with the invitation of ward committees and local CBO's. The municipalities should assist with the distribution of the publicity material and logistical support to set up the meetings.

The public participation team from Parliament will prepare the input and conduct the initial briefing.

Programme Format

Public meetings to be chaired by a Member in the language of the local community or alternatively translators should be deployed. The meetings should be recorded and transcripts should be made available for members.

Post meeting process

Transcriptions should be given to ad hoc Committees for consideration.

3. Stakeholder Hearings

Each Committee will hold hearings for stakeholders, CBO's, NGOs and those members of the public who have submitted input. The hearings will take place in and outside of Parliament. It is expected that Committees will hold hearings outside of Parliament to ensure maximum participation. Hearings will be therefore be held in different locations in the provinces.

In selected cases participants who have no financial means should be brought to the Committee at Parliaments costs to allow access to those who are normally excluded from hearings.

4. Sectoral Briefings

To ensure that Members receive information from important role players, briefings will be held to receive input and views from Government Departments and major stakeholders.