

WEEKLY DEPARTMENTAL REPORT**COMMUNITY LIAISON DEPARTMENT****30 MARCH 1995****REPORT NO.10**

1. SECTORS

Meeting with Youth Sector for seminar in mid-May.

Meeting with Business S.A. Further meeting Thursday 30 March 1995 to discuss input.

Sector Co-ordinators to be finalised Thursday 30 March 1995.

Discuss sectors with Directorate on Friday 31 March 1995 at 10h00 am.

2. CEP

Problems around Education and Training Co-ordinators being dealt with. Deputy Education and Training Officer and Provincial Education and Training Co-ordinators to be finalised today - money is available in budget for their employment and office resources. We have expressed the possibility for SACS billing us for the additional resources that is needed to hire or buy for their offices to accommodate these people.

3. CPM

Wayne and Maphelo currently consulting with Premier's office, SACS and IMMSA in respect of remaining pre-draft CPM's - SACS have produced CPM's operation table - subject to final evaluation.

4. APRIL 27TH CELEBRATIONS

April 27th proposal complete. This is a joint Community Liaison and Media Liaison project. See discussion document.

5. GENERAL

Need Directorate approval for student interns - Josh Nathanson and Carolyn Pryce.

Administrative Secretaries staffing - not complete.

DISCUSSION DOCUMENT:

PROPOSALS FOR THE FREEDOM DAY CELEBRATIONS ON 27 APRIL 1995

1. INTRODUCTION

April, 27 is Constitutional Day. This day will be celebrated to commemorate the first anniversary of a free South Africa. The Cabinet Committee on Social and Administrative Affairs recommended that two main events be held in Cape Town and in Pretoria and possible events in the provinces. The CA Administration has committed itself to be involved in the events in Freedom Day Celebration. The possibility also exist to be involved in the provincial programmes.

In order to co-ordinate the festivities, various committees has been formed, i.e. Arts/Culture, Budget/Finance, Communications and Marketing, Provincial Liaison, Protocol, Guests and Dignitaries, National Symbols, Environmental awareness and education. The CA will work together with the other stakeholders in the co-ordination of the celebrations of the day.

The central theme for the day will be that on Nation Building and the slogan is: PEACE AND PROSPERITY - LET IT BEGIN WITH ME.

The day will be celebrated through flags parades, bands, presidential messages and cultural carnivals.

2. CONSTITUTIONAL ASSEMBLY INVOLVEMENT

2.1. Principles for participation

The following principles were formulated to serve as a point of departure:

Informative
Educational
Visibility

=

IMPACT

2.2. Target Audience

The people present at the celebrations will be from all walk of life. In order to facilitate the production and choice of marketing material and print messages, the following groupings will be relevant:

Urban
Peri-urban
St 5 level and upwards
Children (in order to reach parents)

2.3. Slogan

The proposed slogan for the CA:

I AM WRITING THE NEW CONSTITUTION

2.4. Advertisements

Advertisements will be handled on two levels

1. The announcement of the Day.
2. Marketing/publishing of CA and CA messages

2.4.1. The incorporation of the celebration's marketing strategy into the CA's existing strategy

The advertising agency along with the CA Media Department will be responsible for the conceptualisation and placing of adverts to announce the celebrations. The following methods will be employed:

Advertisements

radio
television
print

Posters to announce the Day

Messages: Announcing/marketing Freedom Day celebration.

2.4.2. Material with CA messages

- a. Billboards will be erected on the sights in both Cape Town and in Pretoria.

These billboards will contain CA messages.

- b. Sky message: An aeroplane with a message in a fly by.

2.5. Marketing material

Type/Object	Text	Design and production	Quantity	Estimated Cost
Stickers (white and blue, bumper sticker with CA logo and slogan)	11 languages	CA	100 000	

Caps (white and blue, paper cap with CA logo and slogan)	11 languages	CA	100 000	
Balloons (white and blue, with CA logo and slogan)	11 languages	CA	10 000 (4000 at each venue and 1000 at each concert)	
T-shirts (CA logo on front and slogan on back)	11 languages	CA	To be worn by all officials, musicians and politicians	
Publications				
Constitutional Talk	Special Edition	Ca	50 000	
Comic pamphlet	English - explore other languages	CA	10 000	
Brochure	Existing	CA	To be determine d	
Self addressed submission forms	Existing	CA/SACS	10 000	
Calendar	Existing	CA	50 000	

2.6. Stall

The stall will be the main communication vehicle on the Day. The stall will be a structure erected at the Union Buildings and in the Goodhope Centre. It will be reflect the CA colours and should be visible and informative. Constitutional Talk, stickers and pamphlets will be available at the stall. Display Units will be used to reflect the structure of the CA. Taxinet music will be used to attract people.

2.7. Public Participation

2.7.1. Radio station

It can be negotiated to have slots on the radio where Management Committee members talk about the constitution making process (i.e. call for submissions) and

possibly answer telephonic questions from the public. All of the larger stations should be targeted.

2.7.2 Submission Forms

The stall is to be used as a base from which people can be urged to make submissions.

Envelope style submission forms can be handed out.

RECOMMENDATIONS TO STEERING COMMITTEES

1. Possible usage of CA logo, as it is originally Constitution Day. Motivation - logo exists and it is cost effective.
2. Usage of children's TV (Mini TV & KTV) in conjuncture with other TV programmes. Presenters to discuss Freedom Celebrations. Children will motivate their parents into taking them to the festivities.
3. Invites be sent to CA Management Committee.

WAY FORWARD

1. A steering committee be formed within the CA, to co-ordinate CA activities for the day.
2. CA representatives be placed on existing committees:
Communications & Marketing - Leonora / Enoch
Provincial Liaison - Mapelo
Environment - Fran
3. A CA Action plan to be discussed and set in place by Friday, 31 March 1995.