

**DRAFT MEDIA PROGRAMME AND ACTIVITIES FOR THE AFRICA HOUSING
MINISTERS CONFERENCE FROM JANUARY 31 – FEBRUARY 04, 2004 IN DURBAN AT
THE INTERNATIONAL CONVENTION CENTER, SOUTH AFRICA**

DATES	EVENT	ACTION STEPS
December 2004	Lobby journalists and lay foundation for the Media Team Human settlement plan redesigned and package for the media Media folders Information brochures from Housing institutions	Media team meetings Visit to the ICC (Urgent) Media kits and Media Team Lobbying media Compile an International Media list List of key talkshows
January 4, 2005	First media alert and call for accreditation on the website www.housing.gov.za, www.gov.za, www.un.org and other partner websites.	Media alert Accreditation form done Intelligence consulted Media list ready
January 5, 2005	Lobby journalists, meet SABC AFRICA, SABC NEWS, AM LIVE editors. (To sign an agreement on coverage and partnership)	Conference welcome booklet ready. Pre conference media statement ready
January 6, 2005	Final meeting with Independent Group, City Press, Sunday Times and Sowetan. (To sign agreement on coverage and partnership)	Conference welcome booklet ready. Pre conference media statement ready
January 7, 2005	Meet with International media to sign an agreement and partnership. (VOA, BBC, SABC AFRICA, ECONOMIST, AFP)	To finalise the nature of partnership and coverage Conference welcome booklet ready Pre conference media statement ready
10 January, 2005	Media TEAM meeting in Pretoria (GCIS, UN, AU, Embassies, Conference organizers, KZN Housing, KZN premier, sponsors and service providers.	The second media team meeting to develop a final media programme with activities.
11 January, 2005	Administration and media lobbying	Administration and lobbying
January 12, 2005	Start follow up on accreditation, lobby journalists	MEDIA TEAM to start follow ups on accreditation and confirmation.

DATES	EVENT	ACTION STEPS
January 13, 2005	Media Team visit the ICC for final floor plan discussion and logistical arrangements	Arrangements with the organisers and Communication Task Team.
January 14, 2004	Media follow ups, and second media statement on the conference	Media statement on the conference Feature article inside Sunday Papers
January 17, 2005	MEDIA TEAM TO MOVE TO DURBAN ICC CONFERENCE MEDIA State of readiness media alert	Set up branding in the media center Finalise all the logistics
January 18, 2005	Logistics for the media center and media lobbying Ndivhuwo, Lungi, Rodah, Bongani, DD, GCIS, UN, AU, KZN Housing and Premier, Information management, IT	Daily lobbying and features Arrange interviews Confirm logistics
January 19, 2005	MEDIA TEAM MEETING TO DRAW CONFERENCE MEDIA SCHEDULE AND LOGISTICS FINALISATION	Media conference schedule finalized Send features on particular topics
January 20, 2005	Logistics and finalisation	Finalise conference welcome message from the President, Minister, President of the conference, UN and AU. Media alert on conference media State of readiness media briefing on January 27, 2004 at the media center
January 21, 2005	Lobbying, features and confirmation of accreditation	Third conference media statement
January 22, 2004	Logistics and accreditation	Follow ups and reminder for conference state of readiness media briefing
January 24, 2005	Meeting with all broadcast partners and sponsors to check logistics Media center opens for full operations Accreditation ACCREDITATION BY NIA starts.	Accreditation Lobbying Update media list Logistics Media center management Daily media monitoring Features to be sent out

DATES	EVENT	ACTION STEPS
		Interviews scheduled for all messengers Media alert on opening ceremony
January 25, 2005	Fourth media alert on logistics and media alert for the State of Readiness Conference on January 27, 2004	Send reminder for conference media conference on state of readiness Media center management Interviews scheduled for all Messengers Follow up on opening ceremony
January 26, 2005	DAILY JOC MEETINGS Lobbying and accreditation	Finalise conference welcome statement from the President on behalf of the Republic Media center management Interviews scheduled for all messengers
January 27, 2005	DAILY JOC MEETINGS CONFERENCE STATE OF READINESS MEDIA CONFERENCE. ICC, MEDIA CENTER PANEL: DOH, UN, AU, SAPS, ICC Alert for opening ceremony	Media briefing room ready and branded Back up screens are ready Media statement ready Daily website updates Features to be sent on topics Interviews scheduled for all messengers
January 28, 2005	DAILY JOC MEETINGS Follow up on coverage, lobbying and logistics, Media center management, daily website updates, finalise welcome message	Media alert for opening ceremony
January 29, 2005	DAILY JOC MEETINGS Conference media reminder and details about the opening ceremony and the speakers	Opening ceremony programme Media statement Follow up on closing ceremony Scheduled interviews

DATES	EVENT	ACTION STEPS
		Newspaper adverts Welcome statement issues
January 30, 2005	DAILY JOC MEETINGS Conference opening ceremony media alert	Daily website updates Media statements Features Media center management Scheduled interviews President and Minister's Welcome message appears in Newspapers with all details and themes of the conference MINISTER'S article on the conference appears
January 31, 2005	DAILY JOC MEETINGS OPENING CEREMONY AT ICC 8:00 – 9:00 Media briefing (Background) 10:00 – 11:00 Opening ceremony 10:30 - 11:00 Media interviews 13:00 - 14:00 Media briefing (After lunch) Panel: Minister/ED/DG Scheduled interviews in the morning 1. Morning live 2. Vuyo Mbuli show 3. SABC regional stations 4. Khaya fm, Highveld, Five fm, 5. Community radios 6. SABC AFRICA 7. ETV 8. VOA 9. BBC 10. And others. Media briefing during lunch at the Media Briefing Room in the media center: 13:00 to 14:00	Media center management Media statements Features Scheduled interviews Daily website update Welcome message to delegates Welcome message appears in all newspapers with details about the conference, speakers and themes.

DATES	EVENT	ACTION STEPS
<p>February 01, 2005</p>	<p>DAILY JOC MEETINGS</p> <p>Media center management</p> <p>08:00 – 10:00 (PROPOSED)</p> <p>Minister Sisulu and the Executive Director of UN Habitat address the Durban Chamber of Commerce and Industry.</p> <p>“Implementing Africa’s human settlement plan with the Private Sector”</p>	<p>Daily media center management</p> <p>Media statements on</p> <p>Media briefing to in house journalists</p> <p>Websites updates</p> <p>Scheduled interviews</p> <p>Media monitoring</p> <p>Features</p>
<p>February 02, 2005</p>	<p>Media center management</p> <p>8:00 – 10:00 (PROPOSED)</p> <p>Minister address Researchers and Academics at the Durban Institute of Technology</p> <p>“The comprehensive human settlement plan”</p>	<p>Scheduled interviews</p> <p>Website updates</p> <p>Conference coverage monitoring</p> <p>Features</p> <p>Issue statement on closing ceremony and Media conference</p>
<p>February 03, 2005</p>	<p>DAILY JOC MEETINGS</p> <p>MINISTERIAL SESSION</p> <p>Media center management</p> <p>08:00 – 10:00 Media briefing (Background)</p> <p>10:00 – 12:00 Opening ceremony</p> <p>13:00 – 14:00 Media briefing</p>	<p>Scheduled interviews</p> <p>Website updates</p> <p>Conference coverage monitoring</p> <p>Features</p> <p>Follow up on closing ceremony</p>
<p>February 04, 2005</p>	<p>DAILY JOC MEETINGS</p> <p>Conference closes</p> <p>Scheduled interviews</p> <ol style="list-style-type: none"> 1. Safm (AM live, Vuyo Mbuli show, Afternoon talk) 2. Morning live, SABC 2 3. SABC Africa (Official broadcaster) 4. ETV, (Morning edition) 5. SABC 3 (Interface) 6. VOA 7. BBC 	<p>Media center management</p> <p>Website updates</p> <p>Media monitoring</p> <p>Features</p> <p>Closing media conference</p>

DATES	EVENT	ACTION STEPS
	MEDIA BRIEFING DURING LUNCH IN THE MEDIA BRIEFING ROOM	
February 05, 2005	Media center management	Scheduled interviews Finalise conference resolution statement
February 06, 2005	Media center management Media team move to Pretoria	Resolution statement publish on Sunday papers Scheduled interviews
February 07, 2005	Media center management	Resolution statement appears on Sunday papers Scheduled interviews Follow up on coverage Media monitoring Minister on SAFM, Morning live SABC Africa
February 08, 2005	Media management	Scheduled interviews Minister's article on the conference appears in newspapers
February 09, 2004	Media management	Buaneews articles appears on the conference Features appearing
February 10, 2005	Media management	Features News articles Lobbied opinion articles Scheduled interviews
February 11, 2005	Media management	Features, News articles Lobbied opinion articles Scheduled interviews

NOTES FOR THE IMPLEMENTATION PLAN

1. 200 media houses are invited to cover the event by the Media Team and UN-Habitat. We expect that 70 % of them will USE wire services or news agencies like SAPA, AFP, REUTERS and NEWS24.
2. Many broadcasters will use sound and visuals from SABC. The above schedule has been done taking into consideration news media which have shown interest.
3. A media center is to be set up at the ICC with space for 21 journalists to work, a MEDIA BRIEFING ROOM which can accommodate 30 journalists with feed in screens from the main session room.
4. Papers or speeches will also be available in the Media center.
5. A MEDIA TEAM comprising, DOH, GCIS, UN-Habitat, AU, KZN Provincial Government is now in place and will meet on January 10, 2004 to finalise the Media programme and Schedule of activities.
6. Two media and stakeholder events are proposed to allow the ED and the Minister to interact with business and researchers in Durban.
 - (a) **February 1**, It is proposed that the Minister and the ED of UN-Habitat address the Durban Chamber of Business under a topic titled "Implementing Africa's Human Settlement agenda with the Private sector" This will also be a media event. The chamber has a membership of more than 50 big businesses in Kwazulu Natal. Other stakeholders will also be invited.
 - (b) **February 2**, It is proposed that the Minister address researchers and academics at the Durban Institute of Technology under a topic titled "The comprehensive human settlement plan for South Africa" aimed at challenging researchers to do more work around traditional building methods in rural areas. Researchers and academics from institutions of higher learning around Durban would be invited.
7. A media programme is being developed to guide journalists and media team members. (Draft attached). Draft interview schedules and activity lists attached.
8. All community radios will be supplied with news articles and sound through GCIS and Buaneews.
9. This interview schedule and media programme still has to be discussed with Minister, UN- Habitat and other stakeholders.

10. The communication environment is evaluated using independent researchers contracted by GCIS. One of these companies is Media tenor. Their recent analysis of the Department's image in the media revealed that the Department's coverage is at its highest. The coverage has increased by more than 200%. The relationship with key stakeholders is also improving.

Opinion articles and letter to the editors analysed in various newspapers project a positive image. The Department has also contracted Monitoring SA to monitor and analyse media stories. Their analysis also confirms that the environment is positive.

11. **Funding for journalists**, journalists from news agencies with a greater number of subscribing media houses will be given preference.
12. Anglo & Franco journal will be approached to join other housing publications that are interested in covering the conference.
13. A number of Housing journals or magazines have been approached to cover the conference.
14. Daily JOC meetings to be convened and chaired by DG. Meetings will be attended by all role players. From these meetings messages would be discussed and shared with all stakeholders.