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## IFEE Media Commission Evaluation Workshop 26 - 29 May 1994

### LIST OF MEDIA PROJECTS

The following media projects were undertaken by the IFEE Media Commission as part of its voter education media programme:

#### PRINT MEDIA

##### 'Our Time to Choose' Comic Book

This was produced in colour in nine languages. Two million copies were produced.

##### Democracy Pages

Voter education pages were produced in the following publications:

Diamond Fields Advertiser

Drum

Eagle

Echo

Evening Post

Highveld Voice

Home Talk

Imvo

Learn and Teach

Lowveld News

Nacosa News

Pace

Rapport Metro

Saamstaan

School Talk

South

Sowetan

Speak

Sunday Nation

Taxi Magazine

Thandi

Times

Tribune

Urn Afrika

West

## AUDIO-VISUAL MEDIA

### 'What is Democracy' Video

This 20-minute video was produced in nine languages by Southview Productions for IFEE. It was broadcast a number of times on TV and distributed in video cassette form. It was used by our mobile units.

### 'How to Vote' Video

This was also a 20-minute video produced by Southview Productions in nine languages. It was also shown on TV and distributed in video cassette form. It was also used by the mobile units. A 10-minute update on the double ballot was produced as a companion to this video.

### 'Heal Our Land' Audio Cassette

This cassette combining popular music and voter education messages was produced in nine languages. It was distributed in 29,000 copies.

## ADVERTISING MEDIA

### TV Ads

The following TV ads were produced, each in four languages:

*Mother and Child:* This showed a young child falling and hurting his knee. This established the crossed plasters and 'Heal Our Land' images of the campaign.

*ID:* This showed people having photos taken in a booth for ID purposes.

*Bus:* This showed a bus with passengers struggling uphill. It was the TV version of our 'You've Struggled for It' theme.

*Train:* This showed passengers on a train, initially threatened by an aggressive passenger. It was part of our political tolerance theme.

*Queue:* This showed people waiting in a queue at a polling station. Its main theme was who was eligible to vote.

*Official:* This showed people in a voting station handing their IDs to a voting official. It dealt with which documents were valid for voting purposes.

*Old Man:* This showed an old man with his granddaughter going to the voting station. The main purpose of the ad was to familiarise voters with the voting process.

### Radio Ads

The following radio ads were produced, each in 9 languages:

### **'You, Your Vote and the Elections' Booklet**

This was produced by Black Sash in nine languages. About one million copies were produced.

### **BROADCAST MEDIA**

#### **Khululeka**

This was a 13-part TV series starring Joe Mafela. It was broadcast on CCV on Tuesday evenings at 8pm from 1 February. It was also reproduced in video cassette form and distributed widely.

#### **Radio Magazine Programmes**

These were 10-minute radio programmes produced by Audio Waves for IFEE. They combined music and voter education messages. A total of over 30 programmes were produced in nine languages and broadcast on the following stations:

- Radio Transkei
- Radio Thohoyandou
- Radio Zulu
- Radio Bop
- Radio Tsonga
- Radio Xhosa
- Radio Swazi
- Radio Ndebele
- Setswana Stereo
- Radio Venda
- Radio Lebowa
- Radio Sesotho

#### **Radio Metro Programmes**

A weekly hour-long programme hosted by Tim Modise was produced by IFEE on Wednesday evenings on Radio Metro at 8pm.

#### **Radio Drama**

The Natal Radio Drama Project was commissioned by IFEE to produce a series of 30 20-minute radio drama episodes. These were broadcast on Radios Zulu, Tsonga, Venda, Lebowa and Bop.

*Women, Youth, General:* This was a series of motivational ads calling on various sectors of society to vote.

*ID:* This consisted of a conversation between a mother and child on various ID documents and encouraged people to get ID.

*Worksong:* This used the song from the Bus TV ad and was based on the theme of 'You've Struggled for it'.

*Train:* This portrayed people in a train talking in different languages and was on the theme of tolerance.

*Eligibility:* This portrayed two people talking about who was eligible to vote in the election.

*Documentation:* This portrayed two people talking about which documents were valid for voting.

*Procedures:* This portrayed two people talking about the voting procedures.

### **Press Ads**

Three press ads were produced in four languages:

*Heal Our Land:* This showed the plaster cross and became the logo of our campaign.

*You've Struggled for It:* This used the slogan 'You've prayed for it, you've worked for it, you've struggled for it, you've longed for it. Now vote for it.'

*How to Vote:* This ad showed the voting process graphically.

### **Below-the Line Media**

*Taxi Posters:* The 'Heal our Land' image was displayed on over 200 taxis around the country.

*Bus Decals:* A version of the 'How to Vote' poster was placed inside 1,125 rural buses throughout the country.

*Plastic Bags:* A version of the 'How to Vote' poster was printed on 500,000 plastic bags distributed through shopkeepers throughout the country.

*Posters:* Three posters were produced of the three main print images of the campaign - 'Heal our Land', 'You've Struggled for it' and 'How to Vote'. A total of about 25,000 of these was produced.

*T-shirts:* A set of T-shirts depicting the 'Heal our Land' image was produced in about 10,000 copies.

*Stickers:* Bumper stickers using the 'Heal Our Land' theme were produced in about 100,000 copies.

*Buttons:* 50,000 copies of these were produced also using the 'Heal Our Land' theme.