

Shooting in Inchangastate of the Province Address Workflow

As part of pre state of the province address, KZN Premier Senzo Mchunu should have a series of interaction with identified stakeholders in order to generate interests and set the tone. Communication will identify human interest stories that will position that premier as the brand in the market. **(Discussion?)**

Radio stations and digital media will be used to invite bloggers, listeners and the public at large to send through their suggestions and input into the state of the province address. This PR exercise which will be, by-and-large, aimed at the media will ensure that SOPA is not viewed as just an event for the elite. Importantly, in order to achieve maximum brand activation sufficient time must be set aside for photo sessions and one on one interviews. This work-flow is not exhaustive but it seeks to highlight areas of responsibility and deadlines to be met.

Pre-Publicity

Procurement	Date	Activity	Deadline	Responsibility
Radio – Pre publicity <ol style="list-style-type: none"> 1. Ukhozi fm 2. SA fm 3. East Coast Radio 4. Lotus fm 5. Radio 2000 6. Metro fm 7. Igagasi fm 8. Vuma fm 		<p>Sourcing of quotation and specification must be discussed by the team and finalized with Thami.</p> <p>A script must be finalized and recording must also be finalized.</p>	29 th Jan	Mahlathi, Thabani, Zilingile, Hlengiwe and Thobeka
Radio – OB Van <ol style="list-style-type: none"> 1. Ukhozi fm – 2. SA fm – 3. East Coast Radio – Live Crossings 4. Lotus fm – 5. Radio 2000 - 6. Igagasi fm – Live crossing 7. Vuma fm – OB 		<p>Sourcing of quotation and specification must be discussed by the team and finalized with Thami Ngwenya.</p> <p>Scheduling of interviews and live crossings must be finalized by the 20th Feb</p>	29 th Jan	Mahlathi, Thabani, Zilingile, Hlengiwe , Regi and Thobeka
Newspapers: Strips <ol style="list-style-type: none"> 1. Isolezwe 2. Ilanga 3. Witness 4. Mercury 5. Daily News 		<p>Sourcing of quotation and specification must be discussed by the team and finalized with Thami Ngwenya.</p>	29 th Jan	Mahlathi, Thabani, Zilingile, Hlengiwe and Regi

6. Daily Sun X 1 7. News Age		Layout and design must be finalized by the 5 th Feb		
Newspapers: 24x7 1. Isolezwe 2. Ilanga 3. Witness 4. Mercury 5. Daily News				

Activities		Deadline	Responsibility
Recording of Voice Pox <ol style="list-style-type: none"> 1. Ordinary members of the public 2. CEO of Chamber etc 3. Entrepreneur etc 4. Traditional Leader etc 5. Religious Leader etc 6. Entertainers – etc 7. Radio Presenters – etc 	<p>The voice pox will also be used as Adverts for Pre publicity campaign.</p> <p>Scripts for the voice pox must be finalized by the 28th Jan and recording should start immediately.</p>	10 Feb	Innocent Sindane, Cuthbert Nzuza and Thobeka
Recording of Visual Clips <ol style="list-style-type: none"> 1. Ordinary members of the public 2. CEO of Chamber 3. Entrepreneur 4. Traditional Leader 5. Religious Leader 6. Entertainers 7. Radio Presenters 	<p>Scripts for the Audio Clip must be finalized by the 3rd Feb and recording should start immediately.</p>	3 rd Feb	Mfundo and Thobeka
Visual Presentation <ol style="list-style-type: none"> 1. Premier in action 2. Infrastructure 3. Ordinary members of the public 4. CEO of Chamber 5. Entrepreneur 6. Traditional Leader 7. Religious Leaders 8. Entertainers 9. Radio Presenters 	<p>Photos which will be used for the website, Simama, Coffee table magazine and Speech should be collated urgently.</p>	10 Feb	Mohamed, Bheki, Zandile and Yolanda
On-Site Branding, Marketing and Advertising		Deadline	Responsibility
<ol style="list-style-type: none"> 1. SA flags (hand flags) 2. Banners 3. Telescopic 4. Roadside Banners 5. Calendars, diaries, Simama and coffee table magazines 	<p>The packaging of marketing material should be finished by the 25th of Feb.</p>	13 Feb	Nathi Mahlangu, Mandisa and Thobeka

Activity	Objective	Deadline	Status	Lead
Press release	<ul style="list-style-type: none"> To maximize the awareness of the public about SOPA. 	<ul style="list-style-type: none"> 13 Feb 	Content is being generated	Ndabezihle Sibiyi, Regi Khumalo, Sbu Magwaza and Thobeka
Draft, finalise and distribute fact sheet to the media		<ul style="list-style-type: none"> ongoing 		
Advertorials: Place adverts in the mainstream media	<ul style="list-style-type: none"> To maximize the awareness of the public about the event. 	<ul style="list-style-type: none"> ongoing 	Layout and design of Advert should be finalized by 5 th Feb.	
Opinion pieces should run starting from the 5 th Feb until 5 March				
Key messages for publicity	<ul style="list-style-type: none"> Key messages distributed to radio stations 	<ul style="list-style-type: none"> 	Content is being generated	Ndabezihle Sibiyi, Regi Khumalo, Sbu Magwaza and Thobeka
Arrange radio presenters of various radio shows to mention the two events.	<ul style="list-style-type: none"> Third party endorsement 	<ul style="list-style-type: none"> Ongoing 	SABC has already been approached including other radio stations such as Igagasi and Vuma fm	
Prepare material for press kits including hard copies of the speeches	<ul style="list-style-type: none"> To ensure that all the information necessary for media to publish factual articles about SOPA is available in the pack 	<ul style="list-style-type: none"> 24 Feb 		Regi Khumalo, Sbu Magwaza and Thobeka
One-on-one interview –radio and tv (pre and on the day of the event)	To ensure effective messaging and articulation of key achievements			Ndabezihle Sibiyi, Regi Khumalo, Sbu Magwaza and Thobeka
Dry-run and set up of venue for on-one-one interviews				
Audio/Visual Services	<ul style="list-style-type: none"> To capture the event 	<ul style="list-style-type: none"> Ongoing 		Mfundo and Zandile

STATE OF THE PROVINCE ADDRESS		Deadline	Responsibility
Speech Writing	Acting Director General Frikkie Brooks is leading the team writing SOPA		Thami Ngwenya Ndabezinhle Sibiya
Editing	The editing of the speech is crucial to ensure that sentences are not too long and allows for the premier to capture the attention of the audience.	23 Feb	Thami Ngwenya Ndabezinhle Sibiya
Proof reading	Spelling mistakes, grammatical errors must be eliminated before printing to ensure quality output.	23 Feb	Regi Khumalo and Sbu Magwaza
Layout and Design	Quality layout and design will ensure that the speech is reader friendly and that it has a long shelf life.	23 Feb	Bonga Khoza, Zandile and Yolanda
Printing and distribution	We must strive to ensure that this team receives the speech at least 4 days before in order to print and distribute timely on the day.		Mahlathi Tembe, Zingile, Thobeka etc
Number of copies, categories of guests during SOPA	<ul style="list-style-type: none"> • 86 MPLs including 6 members of the NCOP • 1000 – 1500 VIPs These are invited guests for the Premier • 100 members of the media (this will include executive producers and reporters for radio, tv, print media and political analysts 		Mahlathi Tembe Kwazi Mshengu Siya Mdletshe Regi Khumalo Sbu Magwaza

By the afternoon of the 23rd Feb after His Majesty's address at the Opening of the Legislature, SOPA must be finalized for printing in the evening.