



MOTHEO MEDIA ROADSHOW – PHASE TWO

30 November 2007 – 07 December 2007

OBJECTIVE

The objective of the Road Shows is to enhance media relations and liaison for the municipality in order to have sound relations with the media.

The targeted participants will include large-scale media houses both, electronic and print as well as community media, NAMELY:

Media 24
FS Bulletin
FS News
Lentswe
The Weekly
Daily Sun
Lesedi FM Stereo
Mosupatsela Community Radio Station

In respect of the identified consumption environments within Motheo District, all the identified media types will serve as a combination of media that will enable the municipality to communicate its information to the right people, in the right place, at the right time in a more cost effective manner.

The overarching strategic objective of Motheo District Municipality as reflected in the Draft Media Strategy is to enhance its communication system and its operations in ways that will contribute to the process of further consolidating our democracy and taking the municipality onto a higher level of communication by:

- Ensuring better performance through the communication system
- Building partnerships
- Inform and educate our communities on service delivery and governance issues at large

The District Events / Projects to be visited will reflect upon MDM's developmental achievements and the implementation of some of the social development programmes which includes Special Programmes.

The Programme focuses on the significant days such as, World HIV/AIDS DAY, 16 Days of Activism Against Women & Child Abuse, Disability Month and the Aged.

ATTACHED IS THE DETAILED PROGRAMME