



ACTIVE AGING PROGRAMME (AAP) 2019

COMMUNICATION PLAN

Provincial Golden Games 2019

1. Brief activity report : Communication Action Plan and Objectives

Pillars of the Communication Action plan

1. Communication frameworks, protocol & process development
2. Scanning of the communication and media environment
3. Community mobilization plan
4. Stakeholder engagement and mobile services coordination plan
5. Branding plan
6. Media engagement
7. Product development and distribution plan
8. Social media engagement



Communication Objectives:

Provincial Active Aging Games

1. To ensure that communicators communicate the Provincial Active Aging Games messages more efficiently through - out the province
2. To ensure that communicators use different communication tools and platforms including, but not limited to, internal, external, online, main stream media and marketing channels:
3. To ensure that key Provincial Active Aging Games programmes are communicated through various communication platforms
4. To empower, educate and streamline the Provincial Active Aging Games in the five (5) Free State districts, amongst communities and senior citizens
5. To encourage behavioural change in senior citizens' well - being and quality of life across the province
6. Encourage communities and staff to become ambassadors of communication for this sector (Senior Citizens).
7. Improve the corporate image of the department during Provincial Golden Games



MEDIA PLAN

2019 PROVINCIAL GOLDEN GAMES AND ACTIVE AGING PROGRAMME

19-20 September 2019

ACTIVE AGING PROGRAMME : 19– 20 September 2019					
Marketing					
PROMOTIONAL MATERIAL	<ul style="list-style-type: none"> Full colour AAP Banners and pamphlets/Flyers 	Mr M Ramookho	TBD - In house Production and printing	Awareness about the Active Aging Games	Design done
PRINT MEDIA	<u>¼ Page Full Colour Adverts</u> Express Daily Sun Tharollo News The Mail Seipone The Guard Issue	Ms L Tlhapuletsa	R8800.00 R10960.00 R9900.00 R8096.00 R13156.00 R11 500.00 R3735.00	Awareness about the Active Aging Games	
ELECTRONIC MEDIA	<u>Information Sessions (during prime time shows)</u> <u>Interviews:</u> <ul style="list-style-type: none"> Lesedi FM during Kgothala show-R36000.00 excl vat 		R43 250	Awareness / Information Sharing on various activities	Quotations have been requested from SCM



	<ul style="list-style-type: none"> All community Radio Stations Motheo-R2100.00 Mosupatsela-R1900 Qwaqwa-R750 Naledi-R750 Mozolo-R1250 Setsoto-R500 <p><u>Radio Pre-recorded Advert (Prime time shows)</u></p> <ul style="list-style-type: none"> Lesedi FM during Kgothala show -R5610.00 All community Radio Stations Motheo-R400 Mosupatsela-R250 Qwaqwa-R380 Naledi-R680 The Rock-R200 Mozolo-R1750 2x per day for 1 week Setsoto-R1000 (1 week) 	Ms L Tlhapuletsa	<p>R70 000</p> <p>R9000</p>	<p>5 min Interviews on Main Event Activities</p> <p>MEC's messages (incl AAP messages) (Submission sent to CFO and HOD's offices for approval of 3Months pre-recorded messages)</p> <p>5min Adverts</p>	
PROMOTIONAL MATERIAL	<ul style="list-style-type: none"> AAP Banners Pamphlets/Flyers <p>All departments/ Stakeholders to provide information</p>	Mr M Ramookho	<p>In house Production</p> <p>Printing</p>	<p>Full colour Posters, pamphlets or flyers (eg. AAP Programmes)</p>	Design Done



MEDIA STATEMENT	<ul style="list-style-type: none">• Media Invitation To all print and electronic media houses Local media	Ms K Mokoena (MLO)	N/A	Inviting media to the main event	
MEDIA BRIEFING	All print and electronic media houses Hlasela TV	Ms K Mokoena (MLO)	N/A	-MEC Social Development / SACR Mangaung Metro Mayor	
SOCIAL MEDIA CAMPAIGN	Facebook Twitter Instagram	Communication Officers and All Partners / stakeholders	NONE	Awareness / Information Sharing	Pre, during and post the event
PHOTOGRAPHY/	Provincial Departments	Communication Officers and All Partners/ Stakeholders	NONE		N/A
VIDEOGRAPHY		Hlasela TV			



Branding Plan- 2019 Golden Games			
	DESCRIPTION : Promotional Material		RESPONSIBILITY
1	PVC Street Banner		Provincial DSD
2	Tear Drops Older Persons Golden Game Departmental Logo		Provincial DSD
3	Standard Pull-up banners		Provincial DSD
4	Gazebos		Provincial DSD