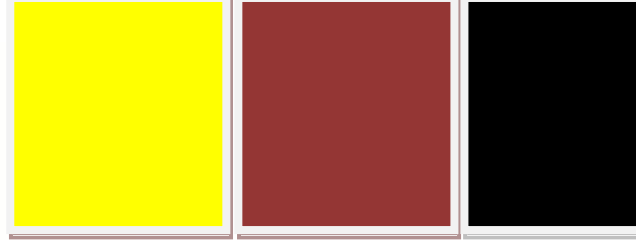




**FREE STATE
SCHOOL SHOES
CAMPAIGN**



Media Briefing Session Document

05/01/2015

In Partnership with:



the premier

Department of
the Premier
FREE STATE PROVINCE

Introduction

The Free State SCHOOL SHOES CAMPAIGN is for all, from the volunteers, churches, business community, socialites, school teachers, supporters, donors, partners and anyone who wishes to get involved in changing the lives of our disadvantaged learners.

Participation extends to every aspect of our work from providing new school shoes, fundraising activities, creating awareness campaigns and motivational speaking in our schools. The campaign was founded by Edgar Legoale, Boikanyo Social Development and it is supported by Youth Leadership from Student Movements, South African Youth Council, Government, Civil Society and Youth in Business in the Province etc

We felt inspired to help children in our province, who ask for nothing, have little, and yet are motivated to get an education. Even though we all come from modest backgrounds, we are both firm believers in helping those who have less than ourselves.

In the South African schooling system, it is **compulsory to wear school uniforms** to school. While this is intended to make all children feel equal and create a sense of unity, in poor communities this is usually not possible. Many poor families cannot afford uniforms for their children, and as a result these **children are humiliated for not having shoes** or appropriate clothes. As a result some **children are so embarrassed by their poverty that they chose not to go to school.**

As youth leadership in our province we have identified completely with one of the six National development Plan priorities to call for Active Citizenship, that as South Africans we take accountability, and make it our responsibility to have a say in our democracy, development and prosperity, and It is about taking things back to basics - involved citizenship and participation. As such, our focus areas are informed by a need to make a contribution to the 2030 vision and ensure that Children feel wanted and loved will grow to be successful and positive contributors to society

In this regard, we would like to take this moment and invite you to partner with the Free State School Shoes Campaign and support this course as you have done before.

I thank you

Edgar Legoale
Project Leader
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Project Overview (Media Launch)

In this regard, this Media Briefing Session will afford all learners and society an opportunity to learn that at last there is a campaign that will be focusing on ensuring learners have shoes in the Free State, not just provide shoes, but provide hope because every child deserves to wake up feeling positive, ready to learn and sure of a bright future! Children who feel wanted and loved will grow to be successful and positive contributors to society!

Strategic Intent of the Media Briefing Session

The Media Briefing session is aimed at creating a platform for all the media houses in the Free State and nationally to be provided information about the Campaign, its business and in what ways shall it be positioned to forge relations with members of society, private and public sector to come up with ways or harness the relationships to change the lives of our learners.

The launch will afford all the journalists an opportunity to raise questions and therefore, be responded to accordingly, by the panel of leadership, stakeholders and partners in the process passing as strong message to the nation that the campaign is here to walk with them to the dawn of hope.

Duration of the Launch

The Media Briefing Session shall be convened to conclude its business in one (1) day and it is hoped that all the issues will be covered in this time afforded by the panel of leadership. The Media Briefing according to the programme shall last for 1 hour commencing from 13h00 – 14h00.

Formal Invitation

This correspondence serves as a formal invitation to the Media Briefing of the Free State School Shoes Campaign. The fundamental aim of the briefing is to introduce the campaign to all members of society and report on the progress so far.

In this regard, you are requested to send at least two (2) journalists from your Media house. The programme of proceedings will be send to you in due course; but for any further information regarding this briefing, please feel free to contact us during office hours.

Attached herewith is an accreditation that will facilitate your media house's forming part of the launch. Please note that due to time, we shall be required to finalise the arrangements in good time, so, please confirm attendance with us in good time

Arrangements

Date: Wednesday, the 14th January 2015

Time: 13h00 – 14h00

Venue: La grand Chateau Hotel

Place: Parys, Freestate

Contact Details and RSVP

For more information regarding this meeting to send an RSVP, please feel free to contact:

Mr. Edgar Legoale

0769109905 / 0730569844

Media Houses to be anticipated:

1. Express (Provincial)
2. The Weekly
3. The Bulletin
4. Coerant
5. Get it
6. The Issue (provincial)
7. Motheo FM
8. Kovsie FM
9. Mosupatsela FM
10. Hlasela TV
11. GCIS
12. South African Broadcasting Services (SABC)
13. eNCA
14. CNBC Africa
15. Karabo FM
16. Lentswe FM
17. The Rock FM
18. Qwa Qwa Community Radio Station
19. Rosestaad
20. Volksblad
21. Naledi FM
22. OFM
23. Machabeng News
24. Seipone
25. Free State News
26. Dumelang News
27. Volksblad
- 28.

If your media house does not appear in the list that is provided above, please fill in the attached form and return together with the precise contact details of your media in good time. Closing date for accreditation and registration of new Media houses will be communicated with you once the programme has been finalised.

Media Day Launch Specifics

- Since the Campaign was started on the 19th of December 2015, it has not been formally introduced to the youth of the Free State who are its primary constituency
- To provide further information about the Campaign to the media; what the Campaign does and how it will benefit the young people of the Free State.
- Where will the campaign be based and how will it be accessible to young people

Draft Programme of Proceedings

Programme Director:

Time	Programme Item	Facilitator
13h00 – 13h10	Opening and Welcome	
13h10 – 13h20	Introduction and Introduction of Proceedings	
13h20 – 13h50	Address by the Deputy Minister	Buti Manamela
13h50 – 14h50	Open Questions Session: Facilitated by the SAYC Freestate	
14h50 – 15h00	Closing address & Vote of thanks	