



Project Report

Client	South African Institute of Savings
For attention	Elias Masilela & Mmakgoshi Phetla-Lekhethe
Period under review	May – August 2008
Media releases issued (#)	3
Media coverage achieved (#)	R732 919.34
Straight AVE* vs PR value**	R 732 919.34 vs R2 198 848.02
Return on Investment (ROI)	21.56 vs 64.67
Hours	102
Running coverage total for 2008 (straight AVE)	R 1 052 669.34

*AVE: Advertising Value Equivalency

**The PR industry multiplies the advertising rate or AVE by anything between three to ten times (for editorial credibility). At Meropa Communications we believe a 3x factor is appropriate.

Introduction

Meropa Communications was contacted by Citi, an existing client of Meropa's; during May to participate in a conference call for a project called "Teach Children to Save" (TCTS).



As part of the American Bankers Association Education Foundation's (ABAEF) planned roll-out of the TCTS initiative in South Africa, Public Relations and Media Relations were going to be requirement for the successful execution of the initiative. It was at this point Citi recommended using Meropa Communications, as they were already working for Citi on a retainer basis, and could assist.

Over the following weeks, Meropa participated in a number of international conference calls before being asked to prepare a strategy. It was only once this strategy was presented and reviewed by the international conference call participants, and the first TCTS task-team meeting, that Meropa realised the enormity of the project at hand.

At this point, Meropa recommended to the TCTS task-team that the PR requirements for the project would have to be funded under a separate fee as the high-level of communications required by the project would detract from other Citi activities under their retainer.

Meropa was also contacted by the South African Savings Institute to run a concurrent awareness plan for the month of July. All efforts for Savings Month and TCTS were linked where possible due to the projects, although running separately, were closely linked.

Overview of activities:



During Savings Month 2008 and the TCTS campaign, Meropa carried out the following activities:

1. Pre-launch

○ *Strategic input*

- Meropa was involved in the initial international conference calls with ABAEF, operation Hope, Citi, Banking Association South Africa and South African Savings Institute. The intent was to gain an understanding of the project and the PR requirements.
- Meropa drafted a PR strategy which encompassed activities before, during Savings Month and after the launch of the Teach Children to Save (TCTS) initiative. This strategy was presented to the members of the international conference call and brainstormed, before being presented to the members of the South African task-team.
- Meropa attended weekly task-team meetings to give communications input and advice before the launch on 4 July 2008.
- Meropa met with the Banking Association's PR agency, Fleishman Hillard, to ensure all media efforts were dovetailed.



○ *Media relations*

- Meropa developed a comprehensive media list of national, regional, local and community media. The media encompassed print, broadcast (radio and television) and online presence.
- Meropa invited media to attend the launch of Savings Month at the IDC on 4 July 2008.
- Meropa drafted and facilitated the approval of the press release for the launch.
- Meropa prepared one-page profiles for the elected spokespeople – Elias Masilela and Cas Coovadia.
- Meropa prepared printed and digital press packs for the media attending the launch:
 - Press release
 - Profile & photograph: Cas Coovadia, Banking Association South Africa
 - Profile & photograph: Elias Masilela, South African Savings Institute
 - TCTS launch video
 - Lesson plans
 - TCTS Goal Statement
 - List of participating banks
- Meropa liaised with the media relations contact at the Treasury for media invitations and involvement.
- Meropa managed all RSVPs with the media and forwarded confirmations to the event coordinators of 4 July.



- Meropa advised the task-team against holding a press conference based on low numbers and advice received from Meropa's senior management.
 - Meropa issued the approved embargoed media release and contents of the press pack to Sunday media.
 - Meropa set up and drafted briefing documents for the following media interviews: CNBC Africa, SABC 3 News @ 1, SABC 1 Kids News.
- *Media training & spokesperson briefing*
- Meropa prepared Q&A which related to Savings Month, TCTS and the involved parties. This was to ensure a unified message and quick reference to tricky, or detailed, questions from the media.
 - Meropa met with the SASI spokespeople, Elias Masilela and Mmakgishi Phetla-Lekhethe, on 3 July to ensure all issues covered in the drafted Q&A were understood and that messages were developed for the initiative. Meropa's media training manager, Grace Belger, gave basic training guidelines for dealing with the media in a variety of instances.
 - Following the briefing meeting, the answers to the Q&A were updated and issued to the members of the task-team, including Cas Coovadia as he had been unable to attend the briefing session.



2. During launch

○ *Media relations*

- Meropa delivered all press packs to the launch venue on 4 July 2008.
- Meropa greeted all media who arrived and issued them with a press pack.
- Meropa ushered media to the 'surprise' press conference venue.
- Meropa ensured all broadcast media who attended the launch received comment from the spokespeople. The media included:
 - SABC News Economics Desk
 - SABC 3 News
 - Daily Sun
 - City Press
 - SABC 1 Kids News
- Meropa issued the approved press release to the defined list of media and responded to media queries for additional information and photography.
- Meropa issued a copy of the TCTS launch video to the producer of SABC 1 Kids News.



- Meropa attended the following media interviews together with the project's spokespeople: SABC 3 News @ 1 and CNBC Africa.

3. Post Launch

- *Media relations*
 - Meropa drafted briefing documents for, and attended, the following media interviews:
 - 07/07 – SABC Africa
 - 08/07 – SABC 1 Kids News
 - 09/07 - SA-FM with Eric M
 - 17/07 – Kaya FM
 - 23/07 – SABC International
 - Meropa continued to respond to media queries for additional information and comment.
- *Spokespeople briefing*
 - Meropa updated the Q&A document based on questions asked in the media interviews and reissued the document.
- *Press cuttings*
 - Meropa monitored press coverage where possible as no press cutting service was in place.



- Meropa developed a spreadsheet detailing the coverage received.
- Meropa ensured a copy of the SABC 3 News at 1 insert, and a copy of the Engineering News video was made available to Banking Association South Africa.

4. Teach Children to Save

- *In preparation*

- Meropa drafted the TCTS numbers release and facilitated the approval process from the task-team. Meropa advised the task-team that the final numbers reached by TCTS would be 'dropped' into the release on Monday, 28 July. These numbers would have to be sent to Meropa by 12h00 on the Monday in order to meet the deadlines of the daily media.
- At the task-team meeting held on 17 July and 23 July, Meropa requested the final list of schools being visited by TCTS. Community media were invited to attend a lesson at one of their local schools. The list of schools was, however, received late and incomplete on 24 July. This severely impacted the ability of Meropa to secure media for the various schools. The only media who were confirmed at late notice was Beeld – who attended Fairways Primary's lesson; and Daily Sun, City Press and Sake Rapport who attended in Diepsloot.
- Meropa drafted a photographic release form which was distributed to all members of the task-team for use at the schools.



- Meropa issued the updated spokesperson Q&A and Media Dos & Don'ts to all task-team members for distribution to their volunteers who would perhaps be interacting with media.

- *On the day*
 - Meropa attended the launch in Diepsloot, and ensured all media representatives were allocated to a classroom.
 - Meropa also took photographs of all the classes during lesson time.

- *Follow-up*
 - Although Meropa had requested a summary of the final 'numbers' for the media release by 12h00, final numbers were only received around 16h00, despite frequent requests and reminders. This delay caused the press release to be issued to media just after 16h30, which impacted possible coverage opportunities.
 - Meropa is still responding to requests from community media for photographs from local schools.
 - Meropa contacted all television media who had previously interviewed the project's spokespeople for follow-up / review interviews.
 - Media interviews were scheduled with:
 - 04/08 – SABC 1 Kids News



- 08/08 – eTV Sunrise
- Meropa will continue to monitor and track press coverage until the end of August 2008.



In summary

Other and Administration

- Conference calls:
 - 6 May
 - 14 May
 - 27 May
 - 4 June
 - 10 June
- Taskteam meetings:
 - 12 June
 - 26 June
 - 10 July
 - 17 July
 - 23 July
- Media interactions:



- 4 July – SABC 3 News @ 1: Interview with Mmakgoshi Phetla-Lekhethe
- 4 July – CNBC Africa: Interview with Elias Masilela and Cas Coovadia
- 7 July – SABC Africa: Interview with Elias Masilela and Cas Coovadia
- 8 July – SABC 1 Kids News: Interview with Mmakgoshi Phetla-Lekhethe
- 23 July – SABC International: Interview with Mmakgoshi Phetla-Lekhethe
- 3 August – SABC 1 Kids News: Interview with Elias Masilela
- 8 August – eTV Sunrise: Interview with Mmakgoshi Phetla-Lekhethe
- Other
 - 24 June – Meeting with SASI re publicity around Savings Month
 - 3 July – TCTS spokesperson briefing with Elias Masilela and Mmakgoshi Phetla-Lekhethe
 - 4 July – Launch of Savings Month at the IDC
 - 14 July – Meeting with Mbali from Fleishman-Hillard re PR around Banking Association
 - 25 July – TCTS in Diepsloot



Media Releases

- 4 July – Savings Month to promote financial literacy
- 17 July – Your Savings, your future
- 28 July – Savings message reaches nearly 40 000 young minds

Challenges

- Final list of schools
- Final numbers
- Press monitoring



Press coverage

Date	Type of media	Publication	Headline	Source	Value
04-Jul	Online	Mail & Guardian	South Africans warned over poor savings culture	Journalist	R 10 000.00
04-Jul	Online	www.Fin24.com	Changing SA's saving psyche	Meropa	R 10 000.00
04-Jul	Online	Engineering News	Savings month to promote financial literacy	Meropa	R 10 000.00
04-Jul	Online	SABC News	National Treasury to launch Savings Month campaign	Other	R 10 000.00
04-Jul	Radio	Good Hope	News item: National treasury DG speaks at launch of Savings Month	Meropa	R 4 240.00
04-Jul	Radio	SA-Fm	News item: National treasury DG speaks at launch of Savings Month	Meropa	
04-Jul	Radio	Heart Fm	News item: National treasury DG speaks at launch of Savings Month	Meropa	R 3 240.00
04-Jul	Radio	Lotus Fm	News item: National treasury DG speaks at launch of Savings Month	Meropa	
04-Jul	Radio	Jacaranda Fm	News item: Launch of Savings Month and TCTS	Meropa	R 10 680.00
04-Jul	Radio	SA-Fm	News item: Savings statistics	Meropa	
04-Jul	Radio	94.7 Highveld Stereo	News item: SASI analysis of SA savings culture, Savings Month and TCTS	Meropa	R 12 714.00
04-Jul	Radio	Phalaphala	News item: National treasury DG speaks at launch of Savings Month	Meropa	
04-Jul	Radio	Mungana Lonene	News item: National treasury DG speaks at launch of Savings Month	Meropa	
04-Jul	Radio	Thobela	News item: National treasury DG speaks at launch of Savings	Meropa	



			Month		
04-Jul	Radio	Thobela	News item: Elias Masilela comments on SA savings culture, Savings Month and TCTS	Meropa	
04-Jul	Radio	Motsweding	News item: Savings statistics and Savings Month	Meropa	
04-Jul	Radio	Cape Talk	News item: Elias Masilela comments on SA savings culture, Savings Month and TCTS	Meropa	R 3 184.00
04-Jul	Radio	Kaya Fm	News item: SASI analysis of SA savings culture, Saving Month and TCTS	Meropa	R 6 000.00
04-Jul	Radio	702	News item: Elias Masilela comments on SA savings culture, Savings Month and TCTS	Meropa	R 5 576.00
04-Jul	TV	SABC 3	News @ 1: Insert with Elias Masilela & Cas Coovadia, interview with Mmakgoshi Phetla-Lekhethe	Meropa	R 72 000.00
04-Jul	TV	CNBC Africa	Business update: Interview with Elias Masilela and Cas Coovadia	Meropa	
04-Jul	TV	Summit TV	News item: Launch of Savings Month and TCTS	Meropa	R 7 000.00
05-Jul	Online	Personal Finance	Campaign to save youth from parent's bad habits	Meropa	R 10 000.00
05-Jul	Print	Personal Finance	Campaign to save youth from parent's bad habits	Meropa	R 106 457.40
05-Jul	Print	Weekender	Most South Africans set to retire in poverty	Meropa	R 544.00
05-Jul	Radio	SA-Fm	Weekend PM Live: Interview with Mmakgoshi Phetla-Lekhethe	Journalist	
05-Jul	Radio	Lotus Fm	News item: SASI analysis of SA savings culture, Savings Month and TCTS	Meropa	
06-Jul	Online	BUA News	Money saving culture vital for sustainable growth	Publication	R 10 000.00
06-Jul	Print	City Press	Banks set aside day to teach kids to save	Meropa	R 70 569.80
06-Jul	Print	Sake Rapport	Bankbase wil ook help om leerders aan die spaar te kry	Meropa	R 49 249.20
07-Jul	Online	Engineering News	Savings month to promote financial literacy	Meropa	R 10 000.00



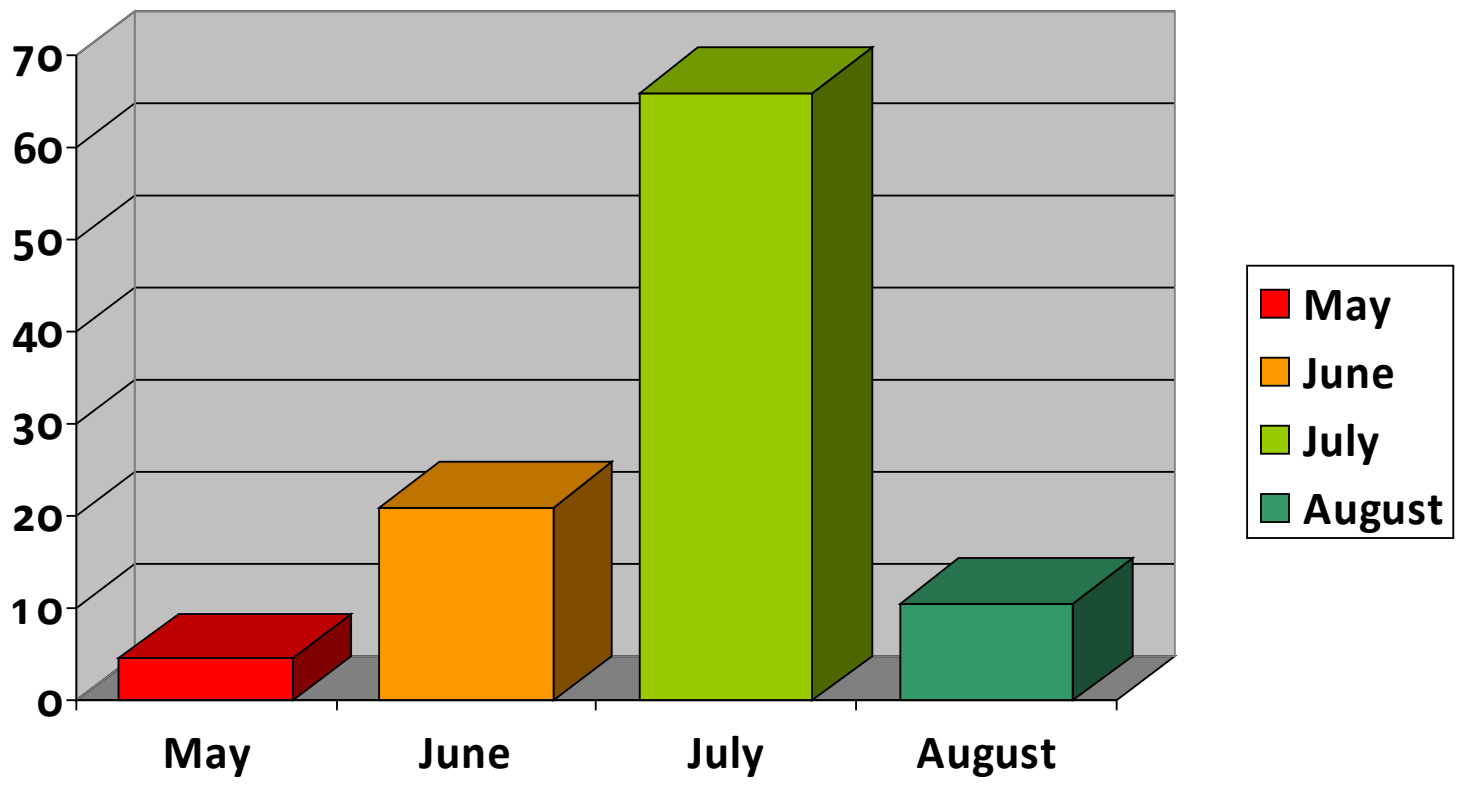
07-Jul	Online	BizCommunity	Money saving culture vital for sustainable growth	Meropa	R 10 000.00
07-Jul	Online	www.moneybiz.co.za	A focus on savings – July is South Africa’s National Savings Month	Publication	R 10 000.00
07-Jul	Print	Business Day	South Africans ‘need to learn how to save’	Journalist	R 4 035.41
07-Jul	TV	SABC Africa	180 Degrees: Interview with Elias Masilela and Cas Coovadia	Meropa	
08-Jul	TV	SABC 1	Kids News – Insert on TCTS and interview with Mmakgoshi Phetla-Lekhethe	Meropa	R 13 500.00
09-Jul	Radio	SAFM	Eric M After Dark – Interview with Elias Masilela on TCTS	Meropa	
10-Jul	Online	The Teacher	Savings month to promote financial literacy	Meropa	R 10 000.00
11-Jul	TV	SABC 2	Morning Live – Panel discussion on Savings Month	Other	R 244 750.00
15-Jul	Online	SouthAfrica.info	Teaching SA’s kids how to save	Meropa	R 10 000.00
15-Jul	Online	Sowetan	Teaching kids how to save	Meropa	R 10 000.00
15-Jul	Print	Sowetan	Teaching kids how to save	Meropa	R 40 003.94
15-Jul	Print	Umhlanga Globe	Savings month to promote financial literacy	Meropa	
15-Jul	TV	Summit TV	Business Q&A – Interview with Elias Masilela re Savings Month	Other	R 35 000.00
16-Jul	Print	Southern Mail	Project aims to teach children to manage money	Meropa	
16-Jul	Print	Athlone News	Project aims to teach children to manage money	Meropa	
17-Jul	Radio	Kaya Fm	Dube Drive interviews Mmakgoshi Phetla-Lekhethe about TCTS	Meropa	
22-Jul	TV	SABC International	Live interview with Mmakgoshi Phetla-Lekhethe and CEO of Post Bank Totsie Memela- Khambula	Meropa	
23-Jul	TV	Soweto TV	Financial literacy for consumers – interview with Mmakgoshi Phetla-Lekhethe	Other	
24-Jul	Online	ITI News	Old Mutual Teaches learners to save for a rainy day	Other	R 10 000.00
24-Jul	Print	Weslander	Your savings, your future	Meropa	



25-Jul	Print	Bugle News	Your savings, your future	Meropa	
27-Jul	Print	City Press	Learners taught the art of saving	Meropa	R 47 971.20
27-Jul	Print	Sake Rapport	Kinders kan nooit te vroeg leer om te spaar nie	Meropa	R 6 651.84
27-Jul	Print	Sake Rapport	Spaarkoers op kritiek lae vlak	Meropa	R 73 889.10
28-Jul	Online	Beeld	Spaar net 'n druppel aan geldemmer	Meropa	R 10 000.00
28-Jul	Print	Beeld	Spaar net 'n druppel aan geldemmer	Meropa	R 11 413.45
04-Aug	TV	SABC 1	Kids News – Interview with Elias Masilela on Savings Month and TCTS review	Meropa	R 14 000.00
08-Aug	TV	eTV Sunrise	Review of Savings Month and TCTS, interview with Mmakgoshi-Phetla Lekhete	Meropa	R70 000.00
TOTAL					R 1 052 669.34

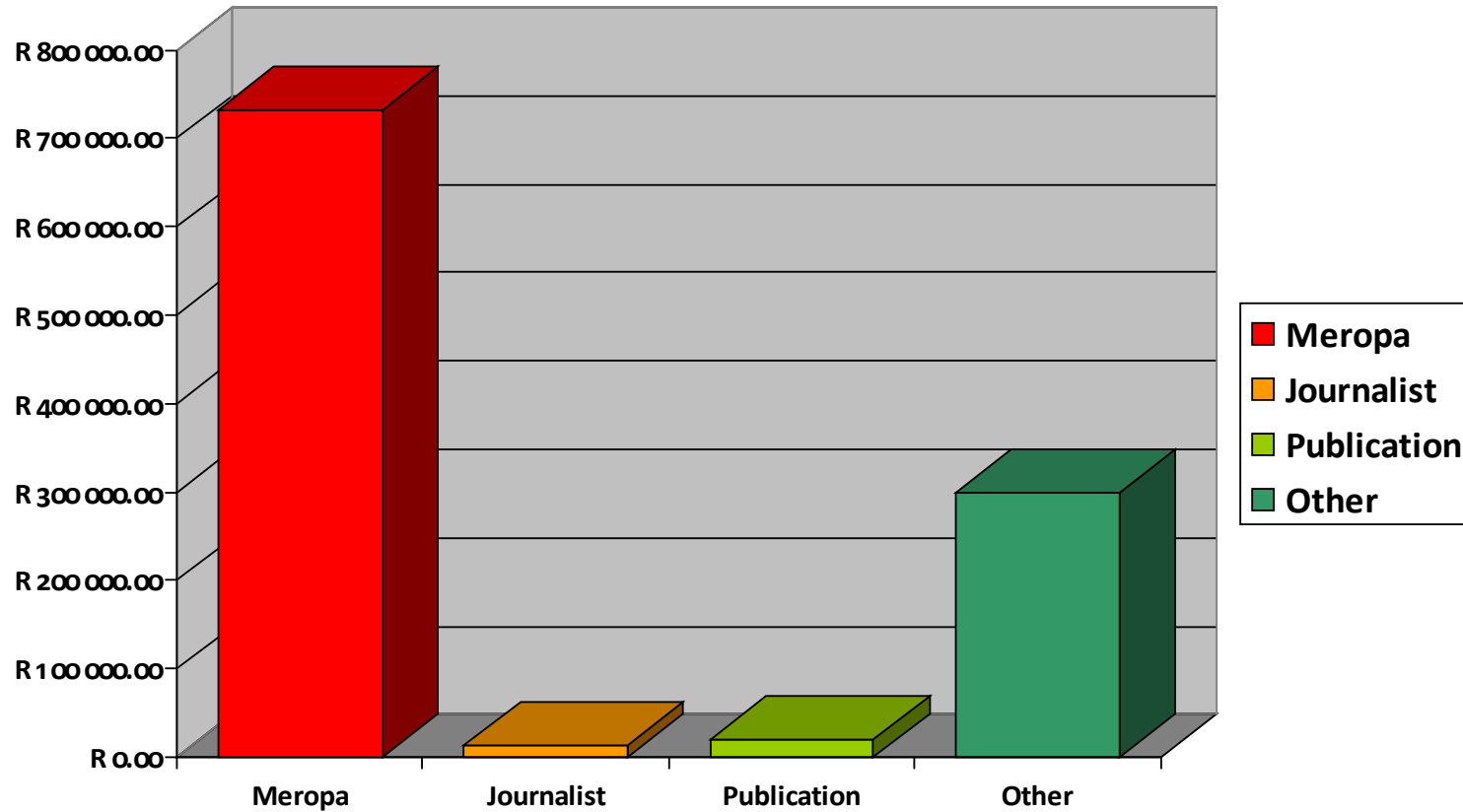


Hours worked on project



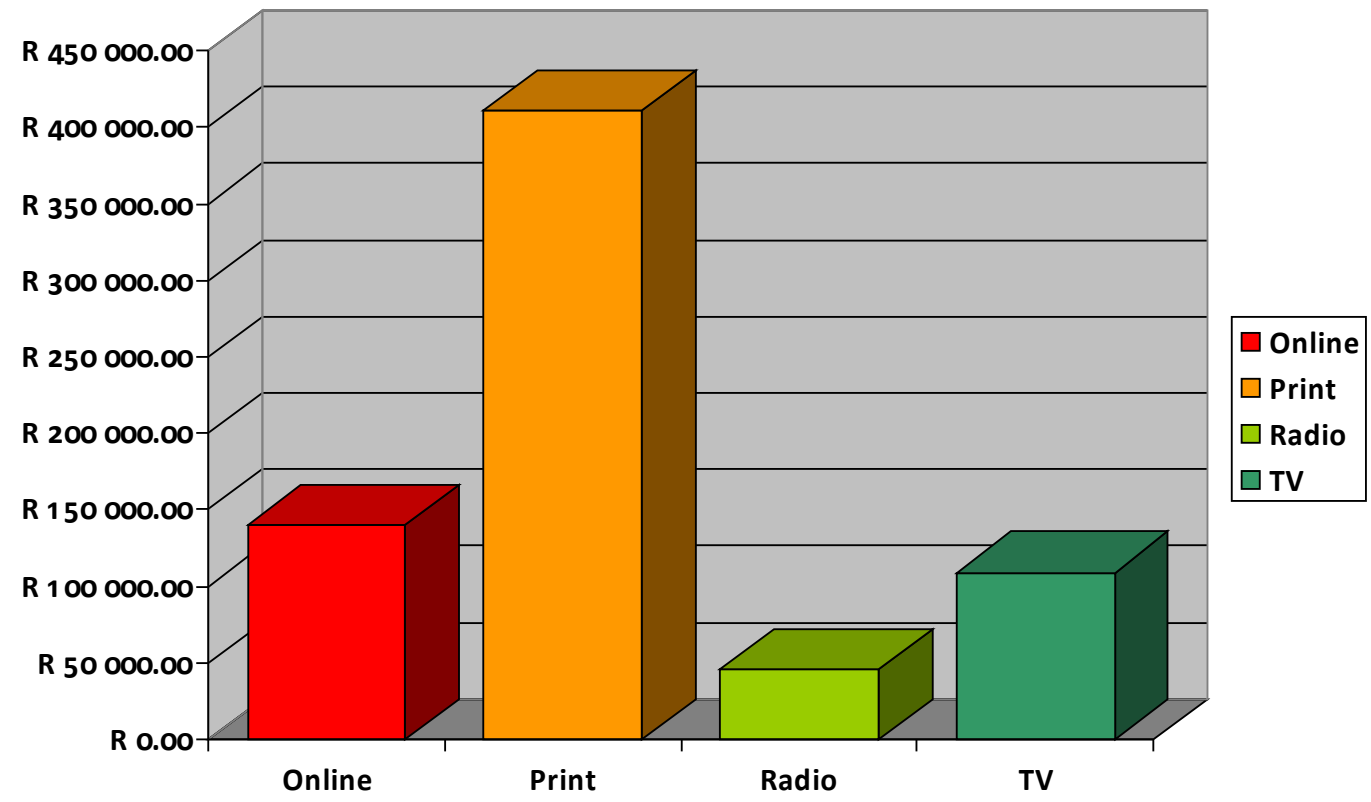


Source of Total Coverage





Placement of Total Coverage



Ends.