

---

**MINUTES OF MEETING OF CAPE MEDIA SERVICES (CMS) HELD IN THE  
DG's BOARDROOM, FIRST FLOOR, 15 WALE STREET  
THURSDAY, 29 JULY 2010 08:15 – 10:15**

---

**1. PRESENT:**

|                     |        |                 |
|---------------------|--------|-----------------|
| Laurine Platzky     | (LP)   | DotP            |
| Maria Phalime       | (MP)   | DotP            |
| Wieke de Vries      | (WdeV) | DotP            |
| Susannah Holz       | (SH)   | DotP            |
| Cristina Corbellari | (CC)   | DotP            |
| Mushfieqah Salie    | (MS)   | DotP            |
| Sunita Dalla        | (SD)   | DotP            |
| Pieter Cronjé       | (PC)   | CoCT            |
| Pierre Le Roux      | (PLR)  | CoCT            |
| Skye Grove          | (SG)   | CTT             |
| Riana Geldenhuys    | (RG)   | CTRU            |
| Marjorie Naidoo     | (MN)   | CCDI            |
| Zeenat Parker       | (ZP)   | CTICC           |
| Shameema Adams      | (SA)   | SAILSTADEFRANCE |
| Merle Collins       | (MC)   | SANPARKS        |
| Debra Bentham       | (DB)   | CFC             |

**2. APOLOGIES**

|                |      |     |
|----------------|------|-----|
| Lisa Duthie    | (LD) | GWV |
| Carola Koblitz | (CK) | CTP |

**3. AGENDA**

The agenda was adopted.

**4. MINUTES OF PREVIOUS MEETING (23 June)**

The minutes of the meeting of 23 June 2010 were adopted.

**5. DEBRIEF AGENDA:**

**a. Welcome Services**

- Tourism Services and Media Tours

**b. Infrastructure**

- Media Centres
- Permits
- Crew
- Equipment

### c. **Content**

- Host City Media Guide
- Other collateral
- Story leads
- Press conferences
- Newsletter

## **6. RECOMMENDATIONS**

## **7. CLOSURE**

---

### *Sharing Statistics and Reports*

There was a request to collate all the stats available in order to create a sheet for all stakeholders to use. RG has sent a request to all stakeholders and is currently in the process of collating these stats into one report. A range of stats exist from the number of attendees at the matches, to media numbers at the respective media centres.

There was a request that a central point of reporting and information be made available and easily accessible especially for organisers who will be involved with future World Cups. It was also requested that the respective organisations maintain a 2010 FWC presence on their websites and archive relevant information. The CoCT reported that a full-time journalist had been appointed to document the event for the Host City which included meetings with the various project leaders. So in addition to the formal reporting, a comprehensive overview of the entire event footprint will be captured.

The 2010 Unit DotP is currently investigating the option of international media monitoring. This process needs to be refined. Collaboration with other stakeholders is important. Advising future hosts as to what to expect from media and how to prepare responses will then be possible. Additional sources will also be explored, such as SA Tourism who have been keeping records of the international media coverage received.

### *Proactive PR*

Proactive PR had a positive spin-off amongst the media e.g. provision of story leads, which provided various reporting angles and themes. Fortunately, the tournament ran smoothly, so there was a need amongst media to tap into alternatives for stories. Most of the sports media were primarily focused on reporting on football, particularly those stationed at the Stadium Media Centre. Media tours were not always full or the good news alternatives were not always covered, as there were enough soccer-related stories being reported on. It was important to provide the platform and simultaneously create a long-term relationship with the media which can now be maintained in the future.

## **Feedback on Welcome Services, Infrastructure and Content**

### *Media Tours*

Overall the media tours were well attended. This approach should be used for future events and more strategic linkages can be made which go beyond tourism. There is a general consensus that ambush marketing and advertising is not the number one story when promoting a destination. Meeting, hosting and matching the needs of the media proved to be more valuable, specifically for CTT. The return on this investment is what needs to be measured. CoCT indicated that intensive international media monitoring had not been done. A snap-shot within South Africa for the months of June and July had been done showing about R75.8 million in value of coverage. However, there are various formulae for media monitoring. These reports will be made available by CoCT.

### *Infrastructure and Services*

The **V&A Media Centre** reported that they were quieter than expected. However, the experience gained was invaluable. They tried to host press conferences which had various themes. Attendee numbers were lower than expected. However, the football themed conferences were better attended than others. They are already in discussion with Brazilian contacts and would definitely carry the lessons learnt forward. The need for equipment was relatively low amongst the visiting media as most had come prepared with their own equipment. They also experienced some constraints as far as their location was concerned as they were dictated by the V&A Waterfront especially when it came to filming. The permit prices for shooting on the Waterfront were high and although the centre managed to get the Waterfront to reduce their fee, the option was not really taken up by the media.

On the **Fan Walk**, it was not easy to track visiting media. However, CK indicated that when she saw media in the area she would interact with them and enquire if they were aware of the various media centres and try to encourage them to visit. Not all media centres were well-attended. Improved technology and media crews equipped to work on the go meant that not all services and facilities provided at media centres were needed.

For hosting an event of this magnitude, critical logistical decisions are needed to ensure smooth sailing of event operations, e.g. allowing filming within certain areas without a permit. Although negotiations with the V&A Waterfront were unsuccessful, the CoCT indicated that it made the right decision not to charge for filming permits. On the Fan Walk, media were cautious when filming without permits. However, they were encouraged to go ahead without permits.

International media made good use of local crew services. Proactive work proved beneficial, especially after the Final Draw when international media had made contact with local crews. RG also indicated that media crews used their security or drivers as tour guides and this opened a gap for the communication of incorrect information. *These individuals should in future be included in training programmes to enhance their*

*skills.* MP was requested to follow-up with the Cape Film Commission regarding the number of trainees who came through their programmes in addition to the number of crews who made use of CFC skills and additional services.

Amongst freelance journalists there was a great deal of appreciation expressed based on the way they were greeted and catered for in Cape Town. Amidst difficulties they experienced in trying to get FIFA accredited, the services and facilities we offered assisted in making their movements effortless.

### *The Host City Media Guide*

The media guide was found a perfect tool for both visitors and organisers involved in the event. The information provided was concise and just enough not to overwhelm the reader. The guide can be used for future events. The accompanying electronic information and story leads were well received by the media. This was also evident in the base camp towns where tours for the media were also provided. There seems to be a slight shift from a supply orientated approach to media and communication, to slightly more of a demand. Understanding the complexity of media requirements from different countries is integral to planning for servicing the media. Understanding the varying needs of the respective source markets is also vital.

The operating environments for PRO's in towns such as George and Knysna differ compared to the City of Cape Town, which could impact service delivery. CMS played an integral role in coordinating this process, albeit with some challenging issues. This is another example of how CMS could be used to ensure effective service delivery, not only for the 2010 FWC, but for other future initiatives as well.

RG reported that the Media Guide served different uses for the different types of media who visited. For instance, media interested in covering the non-football related aspects of the City would use the contact details of who is who compared to sport journalists who would primarily focus on football or journalists who were interested in profiling the destination, community projects, etc.

### *Other Collateral*

RG reported that the translated maps worked well amongst non-English speaking media and it is definitely an investment for future use. At the tourism information desk at the Stadium Media Centre, the Western Cape map was the only translated version available which is another spin-off of proactive efforts. Furthermore, the Host City Guide complemented the package and was frequently used by locals as well.

### *Press Conferences*

Ten press conferences were held at the City Hall Media Centre which included guests ranging from Lucas Radebe, to Dr Jordaan to MEC Winde. Some of the topics covered included:

- The release of the snap-shot Exit survey findings

- Photo opportunities and media briefings around the Mandela legacy canvas project (where celebrities did their handprints and then were available for questions and responses)
- A briefing on the pitch from Julian Visser and how the pitch was constructed and is being maintained,
- A practical demonstration on painting the kelp vuvuzelas
- The history of the City Hall and the Castle
- The Mayor's function

### *Newsletter*

Nine newsletters produced by the 2010 Unit in the Department of the Premier on behalf of CMS were distributed, starting shortly before the tournament and ending after it.

### *'We did it' book proposal*

The 2010 Unit DotP compiled and circulated a 2-pager as a proposal to document tournament-related collaboration by all stakeholders including police officers, ambulance drivers, people who were selling koeksisters on the side of the road and the volunteers who performed beyond the call of duty.

After the 2006 FWC Germany had released some popular versions of what had happened, and there is also a book about the Dutch fans at the UEFA Cup 2008. It is largely visual and has stories showcasing not only fans and the people in the street, but also the people behind the scenes and the people who felt really good about making a contribution. Such a book would make a gift. PGWC could fund it and make a hard copy version available and this could serve as a reminder as well as gifts for visitors such as the Bavarians and Brazilians.

This initiative, depending on how well it is received within CMS, could be enhanced in the form of a coffee table book for CMS members to personalise. It is important to note that it will not be about the PGWC; it would serve as a recorder of what happened and would include the people's contribution to the event.

SANParks and the Cape Town Stadium offered their support of the book. The Stadium's Visitor Centre would be able to display the book. Personalised versions could be produced (e.g. For SANParks the cover could include penguins) or as gifts, the books could be addressed to individuals. PC indicated that the City would be compiling something similar from a Host City perspective which will complement their formal reporting. The CCDI indicated that it would be good, should the book take off, to maintain the similar look and feel as the CoCT's version and this would enhance the products delivered. SH mentioned that the Fanjols were captured photographically during the event and could be featured in the book. Informal interviews with officials, fans, vendors and entertainers were conducted at the Fanjols and the 'gees' amongst the people and the amount of social cohesion and pride which was displayed was noticeable.

CTT asked what type of support is being requested from the CMS stakeholders. Is it financial or content related? LP responded by saying that the CMS is the ideal forum in which to pitch and debate the idea. Many of the CMS members have captured the event in various forms and could assist with conceptualising the idea and providing content. The idea will be taken to Cabinet but in the interim, the amount of support needs to be established. It should not be a duplication of publications such as the CoCT's, and from what has been reported, it sounds like a different approach completely. If we can find some kind of synergy for a collaborative approach, we can say this publication was put together by 10 or 20 organisations and state thanks to individuals or organisations. It should not be too bureaucratic or complicated.

An approach could be to highlight sustainable development, with the environmental angle of the event and then the experience and involvement of SANParks would be good. Another option is the formation of a think tank committee out of this forum.

LP reported that MEC Winde is keen to maximise the marketing opportunities of what happened during the FWC. DotP 2010 Unit is compiling various presentations and DVDs to capture how it was done. It is important to note the various levels of information which will be requested. For example, the organisers of the next FWC would want to meet with the Louw Visagie of the Host City team and interact on a one-on-one level to learn more about security. MEC Winde's approach would be at higher level, on issues such as how a City and Province could work together to host such a major event, on sustainable development issues, tourism aspects, to name a few, and how we managed to collaborate, primarily as the public sector, to host a successful event.

PC indicated that he cannot be part of this project as their focus is currently on reports which the Host City needs to produce. He noted that if we try and capture what happened by saying 'we did it', we must be clear on who is 'we'. Personally, PC's view was that the CMS is an alliance which needs to be carried forward. It is not as such a publishing entity. It all starts with a clear identification of the objective of a targeted audience and then the content should guide us. The Host City team will be focused on the project close out report and the accompanying visual report which is really about the event footprint of the Host City. PC to forward the release date of the visual book.

SG said that CTT would give a visual component for their annual report and indicated her support of the concept of the 'We did it' book. Similarly, the CCDI, CTP and the Cape Town Stadium also offered their support.

LP mentioned that the next step would be to present the concept to Cabinet and she would also discuss it with the Premier to see if she thinks this might be a useful venture. However, if the CoCT were not to participate, this brings another dynamic and the concept will have to be re-assessed.

### ***Continuation of CMS***

Sentiments were expressed from the CoCT to maintain the CMS body and further build on the processes and relationships that have been formed. Suggestions were to conduct informal gatherings on a bi-annual basis or if and when a need arises. The CTP suggested that another meeting be called within three months, as many of the 2010-related staff might not be around in six months. For the sake of continuity and for cementing the future of this body, commitment needs to be made sooner so that these organisations can maintain the CMS presence within their normal operations. CTRU alerted the meeting to the PR Forum that constitutes mainly tourism-related organisations, many of which also serve on the CMS. This forum meets every two months and allows opportunities for networking and collaboration. Some organisations which are not represented in CMS also serve on this forum and this creates further opportunities for collaboration. Meetings are held informally where CTRU would convene and from there the other members alternate hosting the meeting. The forum did not meet during the World Cup period, however, outcomes of the CMS meetings were shared with forum members. SH highlighted the role CMS had in the Provincial daily communications meetings and emphasised that this would remain a good platform for CMS to continue feeding into should it be carried forward. LP also emphasised the importance of governmental involvement in media management and the positive spin-offs that have emanated in this regard, specifically from CMS. The CTICC mentioned its bid for the COP 17 in 2011, and highlighted the important role the CMS could play in collaborative projects such as this, as was evident for the World Cup. This also strengthens the partnerships amongst the key role-players and enhances the responsible and sustainable image of the Province as a destination. Similar sentiments were also expressed by CTT. SANParks highlighted the difference between the PR Forum members, where many are from profit-driven organisations versus the CMS which has more of a long-term strategic vision.

#### *Other*

SG mentioned that September is World Tourism month with the 24<sup>th</sup> being World Tourism Day and the theme will be biodiversity. CTT is planning on hosting a month of events focused on biodiversity which also includes human diversity and genetic diversity (being a very diverse city and province). Discussions are also taking place around a weekend for citizens to go out and experience the city, the destination and the various tourism offerings for free e.g., a trip up Table Mountain, a Metrorail ride over the weekend. SG will forward an email to the members to urge their participation.

**The next meeting will be called in October at the Cape Town Stadium, and would include a stadium tour.**

The meeting closed at 11h15. The date of the next meeting to be advised.