

**FIRE  
PREVENTION  
AND  
THE MEDIA**













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# **26 YEARS SERVICE**

**Based at the**

**FIRE AND RESCUE SERVICE**

**COMMAND AND CONTROL CENTRE**

**GOODWOOD**

**Media Spokesperson (4 Years)**

**AVAILABLE 24/7/365**

**578 Newspaper articles**

**1381 Radio interviews**

**since JAN 2010**

**2013 – 102 (Jan to Oct)(print)**

**How many have  
thought about using  
the media to promote  
Fire Safety**

- **Where do we come from?**
- **Media is a pain**
  
- **Where are we now?**
- **Media is here to stay**
  
- **Where are we heading?**
- **Media can be used to Our advantage**

# Media

- **You do not control the media  
You manage the media**
- **GET TO KNOW THE REPORTERS FROM  
THE DIFFERENT MEDIA AGENCIES**
- **Build a good relationship with all  
journalists.**

# Media

- **Stories are not only local any longer.**
- **Public name builds a media relationship with the Service it represents.**
- **Talk to a person not an Organization**
- **Invite the media to Fire Station events.**
- **Always be honest with the media**

# Media

- **Always be punctual for interviews.**
- **Give constant feedback**
- **Repeating the same message is good.**
- **Utilize the media to your organizations advantage.**
- **Nothing is “off the record”**

# Media

- **Credibility**
- **Integrity**
- **Authority**

# **Media**

## **Photography**

**Give the media photos and video that you think is appropriate and is sanctioned by your CFO and policy**

- **PPE**
- **Scene Safety**
- **Rights violations**



# **FIRE PREVENTION**

- **Use reports on incidents to add a fire safety message.**
- **Journalist requesting additional comment – (Opportunity)**
- **Include Fire Safety comment in main interview.**

# **FIRE SAFETY INTERVENTIONS**

- **Target problem areas**
- **Interventions in the communities are still essential**
- **Community based Fire Stations are more interactive**
- **Meeting the Firefighters that Serve the community builds better relationships**

# **MEDIA INFORMATION SHARING**

- **Reach a substantially larger audience**
- **Focus based – what is happening currently**
- **Message is reactive but more powerful**

# TYPES OF MEDIA

## Written Media

### Newspapers and Magazines

**How many readers?**

**Print Media Circulation: 4,437,736**

Data source: from the South African Advertising Research Foundation's All Media Products Survey (Ampr) Average Issue Readership of Newspapers and Magazines

# Broadcast Media (Radio)

**How Many listeners?**

**Commercial Local & National 18,763.000**

**Local Community Radio Stations 1,122.000**

# Broadcast Media (Television)

**How Many Viewers?**

**National viewers 30,233,000 (15+ Age group)**

Data sourced from the Stats South Africa and SABC Website

## **Internet Media**

**How Many people in South Africa have access to the internet?**

**Increasing but statistics are not easily obtained.**

## **Social Media**

**How Many Cell phone users use social media?**

**Increasing but statistics are not easily obtained.**

**A picture is  
worth a  
thousand  
words**















## Brand verwoes 22 huise buite Strand

JAN GENDER  
Strand

Tuusen die as en roet van wat 'n paar uur sevre nog hul huise was, het inwoners van Pholle Park gisteroggend begin om nuwe strukture op te rig.

'n Brand het omstreeks 00:30 in die informele nedersetting, deel van Lwandle buite die Strand, uitgebreek. Dit het sowat 22 huise verwoes en 67 mense dakloos gelaat.

Nie een van die inwoners is beseer of dood nie, maar 'n brandweerman is op die toneel vir rookinaseming behandel en 'n ander is geskok deur die onwettige elektriese verbindinge. Hy is op die toneel behandel.

Maartina hy na die Vergelegen Medi-Clinic in Somerset-Wes gebring is. Hy is gisteroggend reeds ontslaan, hul 'n verklaring van mnr. Wilfred Solomons-Juannes, woordvoerder van Kaapstad se rampbestuur.

"Die stad se rampbestuur sporne sal met die Wes-Kaapse departement van maatskaplike ontwikkeling se hulp op die toneel wees om die slagoffers te help met knoppakkies, kornberse, babapakkies en boumateriaal.



Ms. Aleeta Prins (27) en haar tweeejarige seuntjie, Damian, beskou die skade van die brand wat gister omstreeks 00:30 22 huise verwoes het en 67 mense dakloos gelaat het in Pholle Park buite die Strand. Inwoners het gisteroggend begin om nuwe strukture op te rig. Foto: EDNEA DU TOIT

Tydens *Die Burger* se besoek was lede van die stad se rampbestuursplan op die toneel sowat 20 m<sup>2</sup> - doemig. 'n Bakkie van die Patch Helderberg-kinderversorgingsentrum is ook opgemerk waar dit sakke met klere afluai.

Met haar tweeejarige seuntjie, Damian, op die heup het me.

Aleeta Prins (27) die skade gelaan. Haar en haar man se hut het staande gebly, maar van hul besittings, kos en klere is verswelg.

Die brand was teen omstreeks 02:00 geblus.

Die oorsaak van die brand word nog ondersoek. 'n Kers was vermoedelik die oorsaak.

APPROVED PARAFFIN MODEL 'TOO EXPENSIVE, COMPLICATED'

## Cheap stoves blamed for shack fires

Xolani Koyana

ANNUALLY thousands of people lose their homes and possessions in the Western Cape as raging fires rage through rows of informal housing.

The Paraffin Safety Association of Southern Africa (Paraffin Safety Association) says the stoves that are flooding the South African market, in particular illegal models known as the "Tanda" Wick Paraffin Stove.

The model was outlawed by proclamation in a Government Gazette in 2007 because it did not meet safety standards.

According to Passia, 85 per cent of fires in informal homes were related to faulty stoves. But users said they did not have alternatives.

The association said the legal stoves had safety mechanisms that automatically extinguished them if they were knocked over. The paraffin in the stoves would not reach a temperature at which it could explode.

Of the illegal paraffin stoves, Passia senior project manager Debra Swart said: "There is a big challenge in these areas, as they are cheaper than the approved ones. Their presence places the safety of homes at a high risk of experiencing fires."

"They are usually sold informally from shops and even directly off trucks."

Swart said among the reasons the stoves were deemed dangerous were their high emission of carbon dioxide and other hazardous leakage when they fell over; a weak construction design and overloading of paraffin in reservoirs which could lead to an explosion.

According to Passia, the stoves are smuggled in South Africa through the Port Elizabeth and Durban harbours.

"It seems as if these stoves are smuggled in over the bor-



TROUBLE COOKING: Sisanda Meeni of Enkayini informal settlement in Khayelitsha with an illegal paraffin stove which she uses to cook and 'boil her hump'. The stove was outlawed by proclamation in a Government Gazette in 2007 because it did not meet safety standards. The Paraffin Safety Association of Southern Africa saves the lives. CINDY WALKER

ders of SA, even in containers on ships where the contents of these are not correctly declared," Swart said.

An investigation by the Cape Times discovered that several shops in the city were still selling the outlawed stoves. Two shops in Khayelitsha, still owned by Chinese nationals, sold the stoves at R100. Two other shops, in

Phakisa, sold the illegal stoves at R70. The local stoves go for R200.

One House Paraffin at the Good Mall in Port Elizabeth and the local stoves. The shop owner, who did not want to be named, said: "These are stoves are dangerous, but they are very much in demand because they are affordable. People don't want

the new model because they are expensive. They say the old stoves are much easier to use because they have been taking them for a long time."

Residents at the Enkayini informal settlement in Khayelitsha who bought their stoves from the Chinese shops said they were aware of the stoves were hazardous, but said they had no alternative.

Kayani resident Shanda Meeni said her shack was almost gutted when she used a legal formal structure.

"We also can't have these stoves any more because they can have involvement from members. If I had a choice, I wouldn't use the paraffin stove because it's not safe. It costs 200 rands below it's even a month. But we don't have a

choice because we don't have electricity and gas is expensive," said Meeni.

Page One's Fire and Rescue spokesman Theo Lurie could not confirm the exact number of shack fires, but he said they were caused by paraffin stoves.

He said a variety of causes were common for shack fires in 2010.

xolani.koyana@capepress.co.za





Mense staan verduas rond en sit deur die rommel nadat 'n brand hul huise in Masiphumelele naby Kommetjie verwoes het. Een man is dood en meer as 5 000 mense is sonder heenkome gelaat.

Foto: LULAMA ZENZILE

## BRAND IN MASIPHUMELELE

# Vyfduisend sit nou sonder 'n dak oor hul kop

DEBRÉ KLUGE en  
SAPA  
Kaapstad

Inwoners van die informele nedersetting Masiphumelele naby Kommetjie het saterdag begin om hul wonings te herbou nadat 'n verterende brand gisteroggend vroeg daar gewoed het.

Stof, rook en uitgebrande sinkplate was al wat van die sowat 1 600 vernietigde plakkershutte en 15 huise oorgebly het.

Een man is in die brand dood en meer as 5 000 mense is nou sonder 'n heenkome.

Mnr. Wilfred Solomons-Johannes, woordvoerder van die Kaapse rampbestuursagheid, het gesê 'n versoek van die stad dat die gebied gesloop en toegangs- en brandpase uitgeleg word voordat daar met bouwerk begin word, is geïgnoreer.

"Dit belemmer die opruimingsproses en toegang vir voertuie."

Die stad se bouinspekteur het die nuwe strukture onbevoensbaar verklaar.

"Die brand het in die riete

begin. Daar was baie wind. Toonsweer sien, is die hutte aan die brand," het 'n inwoner, me. Primrose Dyantyi, gesê.

Mnr. Welcome Ndalem het gesê hulle het na die pad toe gehardloop omdat hulle nie kon asem kry nie.

Volgens me. Bulelwa Booi kon die brandweer nie by die plakkershuise uitkom nie.

"Die brand het daar agter begin, en die huise daar is baie opmekaar gebou."

Solomons-Johannes het gesê die brand het om 00:54 ontstaan.

"Die eerste brandweerwa van die Visheek-stasie was binne vyf minute daar."

Volgens hom het die gemeenskap op die toegang- en noodpase gebou, wat dit moeilik gemaak het om dit beand te beheer.

Brandweerbeamptes en 30 brandweerwagens het vyf uur lank gespoek om die brand onder beheer te bring en te blus.

Die burgemeester van Kaapstad, mnr. Dan Plato, het gistermiddag met die slagoffers gepraat.

Hy het via 'n tolk verduidelik dat die gebied gesloop moet word sodat nuwe toegangs- en brandpase uitgeleg kan word voordat nuwe strukture weer opgerig kan word.

Hy het belowe dat die relevante departemente die inwoners sal bystaan met die nodige materiaal en help om hul wonings te herbou.

Inwoners gaan in gemeenskapsale gehuise en van kos en kleie voorsien word.

Mnr. Theo Luyne, woordvoerder van die brandreddingsdienste, en so, Tanya Lesch, 'n polisiewoordvoerder, het gesê die oorsaak van die brand is nog onbekend, maar dit word ondersoek.

Volgens me. Patricia de Lille, provinsiale minister van maatskaplike ontwikkeling, wat ook die nedersetting besoek het, was daar voor die brand in Masiphumelele 26 brande sedert April in Kaapstad gewees.

Altesaam 74 plakkershutte en een huis is vernietig, en sowat 324 mense is verpluis.

Ongeveer 16 mense is dood.



RESCUE TEAMS: Fire and rescue workers are working by a wall of flame at night from a blaze that...

Foto: LAM

## Rescue teams put a damper on Ocean View blaze

RESCUE TEAMS

RESCUE TEAMS started in the night to extinguish a fire in a house in Ocean View that had started in the early hours of the night.

A team of firefighters from the Cape Town Fire Department arrived at the scene at 01:30 on Saturday night.

The fire had started in the kitchen of a house in Ocean View that had started in the early hours of the night.

Only minutes had been with the fire.

The fire was reported at 01:30 on Saturday night and it took about 30 minutes to get to the scene.

At 01:30 the fire started under a kitchen cupboard.

The fire spread to the rest of the house and the fire department had to demolish the house.

Less than an hour after the fire had started it spread to the rest of the house.

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# Twee sterf ná brande op Kaapse Vlakte

**EZELLE SOLOMONS**

*Kaapstad*

Twee mans het Saterdag in die vroeë oggendure in afsonderlike voorvalle op die Kaapse Vlakte doodgebrand toe hul houtwoningen aan die brand geslaan het.

In die een voorval omstreeks 00:40 is 80 houthuise in ST-seksie, Khayelitsha, deur 'n brand in puin gelê en sowat 250 inwoners hawe-loos gelaat.

“Daar was 41 brandweermanne op die toneel omdat so baie brandende wonings geblus moes word,” het mnr. Theo Layne, woordvoerder van brand-en-reddingsdienste, gesê. Dié brand is omstreeks 03:28 geblus.

“Die oorledene moet nog geëien word. Sy naasbestandes is nog op pad hierheen, volgens lede van die gemeenskap,” het konst. Nosophwo Mtengwane, polisie-woordvoerder, gesê.

Volgens die polisie het die brand by die oorledene se huis ontstaan.

“Hy is na die hospitaal gebring, waar hy aan sy wonde beswyk het.”

'n Lykskouing sal gehou word om die oorsaak van die oorledene se dood vas te stel.

Die inwoners van ST-seksie moes die volgende oggend tot hul ontnugtering toekyk hoe inwoners van Makhaza die grond waarop hul wonings gestaan het, beset.

“Die beamptes van Rampbe-

stuur was nog besig om die gebied skoon te kry vir die oprigting van nuwe wonings, toe die ander mense vir huise begin betoog het en toe hulle wonings daar opgerig het,” het mnr. Wilfred Solomons-Johannes, woordvoerder van Kaapstad se Rampbestuur, gesê.

“Die inwoners van die ST-seksie het toe die Kaapse Stadsraad se eenheid teen grondbesetting ontbied.

Hulle het die strukture van die Makhaza-inwoners afgebreek. Die betogers het klippe begin gooi en die verkeer ontwig. 'n Golden Arrow-bus en 'n bakkie is onder meer onder die klippe gestee en 'n man in die bakkie is beseer.

Die wetstoepassingeneheid is

ontbied om orde te herstel.

Die ontwrigting het tussen 15:00 en 16:00 plaasgevind en ongeveer 150 mense het aan die betoging deelgeneem.

Niemand is in hegtenis geneem nie.

■ In die tweede voorval is 'n 35-jarige man van Manenberg in sy houthuis dood.

Die man, 'n burger van Burundi, het in 'n agterplaas in Tambovillage gewoon.

Die brand het Saterdag omstreeks 04:25 uitgebreek, het mnr. Theo Layne, woordvoerder van brand-en-reddingsdienste, bevestig. “Ons vermoed geen misdaad nie,” het ao. Llewellyn Lackay gesê.

# City drives home fire safety message

**JULIAN KIEWIETZ**

Staff Reporter

THE CITY'S Disaster Risk Management and Fire and Rescue Services visited two informal settlements yesterday to explain to residents what to do when faced with a fire.

Officials and firefighters visited Gugulethu's Kanana informal settlement and Lavender Hill's Overcome Heights informal settlement, going door-to-door handing out pamphlets that included information about what to do in the event of a fire, and how to prevent them.

The pamphlets also featured important contact numbers.

Residents were told the procedures that should be followed when they are faced with either an electrical or a conventional fire.

Kanana resident Vivian Swartbooi said people appreciated the fact that officials had taken the time to walk through every shack to get the message across.

Overcome Heights resident



**AWARENESS:** The City of Cape Town is running a campaign to try and reduce the loss of life and damage to property during fires. **PICTURE:** BRANDON WILGER MESCHI

Rivona Adams said the awareness campaign could only bring about positive change in her area.

The area was hit by a huge

blaze at the peak of the festive season which left more than 100 people homeless.

The awareness campaign will continue tomorrow in the

Blackheath, Happy Valley informal settlement, and the Kalkfontein, Vrygrond informal settlement.



# **MEDIA IMPACT**

**Cost of advertising.**

**How do we measure the potential impact Media Releases/Alerts have?**

## **A.V.E.**

**What is AVE?**

**(Advertising Value Equivalent)**

- **It is the financial equivalent that an organization would have to pay for similar advertising**
- **Based on Page Number, Insert size, Picture, Headline and Story content.**

# **MEDIA IMPACT**

**How much has my contribution been to AVE for the City Of Cape Town, Fire & Rescue service?**

**2010 = R1,403,101**

**2011 = R2,273,131**

**2012 = R1,278,024**

**3 years = R4,954,256**

**Average = R1,651,418**

**How many NOW  
think that the  
Media should be  
used to promote  
fire safety**

**QUESTIONS**

**THANK  
YOU**