

NATIONAL AND WESTERN CAPE MEDIA COVERAGE OF THE 2010 FIFA WORLD CUP

01 January 2008 – 31 October 2010

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INTRODUCTION

From May 2004 when FIFA awarded South Africa the right to host the 2010 FIFA World Cup™ (2010 FWC) until kick-off on 11 June 2010, media speculation painted a gloomy picture of high crime rates and lack of readiness for an event of such magnitude. Local pessimistic stories were reproduced globally and international negativity was, in turn, reflected in local media.

Once the tournament started and the media experienced the reality of a well-organised event in a friendly country, the stories turned positive. Reality began to be reflected, citizens began to believe in themselves - and Africa came to be seen in a more positive light.

Recognising the powerful role of the media and wishing to understand the shift from negative to positive, as well as to understand the media impact on the return on investment, government – as the principal funder of the 2010 FIFA World Cup™ - needed an assessment of media coverage of the 2010 FWC. An analysis of local and national coverage would assist in understanding the impact of news content on the preparation, hosting and legacy of this mega-event.

This report analyses and evaluates news clippings from 01 January 2008 to 31 October 2010 published about the 2010 FIFA World Cup™, focusing on national and provincial (Western Cape and Host City Cape Town) coverage and draws a comparison between the two. This comparison covers:

Presence (captures the visibility and weight of media coverage)

Favourability (identifies whether the tone of the article is positive, neutral, balanced or negative)

Topics (including safety, tourism, FIFA, political, infrastructural, social and economic issues)

AVE Calculation (see full explanation below)

The comparison forms the basis of an image perception analysis report dealing with these topics over three years, covering before, during and after the 2010 FIFA World Cup™ tournament, for the country as a whole and specifically for the Western Cape. The report further analyses how favourable (or otherwise) the coverage was over the period and shows when the shifts from negative to positive occurred, highlighting reports of events, perceptions and issues which contributed to the positive shift.

This report serves as an objective tool in understanding the importance and impact of media coverage leading up to, including and immediately after hosting a mega-event. Additionally, it may be used to alert future hosts to what may be expected from the media and how to prepare to respond effectively.

ADVERTISING VALUE EQUIVALENT (AVE)

The purpose of AVE analysis is to try to compare the below the line PR effectiveness with the above the line purchased advertising impact.

The advertising rate a particular publication charges is a reflection of its relative credibility and reputation within its industry sector. The ad rate measurement, or AVE, is therefore a credible method of measuring PR effectiveness.

PRINT MEDIA – STANDARD VALUE

An AVE for each article is determined by measuring the whole article and applying the ad rate from the relevant publication.

Newspapers – Area calculation on a cost per square centimetre.

Magazines – Area calculation on a cost per square centimetre.

Changes to advertising rates are updated as and when the publishers update.

STANDARD REPORTS GENERATED BY THE SYSTEM:

Print

Statistical Overview A1.1

Media A1.3

Regions A2.3

Publications

Broadcast

Statistical B1.0

PRINT MEDIA – CIRCULATION VALUE

A Publication is graded according to its ABC circulation weighting factor. The following table gives the multiplication factor to the Standard AVE value to determine the Circulation AVE value.

X 1	1-49
X 2	50-99
X 3	100-149
X 4	150-199
X 5	200-249
X 6	250-299
X 7	300-349
X 8	350-399
X 9	400-499
X 10	500-599

BROADCAST MEDIA

Radio and television have a drive time or peak viewing time consideration in their ad rate tables.

The AVE for each radio or television insert is determined by calculating the duration of the insert in seconds and applying the broadcast rate to the relevant timeslot.

TV ad rate per 30 seconds, calculated in seconds

Radio ad rate per 30 seconds, calculated in seconds

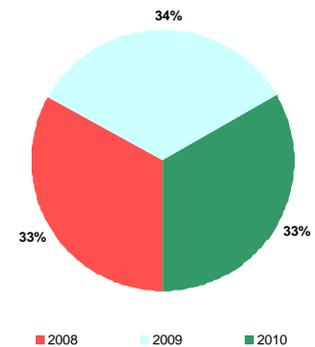
Rates used are supplied by the respective stations on a monthly basis.

NATIONAL COVERAGE

MANAGEMENT SUMMARY

Overall Coverage

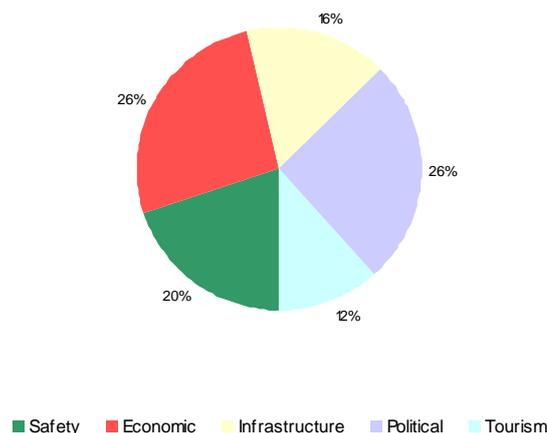
	#	AVE	Positive	Negative
2008	5,577	105,183,856	19%	27%
2009	5,691	138,686,594	21%	23%
2010	5,637	178,504,107	31%	17%
Total	16,905	422,374,557	24%	22%



The three year analysis period on World Cup coverage from 1 January 2008 – 31 October 2010 yielded a total clip count of 16,905 clips. On an overall level, coverage over the three years was stable with 33% of overall coverage during 2008 and 2010, and 34% during 2009. The total AVE value amounted to R422,374,557. There is a clear indication of more negative coverage prior to the event and more positive coverage during and after the event with negative coverage during 2008 at 27% of coverage, and 2010 at 17% of negative coverage. On the other hand, positive coverage in 2008 was at 19% and by the time of the World Cup increased to 31%.

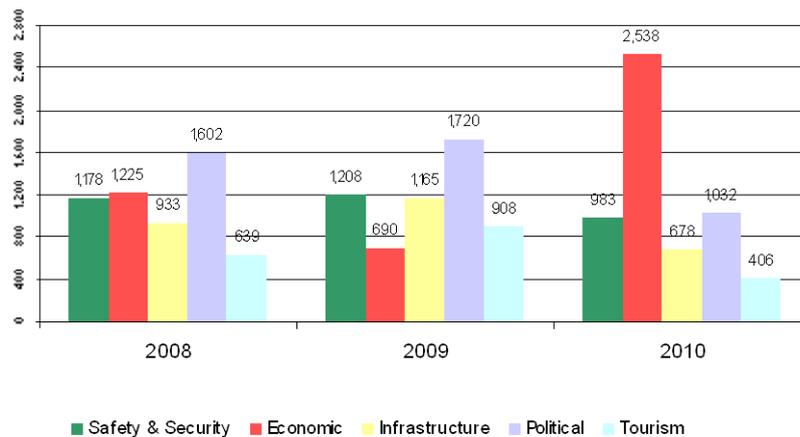
Overall Topical Overview

	Safety & Security	Economic	Infrastructure	Political	Tourism
2008	1,178	1,225	933	1,602	639
2009	1,208	690	1,165	1,720	908
2010	983	2,538	678	1,032	406
Total	3,369	4,453	2,776	4,354	1,953

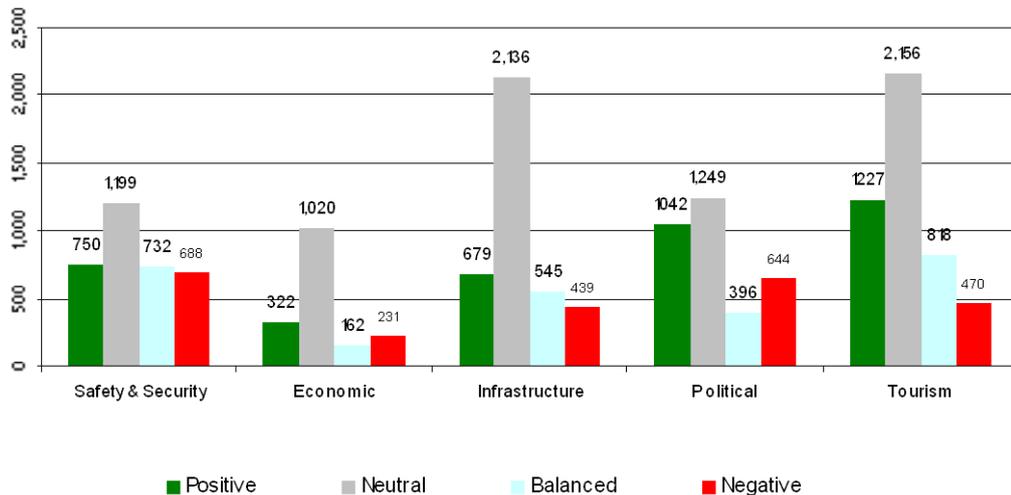


Coverage relating to economic and political issues around the World Cup generated the majority of coverage over the three year period (economic with 4,453 clips (26%) and political with 4,354 (also 26% of overall coverage)). This was followed by Safety and Security coverage with 20% and infrastructure with 16%. Tourism covered 12% of coverage.

Overall Topical Overview Continued



Overall Image: Topics



The majority of coverage was rated as neutral over the three years across all topics. Safety and Security reflected 688 negative clips, but 750 positive clips overall. Negative coverage concerning the economy, infrastructure, politics and tourism all showed a smaller percentage of negative clips as opposed to positive clips. Of all five topics, tourism showed the highest number of balanced clips (818), followed by safety with 732 balanced clips.

*Safety and Security refers to all safety issues relating to the World Cup, including the protection and securing of overseas visitors, as well as local residents, together with prevention of anything that could threaten the safety and security at the event.

*Economic refers to the economical impact of the event on the country's economy.

*Infrastructure refers to any infrastructural development and progress of the soccer stadiums and other structures needed for the operation of the World Cup. This would typically include roads, water supply, hospitals, sewers, electrical grids, telecommunications, etc.

*Political coverage refers to all clips relating to Governmental announcements, decisions and issues surrounding the World Cup. This also includes comments from political parties such as the Democratic Alliance (DA).

*Tourism refers to all travel related issues, as well as local attractions, accommodation etc. in line with the World Cup.

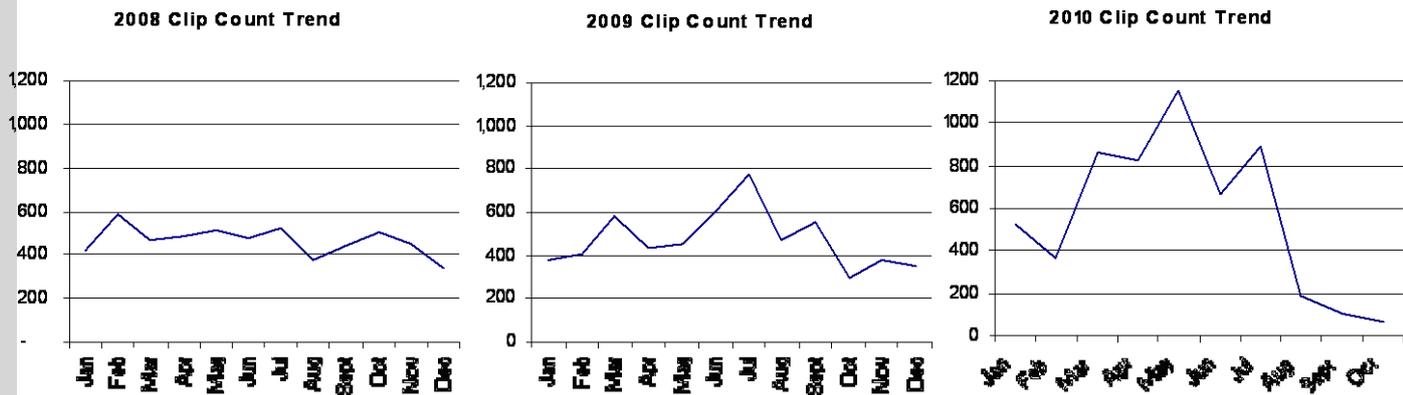
*Positive coverage is usually subjective; Neutral coverage refers to statements of fact; Balanced clips have both positive and negative elements embedded in the mention; Negative coverage is usually subjective, such as a letter of complaint about bad service.

Above the line coverage relates to complimentary coverage, including positive, neutral and balanced coverage, while below the line refers to negative coverage. Please see below for an explanation of image.

Negative clips have a longer lasting effect than above the line favourability. Positive, neutral and balanced are seen as above-the-line mentions, whereas negative is seen as below-the-line.

The key issues pertaining to the client in the analysis period is listed according to favourability

Image: Monthly Trends

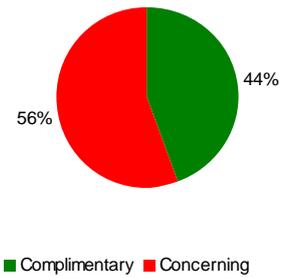


It is evident that during 2008, coverage peaked during the first two months of the year and declined towards the end of 2008. 2009 coverage peaked during February, March, July and September. June and July coverage peaked for being one year before the World Cup. 2010 coverage declined during February but increased gradually to peak until August 2010, where coverage started to decline again. The incline in coverage during February 2008, resulted from the interim report on crime related violence to be handed to the Government before the end of 2008. February to March 2010 reflects a jump in clip count as a result of predictions made during March 2010 that the World Cup would boost the country's economy to a great extent.

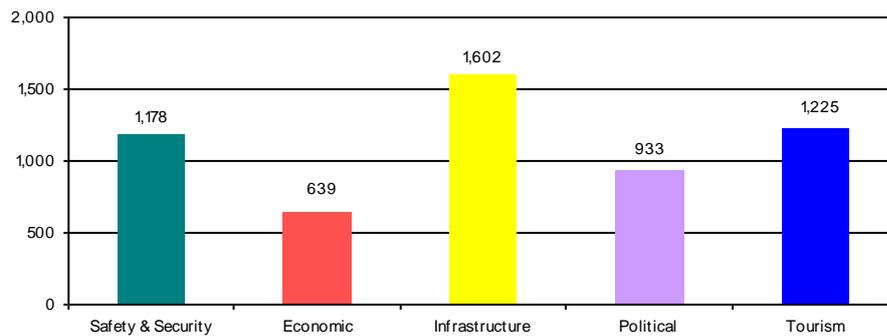
Annual Image: Topics

2008

Print	Complimentary	Concerning
Safety	277	457
Tourism	211	115
Political	37	259
Infrastructure	341	224
Economic	212	300



During 2008, coverage leaned towards negative (56% against 44% complimentary coverage). Economic concerns from high expenditure on stadiums resulted in 300 concerning clips for the year, with concerning coverage on safety and infrastructure coverage following closely with 259 and 224 clips respectively.



Infrastructure took the lead in clip count during 2008 with 1,602 clips. During February 2008 the FIFA team started inspection of some of the 2010 soccer stadiums. South Africa's 'state of readiness' to host the tournament was widely reported.

Prominent Issues

2008 Issues according to Topics and Favourability 2010 FIFA World Cup

The year 2008 was characterised by mixed emotions in the media on the World Cup that was slowly approaching.

SAFETY AND SECURITY

Positive

- Regarding safety and security during the World Cup, favourable coverage during 2008 evolved around curbing the safety concerns many had. Below are examples thereof in the media both regional and on government level:
- During February 2008, an interim report on crime related violence was expected to be handed to the Government before the end of 2008. Safety and Security Minister, Charles Nqakula, said that the question has been bothering the Cabinet for a long time and have commissioned the Centre for the Study of Violence and Reconciliation to compile a report. The report was expected to enable co-operation during the 2010 World Cup ([Daily Dispatch, 7 February 2008](#)).
- Regional initiatives were evident in coverage. The KZN Department of Community, Safety and Liaison, embarked on workshops to train volunteers in community safety in the run up to the 2010 World Cup, while the Durban Metro Police planned to boost their numbers by 200 after 2008 in preparation of the World to combat crime.
- It was reported during April 2008 that the South African Police Service (SAPS) was well on track with its planning to provide security for the World Cup to secure a safe event ([Sunday Tribune \(Sport Edition\), 27 April 2008](#)).
- It was reported that South Africa would not allow criminals to disrupt the World Cup and that co-operation would be the key to security forces' plan to prevent crime. During December 2008 it was reported that the country was putting final touches to the comprehensive unprecedented security plan to ensure that the 2010 FIFA World Cup would not be disrupted by terrorism, hooliganism or petty crime. It was said that FIFA's security experts have approved the plan ([Mercury, Supplement, 11 December 2008](#)).
- Eastern Cape will launch a railway police unit in Port Elizabeth as part of 2010 WC preparations. The Gauteng provincial government is planning to invest in a mobile centre to deal with disaster management challenges during the 2010 World Cup and beyond ([Sowetan \(Late Final\), Sport, 6 February 2008](#)).
- Government attempt: The SA Civil Aviation Authority will establish a forum for aviation security managers to improve aviation security ahead of the WC.
- The South African government has initiated a nationwide project to train court interpreters in foreign languages ahead of the 2009 Confederations Cup and the 2010 World Cup. This is part of the Department of Justice and Constitutional Development's mass language training courses for the personnel in the judicial system as part of the preparations for the two competitions ([Sowetan, Sport, 6 August 2008](#)).
- It was said that the World Cup would have benefits for local citizens as more than 2 000 metro police officers, over and above the SAPS officers deployed, would be on duty during the World Cup. Crime prevention as a whole was said to be better than it has ever been before.

Prominent Issues Continued

Balanced

- The majority of balanced clips relating to safety & security emanated from crime concerns in which it was also stated what could be done about the concerns and several policing initiatives in the same clip. South Africa, suffering from one of the world's highest rates of violent crime, is turning to private security firms to help make the streets safe ahead of hosting the 2010 World Cup ([Sunday Sun, Sport, 9 November 2008](#)).

Negative

- Safety & Security generated 1,225 negative clips during 2008. This was mainly as a result of emergency services which was said to have too slow reaction time to emergencies. It was reported that in Johannesburg alone there was a staff shortage of 560 people in the operations department. A lack of skills also contributed to negative coverage ([Star Late Edition, 8 February 2008](#)).
- Xenophobic attacks were another cause of negative coverage concerning safety ([Pretoria News, 21 May 2008](#)).
- A few clips related to public response warning that foreigners planning to attend the 2010 World Cup should reconsider for safety reasons
- A number of clips also related to South Africans who considered leaving the country during the World Cup as a result of safety concerns ([Mercury \(Durban\) 8 February 2008](#); [Cape Argus \(City Late\), 28 January 2008](#)).
- On a national level, coverage on the matter was not predominantly evident in Cape Town papers, but national and KZN papers. KZN was singled out as a region which was not aggressively marketed as a result of exceptionally high crime levels. An example from a Cape Town paper is now also included.

ECONOMIC

Positive

- Positive coverage during 2008 for the economy of the country included that the Eastern Cape Development Corporation has announced a major drive aimed at boosting trade between companies in the province and overseas markets. Opportunities are endless as a result of amongst others, major developments at Coega, the 2010 World Cup, the proposed international conference centre, the hospitality industry and sophisticated telecommunications, transport and logistics ([Herald \(Morning Final\), Business, 19 March 2009](#)).
- It was predicted that the 2010 World Cup would be a major boost for Mzansi. Between 300 000 and half a million visitors was expected to spend an extraordinary R8,5 billion, according to a study by accounting firm Grant Thornton. Overall, the World Cup was said to inject R55,7 billion into the country's economy, helping growth to rebound after an expected slump during 2009 ([The Business Times, 13 March 2008](#)).
- The world economic crisis was expected to only have a limited impact on preparations for the 2010 World Cup finals in South Africa. Danny Jordaan, Chief Executive of the Local Organising Committee, promised to keep an eye on progress and said he believed there would be no serious or direct impact on the preparations for the World Cup.
- Again, regional initiatives saw the light in line with the World Cup fever. The City of Tshwane Metro hosted workshops to help entrepreneurs and traders better equip themselves to get the best from the soccer event. The promotion of business opportunities for small, medium and micro enterprises

during the World Cup was seen as a further step on the road to economic empowerment. Tshwane ran 22 different World Cup projects in different fields.

Prominent Issues Continued

- The number of South Africans who believed the country would not be ready to host the World Cup, dropped significantly, according to a study ([Sunday Times, 3 February 2008](#)).
- It was said that the 2010 FIFA World Cup was the best opportunity that South Africa has had since 1994 to position and promote ourselves on the international stage as a successful country [Cape Argus \(City Late\), 9 December 2008](#).

Neutral

- It was said that rising interest rates and a slowdown in economic growth were squeezing South African households during 2008, but that preparations for the 2010 World Cup are providing a buffer against recession.

Balanced

- Reports that the South African government will spend upwards of R30 billion on the 2010 Soccer World Cup evoked some negative response but was balanced by statements that this expenditure is not open ended and that the expenditure is valid ([Cape Argus \(City Late\), 16 September 2008](#)).

INFRASTRUCTURE

Positive

- Favourable coverage during 2008 regarding infrastructure evolved around the preparations for the Gauteng Freeway Improvement Project ([City Press, Sunday, 19 October 2008](#)).
- Further positive coverage emanated from the Koeberg interchange upgrade in preparation for the World Cup in Cape Town ([Cape Argus \(Late Final\), 10 January 2008](#)).
- The [Cape Argus \(City Late\)](#) also reported on 10 January 2008 on transport plans in the City and the April 2008 deadline with many projects already under way in the beginning of 2008. At least four huge road projects in the city were planned, including the widening of Cape Town's most congested intersection, the Koeberg Interchange.
- Transport Minister Jeff Radebe has pledged that all transport related projects for the World Cup 2010 are in full swing and most will be completed either before or in lime for the event Briefing journalists Radebe said that with 750 days.
- South Africa would invest R17 billion in transport for an estimated 450 000 visitors during the 2010 World Cup Transport Minister, Jeff Radebe, said the money would ensure a major overhaul of the country s transport system leaving a legacy after the tournament. We are driven by a desire to make sure that South Africa becomes a destination of choice for tourists and business. The World Cup in 2010 is a catalyst for the development of our transport system.
- The Greening Soweto Project aimed to plant 200 000 trees in the southern quadrant of Johannesburg and received a boost of R150 000 from the Rand Water Foundation. The project is part of the plan by the City of Johannesburg to green Soweto before the 2010 World Cup and to continue with maintenance beyond the tournament ([City Press, Gauteng, 22 June 2008](#)).

Prominent Issues Continued

Neutral

- During February 2008 the FIFA team started inspection of some of the 2010 soccer stadiums ([Star, 18 February 2008](#)). Several reports covered the estimated costs of the different stadia.

Balanced

- It was reported that the City of Cape Town would not increase rates to fund the R500 million shortfalls needed for the construction of the World Cup stadium for it had a strategy to fund the deficit without increasing the rates.
- The ballooning cost of hosting the tournament, along with concerns over crime, security and construction deadlines, has led to speculation that the hosting could be switched to another country.
- There were concerns about transport plans for the 2010 World Cup, but all other aspects were on track and at least one community could expect a key announcement ([Cape Times 15 February 2008](#)).
- Concern has been raised over the insurance cover for the 2010 World Cup. The Guardian newspaper reported that FIFA has been forced to build a R6,3 billion contingency funds to cater for the possible collapse of the 2010 event. ([Cape Argus \(Late Final\), 2 April 2008.pdf](#))
- Concern over power cuts and load shedding evoked much response and concern for the World Cup.
- Negative coverage emanated from the taxi industry who warned it would defy FIFA if it bars the use of Inyathi taxis during the 2010 World Cup. Taxi drivers showed that the 2010 World Cup could be crippled, ([Pretoria News Weekend, 25 October 2008](#)).
- Pipeline delays threatened fuel supplies during the 2010 World Cup. It was reported that South Africa faced the possibility of fuel shortages when the 2010 World Cup kicks off.
- Strikes in the year of 2008 caused much concern about the countries ability to host the World Cup.
- The Mbombela municipality in Nelspruit, Mpumalanga was said to have overcommitted itself on the budget for 2010 World Cup preparations. The municipality appointed a contractor for about R920 million whereas it only has a budget of R870 million, ([Sowetan \(Late Final\), 15 January 2008](#)).

POLITICS

Positive

- It was reported on 30 January 2008 that President Jacob Zuma has assured FIFA of his, the ANC's and the Government's total commitment to staging a successful World Cup in 2010. President Zuma met FIFA President, Joseph Blatter, in Zurich during a courtesy visit to the world football's governing body, ([Cape Argus \(City Late\), 30 January 2008](#)).

Neutral

- Although white South Africans are more sceptical about South Africa's readiness to host the 2010 World Cup this does not mean they do not care about it, a HSRC survey has found. White South Africans do emerge as more sceptical than Indian and coloured South Africans and significantly more so than black South Africans ([Diamond Fields Advertiser, 1 October 2008](#)).
- Several reports covered President Jacob Zuma's visit to the University of Zurich on the power crisis being an unintended consequence of the growing economy ([Mercury Durban, 29 January 2008](#)).

Prominent Issues Continued

Balanced

- The FIFA president, Sepp Blatter, claimed he danced for joy after arriving in South Africa to check on preparations for the 2010 World Cup. Yet beneath the public posturing lie real concerns about construction delays rising costs rampant crime and lack of transportation. He was set to meet President Jacob Zuma as well as former President Nelson Mandela, who lobbied and helped to bring the tournament to South Africa ([Son \(Cape\), 16 September 2008](#)).

Negative

- The DA was reported to be particularly concerned about the inadequacy of information on preparations for the 2010 World Cup ([Star, 4 January 2008](#)).
- When an ANC Member of Parliament proposed that prostitution be legalized during the World Cup because he felt that it would make the tournament a better success, it evoked negative response during 2008 ([Cape Argus \(City Late\), 30 January 2008](#)).
- A Nelspruit Mayor has been implicated in scam over a 2010 land deal, resulting in further negative coverage ([Pretoria News, 22 January 2008](#)).
- Discussions on whether it would be safe for South Africans to stay in the country during the World Cup resulted in a general feeling of doom and gloom ([Mercury \(Durban\) 8 February 2008](#)).
- The DA was reported to be particularly concerned about the inadequacy of information on preparations for the 2010 World Cup ([Star, 4 January 2008](#)).

TOURISM

Positive

- Municipal issues: The City of Cape Town's Portfolio Committee for Economic Social Development and Tourism and its Department of Tourism have recommended the appointment of Cape Town Tourism to perform the destination marketing and visitor services for the city for the three year period until 2010. The public participation clearly indicated that industry stakeholders and sub council focus groups are in agreement that the destination marketing and visitor services should be delivered by an external mechanism ([Cape Argus \(City Late\), 7 November 2008](#)).
- FIFA has dispelled rumours that the 2010 Soccer World Cup may be moved to another country because of South Africa's lack of readiness Delia Fischer, FIFA's South African based media officer, reiterated that South Africa would host the event unless a great natural disaster befell the country. Almost all the major 2010 projects have started in all host cities.

Neutral

- SA Tourism has welcomed intervention by Environmental Affairs and Tourism Minister Marthinus van Schalkwyk after it decided to quit the advisory board of Match, the company tasked by FIFA with arranging ticketing and accommodation for the 2010 World Cup ([Daily News \(Late Final\), 6 November 2008](#)).

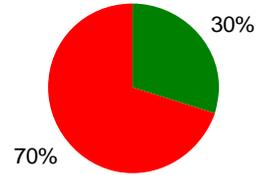
Balanced

- Transport remained the key challenge still faced during 2008 but FIFA has been assured by Transport Minister, Jeff Radebe, that there would be enough transport for the 500 000 soccer fans expected to visit SA during the World Cup ([Herald \(Morning Final\), 10 April 2008](#)).

Annual Image: Topics

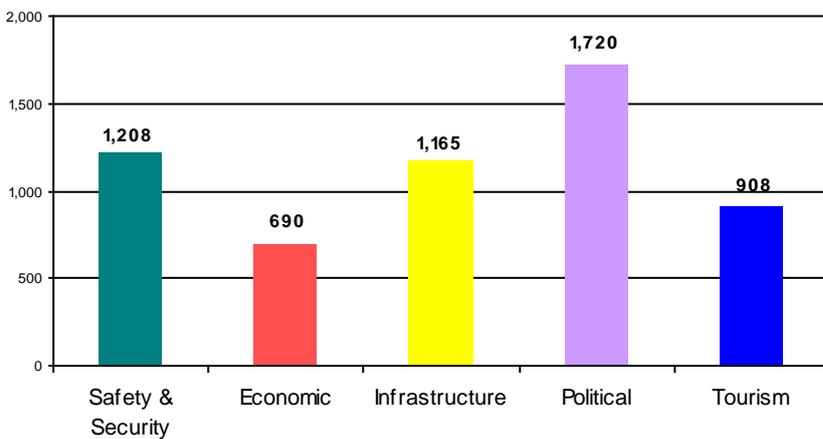
2009

Print	Concerning	Complimentary
Safety & Security	110	351
Economic	26	139
Infrastructure	386	290
Political	456	430
Tourism	231	100



■ Complimentary ■ Concerning

During 2009, 70% negative coverage and 30% positive coverage was noted. Concerning coverage emanated mostly from political, infrastructural and tourism related issues.



Political coverage took the lead in 2009 in line with 2010 preparations, followed by safety and security, infrastructure and tourism. Economic coverage was not as evident as the other topics. Political coverage received a high clip count owing to the national and provincial government elections held in 2009.

Prominent Issues Continued (2009)

2009 Issues according to Topics and Favourability 2010 FIFA World Cup

Positive

Safety & Security

- World Cup preparations hit the home straight. Satisfaction was expressed by many parties with the progress and preparations for the World Cup. Safety and security, disaster management, fire and emergency services are all in place for the 2010 World Cup. Further coverage focused on these and other preparations steadily moving forward.
- In terms of safety the Metro Police will be working on tactical plans for each and every occurrence that may arise during the World Cup to ensure adequate security. Thousands of trained police officials are to be deployed, state of the art equipment is on hand and European officials, familiar with football hooliganism, working with SA to control violence ([Mercury \(Durban\), 14 August 2008](#)).
- FIFA president Sepp Blatter has said that security at the 2009 Confederations Cup and the World Cup in South Africa would rival that seen at the Beijing Olympic Games last year.
- The SAPS is planning to put drones or unmanned aerial vehicles (UAV's) into the South African skies above 2010 World Cup soccer matches to look out for security threats and help control crowds ([Saturday Star, 18 April 2009](#)).
- Efforts to crack down on criminals and petty crimes in KwaZulu-Natal during the 2010 World Cup received a boost when 750 new volunteers completed their training.
- The City of Cape Town's Metro Police department is aiming for a 10 percent increase in drug related arrests and an overall 10 percent reduction in incidents of crime in Cape Town. It was reported that the City of Cape Town and the Nelson Mandela Bay municipality are spending close to millions on installing closed circuit television (CCTV) systems before the World Cup. In terms of infrastructure it was reported that all outstanding construction work will be suspended for the duration of the 2010 World Cup and will not result in any impact on traffic movement between World Cup venues. A new commuter transport agency is to spend R25 billion to make South Africa's rail network up to date and efficient ([Cape Times, Supplement A, 11 June 2009](#)).
- KZN has seen the biggest investment in infrastructure programmes in its history including the R2.2 billion towards the Moses Mabhida Stadium for 2010 and the R6.8 billion for the Dube Tradeport and King Shaka International Airport and the construction of 2010 World Cup training facilities in five district municipalities.
- The City of eThekweni, Durban, revealed plans to ensure a sleek transport system, one of several transport projects underway in KZN, when the World Cup takes place in June 2010.
- After months of public hearings and submissions Durban has been given the green light to begin work on several projects that will change the face of its famous beachfront. Directly linked to the 2010 World Cup and fan festivals that are to be held on the beaches, the massive eThekweni promenade extension project will see new restaurants built into the extended 5km beachfront promenade that will stretch from uShaka in the south to Country Club Beach in the north ([Daily News \(Late Final\), 18 May 2009](#)).

Prominent Issues Continued

- The KZN Wildlife treasury had agreed to give Ezemvelo an extra R40 million to patch up poorly maintained parks in time for the 2010 World Cup. Ezemvelo was also hoping to persuade the Provincial Transport Department to repair outside access and feeder roads to these parks for World Cup tourists ([Sunday Tribune, Opinion and Letters, 15 February 2009](#)).
- Durban celebrated the completion of the massive arch at the R3 Billion Moses Mabhida stadium. The Premier of the province said it was a clear sign to the world that KwaZulu-Natal was not only ready but unified in its purpose to host the best FIFA World Cup ever.
- The City of Johannesburg has launched a massive R20 million campaign to clean up the city for the Confederations Cup and FIFA 2010 World Cup. Through its utility Pikitup the city has embarked on a R20 million campaign to clean up the city ([Star, 6 May 2009](#)).
- The first phase of the Gautrain between Johannesburg and OR Tambo International Airport is scheduled for completion ahead of the FIFA 2010 World Cup while the second phase between Johannesburg and Pretoria is scheduled for completion towards the end of 2011 ([Daily Sun, 10 Novemer 2009](#)).
- In Cape Town a number of trunk routes will be complete, including Atlantis to the city centre, the airport to the city centre and the civic centre to Green Point Stadium.
- Work on Cape Town's Green Point Stadium is on track for handover by the contractors to the City of Cape Town on 14 December 2009.
- New immigration officers, the first to be trained by the National Intelligence Agency (NIA), will alleviate delays and long queues at Cape Town International Airport during the 2010 World Cup, says the Airports Company of South Africa (Acsa). This increases the number of immigration officers stationed at the international arrivals and departures hail from 37 to 87. More than 2 130 passengers move through immigration daily at the airport ([Cape Times, 21 January 2009](#)).
- Tourists are happy to visit South Africa when there is much excitement about the 2010 World Cup.
- LOC's Mkhondo said most South Africans living in Australia and Canada are also eager to return and the World Cup will be a good platform for them to revisit these shores.
- The Eastern Cape has been identified as a key target for the increasing demand from up country and international investors to buy properties in the growing tourism industry ([Herald \(Morning Final\), Business, 27 March 2009](#)).
- Tourism KZN has been promoting the South African Tourism 2010 World Cup marketing campaign ([Sunday Tribune \(Sport Edition\), 6 December 2009](#)).
- The 2010 World Cup seems to have been the catalyst to finally allow credit cards to be used to pay for petrol again. The change would align the country with international practice ([Witness Durban, 6 May 2009](#)).
- Councilors have adopted the more than 40 pages of new bylaws to regulate everything from advertising to public behaviour and access to the stadium during the World Cup ([Daily News \(Late Final\), 30 January 2009](#)).

Prominent Issues Continued

Neutral

- Neutral coverage included mentions of participating teams, player and referee profiles, training facilities and base camps, as well as educating the public on aspects such as child trafficking, identity theft, scams, transport, fan parks and other arrangements during the event.
- The Department of Labour is set to conduct nationwide blitz inspections on companies in the construction sector ahead of the 2010 World Cup ([Citizen \(Second Edition\), 9 July 2009](#)).
- The government has adopted the view that a balance requires to be struck to ensure that there is effective control of advertising to prevent proliferation and maximising advertising opportunities.
- The world benchmark for baggage pilferage is one bag per 1 000 per day screened and handled by ground handling companies. The target was to reduce pilferage to eight bags per 1 000 per day by 2010, Acsa managing director Monhle Hlahla said ([Sowetan \(Late Final\), 13 August 2009](#)).
- The SA Football Association (Safa) is considering stripping the SABC of the rights to broadcast Bafana Bafana matches. This follows a furor over the SABC's detested practice of broadcasting matches delayed live. Safa's contract with the SABC ends after the 2010 World Cup.
- Lack of signage reflecting new names of some of the country's major cities is causing a headache for the 2010 World Cup's Local Organising Committee ([Daily News \(Late Final\), 6 August 2009](#)).
- There has been speculation over whether to ban the vuvuzela from South African soccer stadiums.
- The advertised shortage of accommodation during the 2010 World Cup has brought about an opportunity for home owners across South Africa to rent out their properties to visitors.
- General secretary Jerome Valcke said FIFA would pull out all the stops to ensure that soccer hooligans did not infiltrate South Africa during the World Cup.
- Sport and Recreation Minister Makhenkesi Stofile has denied that the ANC has been lobbying for sex work to be decriminalised before the FIFA 2010 World Cup.
- The trial of the alleged murderers of Austrian footballer Peter Burgstaller was postponed to August 28 in the Durban High Court. Thokozisi Msani and brother Simo are accused of robbing and murdering the 43 year old footballer on November 23, 2007. Burgstaller arrived in South Africa that morning hoping to meet FIFA delegates attending the preliminary draw for the 2010 World Cup ([Weekend Post, 11 July 2008](#)).
- At least 22 people were killed and 132 injured in a stadium crush during a World Cup qualifier between Ivory Coast and Malawi in Abidjan. The tragedy followed similar incidents which have marred international matches in Africa in the last decade including two separate ones in Zambia and the death of 13 people in Zimbabwe nine years ago.
- The Gauteng Health Department is spending R1,5 million on infra-red scanners to detect swine flu at airports. Two machines which cost about R300 000 each are already operating at OR Tambo International and two more will be purchased in time for the 2010 World Cup ([Citizen \(Second Edition\), 8 September 2009](#)).
- Police have vowed to continue the crackdown on vagrants squatting in Johannesburg's inner city.
- Traders at Durban's Early Morning Market in Warwick Junction believe the proposal to erect a shopping mall at the site is motivated by the municipality's desire to create a cosmetically appealing precinct ahead of the 2010 World Cup. Ethekewini Municipality's determination to demolish the Early Morning Market to make way for a R400 million mall has again been condemned by traders and other stakeholders ([Mercury \(Durban\), 3 June 2008](#)).

Prominent Issues Continued

- The City of Cape Town plans to reduce the number of children living on the streets before the 2010 World Cup but the children have their own ideas about how to make a fortune from the more than 250000 visitors expected.

Balanced

- The high crime rate has raised concerns about safety when South Africa hosts the 2010 World Cup but Minister Mthethwa insisted the country would be ready for the tournament.
- While international media reports continue to focus on the high crime rate in South Africa and the safety of visitors to the 2010 World Cup, Durban police authorities are confident that their planning will ensure the event will run without major incident.
- Millions spent on upgrading and policing the country's airports ahead of the 2010 World Cup have failed to prevent security being breached three times in three months ([Sunday Times \(third Edition\), 20 September 2009](#)).
- Kgalema Motlanthe's acknowledgement that crime and corruption remain one of this country's greatest challenges was refreshing. Speaking at the opening of parliament Motlanthe said the scourge of crime was the primary cause of social insecurity among the poor and the wealthy alike.
- The strike is over and Gautrain Management Agency boss, Jack van der Merwe, said the project is back on track and will be ready for the World Cup.
- The government has been widely condemned for refusing to allow Tibetan spiritual leader, the Dalai Lama, to attend a 2010 World Cup peace conference in Johannesburg. ([Herald \(Morning Final\), 24 March 2009](#)).

Negative

- The taxi violence, the injury to innocent lives, the hardship to commuters, the negative effect on the economy lead to the poor image of our country overseas. A protracted strike by disgruntled taxi drivers, over the introduction of the new BRT system, turned ugly leaving a trail of destruction across the Nelson Mandela Bay municipality less than a month after World Cup organising head Danny Jordaan expressed his delight with progress on 2010 stadium construction there. Politicians have condemned the strike calling the taxi drivers' acts of intimidation a shocking indictment of South African society. This issue evoked public response in the form of letters ([Cape Times, 17 February 2008](#)).
- There seems to be a trend to employ foreign nationals to replace striking workers. That not only opens the door for exploitation but also must inevitably fan the flames of the xenophobia.
- The murder of Nelspruit councillor Jimmy Mohlala poses the biggest threat yet to the 2010 World Cup. That's true whether or not his killers were involved in stadium related corruption that Mohlala exposed. A connection between World Cup money and what seems to be an assassination has been made in the world's media and the resulting damage to the 2010 project's credibility is massive.
- Agri SA has slammed South Africa's land reform process. And that came within days of a bitter protest by angry Mpumalanga farmers who threatened to disrupt the 2010 World Cup in the province. They're fed up with corruption, mismanagement and delays in the land reform process ([Daily Sun \(Free State/Northern Cape\), 27 March 2009](#)).

Prominent Issues Continued

- Child pornography, human trafficking and sex tourism are among the biggest threats facing thousands of vulnerable children as international predators prepare to enter the country with soccer fans for the World Cup. A Film and Publication Board research study has found that many people do not understand what child pornography is or the abuse it entails and a lack of law enforcement staff left authorities hamstrung in fighting child pornography [The Times \(Second Edition\), 23 March 2009](#).
- The SA Law Reform Commission extended the 30 June 2009 deadline for public submissions on adult prostitution by two weeks to 15 July 2009; this followed media reports that the Department of Justice was attempting to rush through legislation to decriminalise prostitution in time for the 2010 World Cup [Daily Dispatch, 1 July 2009](#).
- Leilka, project manager of Mbombela stadium, used a fraudulently obtained tax clearance certificate to win the tender to build the 2010 World Cup stadium. The municipality will also try to recoup the R40m it has already paid Leilka, as well as an additional R3m that was allegedly irregularly paid to Leilka for a job that was worth only R200 000.
- With the 2010 World Cup just over a year away police have uncovered an alarming new fraud syndicate targeting wealthy visitors staying in luxury hotels and guest houses. And nationally police have already exposed more than 400 scams involving fictional ticket offers [Sunday Weekend Argus, 11 January 2009](#).

Economic

Positive

- The Airports Company of South Africa reports that arrivals were down 3 percent on a year on year basis in the third quarter after declining by an average of 12 percent in the first quarter. Looking ahead to 2010 international economic conditions are likely to be more conducive to tourism and the hosting of the 2010 soccer World Cup should provide the boost needed to again render sizeable growth in these passenger arrivals.
- The City of Cape Town said it will continue to give priority attention to infrastructure and lead economic growth until 2012 to make the city a preferred destination for investment, stimulate the economy and create jobs [Cape Argus \(City Late\), 20 August 2009](#).
- The number of homeless people on Cape Town's streets is growing rapidly ahead of the 2010 World Cup. The Homeless Agency Committee got busy developing the 2010 Street People Strategy, a document which the mayoral committee member for safety and security, JP Smith, said reflected what is accepted as best practice.
- Cape Town in 2009 will be a better place as developments in transport, public facilities and services are completed. The City of Cape Town, The Cape Town Partnership provincial government and private sector are set to oversee the completion of the construction of bridges, new buildings, public spaces and transport systems leading up to the 2010 World Cup and beyond.
- Cape Town hopes to inspire a sense of community with the opening of 23 civic spaces to host local events says Mayor Dan Plato [Cape Times, 8 July 2009](#).

Prominent Issues Continued

Balanced

- ANC labeled Cape Town's move to put Mike Marsden, the city's 2010 head and executive director for service delivery integration, to head a team that would manage public transport project, BRT, as "racist". Cape Town Mayor Dan Plato said the decision was purely business ([Cape Argus \(Late Final\), 26 August 2009](#)).
- The City of Cape Town has had to cut back its planned rollout of Phase 1A of its Integrated Rapid Transit (IRT) system due to a budget shortfall of about R1,2 billion. The city discovered that the costs for Phase 1A had more than doubled from an initial estimate of R1.45 billion to R3.5 billion. City media manager Kylie Hatton said this was partly due to the fact that the cost of the buses required to run the IRT were not budgeted for ([City Press, 6 September 2009](#)).
- Mayor Dan Plato insists that there has been no corruption or mismanagement on the city's bus rapid transit (BRT) project which has put the first phase of the project R2 billion over budget. But deputy mayor Ian Neilson has acknowledged that the project had been inadequately managed and that it was too big to be handled by the city's transport directorate alone ([Sowetan \(Late Final\), 27 January 2009](#)).

Negative

- The strike planned by construction workers at 2010 World Cup stadiums and Gautrain sites will proceed on a no work no pay basis, the SA Federation of Civil Engineering Contractors (Safcec) said. Anyone who goes on strike won't get paid for those days, said the federation's spokesman ([Sowetan \(Late Final\), 9 July 2009](#)).
- Informal traders at traffic intersections have cried foul over the City of Cape Town's announcement that it will devote to getting rid of them in a bid to ensure compliance with the law.
- A commuter was robbed in the toilets at Cape Town Station. It is said that when metro rail police were phoned, they said that they do not patrol the toilets. This reader is concerned about the tourists for the 2010 FIFA World Cup.

Infrastructure

Positive

- As mentioned under the first section the progress with stadiums, transports systems and airports are all satisfactory and will be done in time for the event.

Neutral

- Mention was made of the open road tolling system planned, whereby drivers will be tolled by automatic sensors over major highways.

Balanced

- Coverage includes readers questioning the readiness and progress of major infrastructure development.

Negative

- The strike of taxi drivers and the impact thereof on the transport industry is the most prominent negative issue.

Prominent Issues Continued

POLITICAL

Positive

- The Department of Home Affairs briefed the media on border issues surrounding the 2010 World Cup. Department said it was ready to facilitate the movement of international soccer fans who will be coming to South Africa for the World Cup ([Business Day, 15 April 2010](#)).
- Human Settlements Minister, Tokyo Sexwale, wanted more whites to attend soccer matches at the World Cup. Sexwale is a member of the 2010 FIFA World Cup local organising committee and was speaking to the media in Sandton along with Home Affairs Minister Nkosazana Dlamini Zuma, Minister of Justice Jeff Radebe, the LOC chief executive Danny Jordan and its chairman, Irvin Khoza.
- Government is considering appointing a dedicated 2010 transport co-ordinating team to ensure adequate transport facilities during the FIFA World Cup ([Citizen \(Second Edition\), 3 July 2009](#)).
- The government has adopted the view that a balance requires to be struck to ensure that there is effective control of advertising, to prevent proliferation and maximising advertising opportunities.
- President Zuma appointed Cele, a Provincial Safety Minister, as the country's new national police chief tasked with tackling rampant crime ahead of the 2010 World Cup.
- A key element around Nelspruit's planning of the 2010 World Cup Soccer Tournament is the co-operation partnership between Mpumalanga and the North Rhine Westphalia (NRW) County in Germany. The partnership is based on an agreement between Nelson Mandela and former minister president of NRW and later former president of the Republic of Germany Johannes Rau in 1994. The aim is to foster partnership and co-operation between provinces in South Africa and Germany.
- With multibillion Rand stadiums across the country nearing completion South Africa is considering putting in another bid to host the Olympic Games. Sports and Recreation Minister Makhenkesi Stofile revealed this at a meeting in Soweto on preparations for the 2010 World Cup. He said that the progress meant the country had more confidence in resubmitting a bid for the most prestigious international sports event ([Sunday Times \(Second Edition\), 11 July 2010](#)).
- As Soccerex comes to an end the Gauteng Provincial Government is patting itself on the back after a whopping R96 million was injected into the provincial economy ([Citizen \(Saturday\), Citi Sport, 27 March 2010](#)).
- The Department of Public Works has expressed its commitment to play its part in contributing to the country's readiness for the 2010 FIFA World Cup. Speaking at the signing of an agreement with the City of Johannesburg for a 99 year lease of Soccer City Stadium. Public Works Minister Geoff Doidge said his department was confident that all responsibilities related to the maintenance and upkeep of the stadium were in capable hands ([Cape Times, 13 August 2010](#)).
- Managing preparations for the 2010 World Cup is 'by and large a case in point'. The key reason for this is that there was sufficient political will to achieve results, sufficient competence through the appointment of personnel who are fit for purpose to undertake the jobs they are required to do and accountability to independent structures," Helen Zille said.
- South Africans will get 120 000 free tickets to the World Cup organisers said, insisting the poor should share in the excitement of Africa hosting the popular sporting event, FIFA said its 2010 World Cup Ticket Fund is the first of its kind in the 80 years of the tournament FIFA had already set low ticket prices for South African residents starting at R140 ([Sowetan \(Late Final\), 25 March 2010](#)).

Prominent Issues Continued

- 8 349 schools that participated in the Schools Confederations Cup which was part of the government and the World Cup local organising committee's My 2010 Schools Adventure campaign ([Star, 17 March 2009](#)).
- A new soccer tournament has been unveiled as part of the 2010 FIFA World Cup awareness campaign for inmates at the Kutamasinthumule Correctional Service Centre in Makhado. The Limpopo Provincial Government is organising the tournament as a World Cup legacy project at the prison's sports grounds ([Sowetan \(Late Final\), Sport, 16 September 2009](#)).

Neutral

- Political parties called on government to extend KwaZulu-Natal's "top cops" contract until the 2010 World Cup, saying a new commissioner would take too long to acclimatize before the event ([Weekend Post, 16 May 2009](#)).
- The government has attempted to improve security and safety at stadiums through the implementation of the Safety at Sports and Recreational Events Bill. Unruly soccer fans face a fine or imprisonment if they engage in delinquent and anti-social behaviour inside a stadium venue or along a route to it ([Daily News \(Deadline\), 19 August 2009](#)).
- The Government has revealed that the International Marketing Council (IMC) spent more than R59 million on advertising during the past financial year. Harold Maloka, a spokesman for Minister in the Presidency Collins Chabane, confirmed that the IMC had spent R59.2m during 2008/09 on advertisements in South African and foreign media in the US, Europe, India, China and Hong Kong.

Balanced

- Balanced Political coverage included various Ministers and Government Departments reporting on issues such as labour, infrastructure, safety, etc.

Negative

- Comment was made on the failure of the national budget to take into account the need to revamp public hospitals instead allocating large amounts of money towards 2010 World Cup preparations.
- A disgruntled reader wrote: "While our government is spending billions of rands on new stadiums, the kids who play the Beautiful Game for the love of it have no fields where they can run without fear of getting killed."
- It was said by some that, with the 'arrogance and thoughtlessness' that now characterise SA's foreign policy, the High Commissioner in New Delhi refused a visa to world spiritual leader the Dalai Lama to attend a peace conference in Johannesburg. Foreign Affairs spokesman Ronnie Mamoepa lamely said the government had not invited him so the question of a visa did not exist ([Citizen \(Second Edition\), 24 March 2009](#)).
- Poor people hoping for a reprieve from punitive electricity prices might have to wait until after the 2010 World Cup. This is because the Department of Minerals and Energy has its hands full preparing for the soccer festival. Tsello Maqubela, deputy director general of the Department, told MPs the sector could not cope with preparations for the 2010 event and the proposed switch over from local to regional electricity distribution at the same time ([The Times \(First Edition\), Business Times, 3 September 2009](#)).

Prominent Issues Continued

TOURISM

Positive

- Home Affairs Minister, Nkosazana Dlamini Zuma announced that soccer hooligans would not be able to come to SA during the World Cup. She said an advanced passenger processing system was in place to bar such people from entering South Africa. According to the Minister the Advanced Passenger Processing (APP) system allows the Department to bar undesirable elements from entering South Africa before boarding from various countries ([Sowetan \(Late Final\), 9 December 2009](#)).
- South Africa's first dedicated 2010 tourist and business promotion portal was officially launched in December 2009 with content endorsed by SA Tourism. This dedicated site features some of the latest information available globally in SA.

Neutral

- According to different tour operators, Cape Town is the most popular destination choice.
- Credit and Debit cards can now be used to pay for petrol, generating extensive coverage during 2009.

Balanced

- In some places hotel space is under heavy pressure. There is a shortfall of 15 000 rooms according to Danny Jordaan. He says it will be fixed ([Business Day \(Final\), Sports Day, 2 September 2009](#)).
- Port Elizabeth was denied 'Matchville' status. 2000 rooms were needed; only 1844 were contracted to the company.

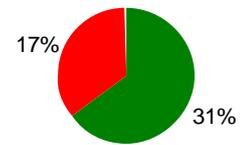
Negative

- SA Airways (SAA) said strikes by ground handling; catering and fuelling staff pose the biggest threat to it coping with massive passenger numbers during the 2010 World Cup. "The biggest threat to us is industrial action", SAA 2010 project manager, Ian Cruikshank, told members of Parliament's tourism portfolio committee ([Citizen \(Second Edition\), 2 September 2009](#)).
- Fears are mounting over the appalling state of Nelson Mandela Bay's public hospitals and the city's critical shortage of doctors with the 2010 World Cup just months away. According the *Weekend Post* the severity of the situation was acknowledged by the provincial Health Department. The Department has put blame on hospital management. The DA has warned of a potential hospital crisis during the World Cup ([Weekend Post, 7 November 2009](#)).
- Business and opposition parties in Mpumalanga are up in arms over a decision to change the name of the province's 2010 World Cup host city, Nelspruit, in two months' time.

Annual Image: Topics Continued

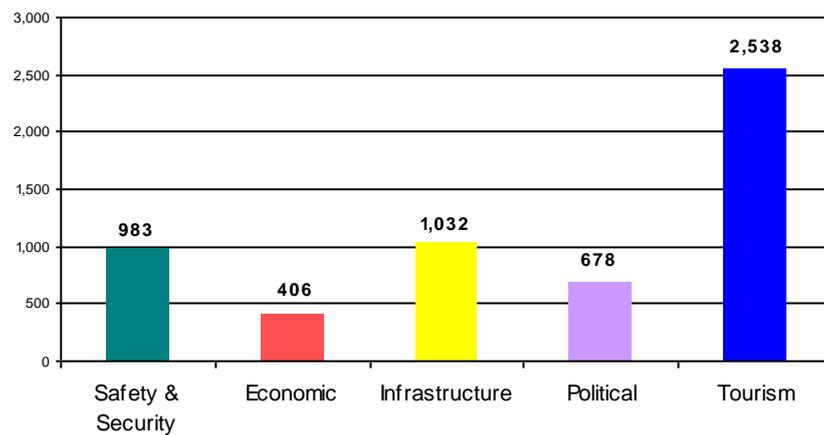
2010

Print	Concerning	Complimentary
Safety & Security	242	363
Economic	446	784
Infrastructure	48	245
Political	172	256
Tourism	29	85



■ Complimentary ■ Concerning

Coverage of tourism took the lead by far during 2010 as a result of predictions on the number of fans visiting South Africa, the event itself and tourism attractions, accommodation, etc. Safety and Security showed a sharp decline in coverage from the previous two years as crime incidents, safety and security related issues did not reach the level of predictions. Coverage on stadiums dominated infrastructural coverage, while political coverage generated 678 clips in 2010.



Prominent Issues Continued (2010)

2010 Issues according to Topics and Favourability

2010 FIFA World Cup

- Coverage during 2010 showed an increase in positive coverage and significant decrease in negative coverage. It was reported that, although only 145 goals were scored at the World Cup, the biggest score goes to South Africa who notched up an unprecedented amount of international publicity and goodwill. A cumulative total of 3,18 million fans attended the 64 matches with hundreds of thousands of these fans visiting the country for the first time. The guests have now returned home with great memories of the fever and friendliness of our country [Saturday Star, Canvas Life, 31 July 2010](#).

SAFETY & SECURITY

Positive

- 34% of safety and security coverage during 2010 was positive. At the beginning of 2010 it was reported that security for the World Cup is on high alert. The South African Police Service (SAPS) vowed to tackle security threats head on and it was liaising with the teams and police forces of all the participating countries. Team security liaison officers from the SAPS have been assigned to each team and a contingent of police officials from each playing country will be deployed in South Africa for the duration of the World Cup ([Sunday Sun, 7 February 2011](#)).
- Police further spent R1,3 billion to make the 2010 World Cup safe for the hundreds of thousands of foreign and local fans, according the National Minister of Police, Nathi Mthethwa, who launched a rural safety plan ([Diamond Fields Advertiser, 15 October 2010](#)).
- It would seem that the concerns that there had been with regards to safety over the previous two years, declined significantly by the beginning 2010.
- A total of 56 special courts dedicated to dealing with World Cup offences were set to start operating, the Justice Ministry said ([Cape Times, 25 May 2010](#)).

Neutral

- Warnings went to citizens to beware of identity theft during the World Cup. Safety and Security coverage declined during 2010, as well as the negative coverage that was evident in 2008 and 2009.

Balanced

- The Southern African Fraud Prevention Service has warned overseas visitors to the 2010 FIFA World Cup spectacle to ensure that they deal with reputable organisations when booking accommodation.
- FIFA has warned that as the euphoria of hosting the 2010 World Cup reached a crescendo so were the chances of becoming a victim in a plethora of scams. The world football governing body and the FIFA World Cup's Local Organising Committee said they have been alerted to a growing number of e-mails and scams claiming to be associated or linked to them ([Sunday World, Sport, 7 March 2010](#)).

Negative

- Authors of emails warning tourists about Durban's crime hotspotted lazy cops and drug dens have been warned to stop causing unnecessary panic ([Daily Voice, 26 April 2010](#)).
- Xenophobic attacks caused numerous negative clips on safety and security concerns for the event.

Prominent Issues Continued (2010)

Negative (Continued)

- It was also reported that, while the 2010 World Cup was supposed to bring entertainment to soccer lovers the world over, there was nothing entertaining about crime and attacks.
- Experts warned that cyber criminals would target 2010 World Cup fans by using bogus football ticketing and hotel accommodation websites.

ECONOMIC

Positive

- Economical coverage in 2010 evolved around the impact of the World Cup on the country's economy.
- It was said in the media that the demand and ticket enquiries South Africa had for the 2010 World Cup rivaled that of any other World Cup ([Saturday Star, 30 January 2010](#)).
- 2010 coverage generated 784 positive clips in relation to economics, while only 446 negative clips related to the impact of the World Cup on the economy.
- Predictions were made that the World Cup would boost the country's economy to a great extent, but some reports warned that the Cup's economic benefits were overstated ([Sunday Times \(Third Edition\), 7 March 2010](#)).

Neutral

- There was a lot of eagerness leading up to the announcement of the results of the fourth quarter Gross Domestic Product during 2010. Commentators were highly interested in the growth figures which would provide a base on which to build their expectations for economic growth. It was said that South Africa could only watch in anticipation of the positive spin offs that are expected from hosting the World Cup event, Two of the major economic sectors were showing real signs of recovery from the economic turbulence and the World Cup could contribute to their continued growth ([Business Report \(Sunday Independent\), 14 March 2010](#)).
- It was reported that during the 2010 World Cup, firms in South Africa could lose R750 million as productivity nose dives

Balanced

- A British company is marketing stab proof vests to football fans visiting South Africa for the 2010 World Cup, as scare tactics to make money off crime fears.
- Counterfeit Bafana Bafana merchandise worth about R30m has been seized at the OR Tambo International Airport in the past three month ([Sunday World, 24 January 2010](#)).

Negative

- Thousands of tickets to Bafana Bafana matches at the 2010 World Cup remained unsold as the nation's soccer lovers continue to turn their backs on the ailing national team ([Business Day \(Final\), Sports Day, 13 January 2010](#)).
- Overspending on stadiums continued to raise concerns in the early months of 2010, but was no longer reported on during and after the event.

Prominent Issues Continued

Infrastructure

Positive

- It was reported that the World Cup has resulted in a massive R14,5 billion infrastructural development boost for Cape Town ([Cape Argus \(Late Final\), 2 March 2010](#)).
- The Airports Company South Africa (Acsa) said it was ready for the 2010 World Cup and announced around R17 billion had been spent on upgrading the country's airports ([Sowetan \(Late Final\), 3 March 2010](#)).
- Extensive work on the South African national roads, as essential arteries of the nation, which would have played an integral role in the World Cup, was undertaken by the South African National Roads Agency Ltd. (Sanral.)
- During an infrastructure development cluster meeting, the Government's plans were announced to improve and expedite infrastructure to enhance social and economic development in the country ([Daily News \(Deadline\), 5 March 2010](#)).

Balanced

- The Local Organising Committee and South African Disability Alliance have made headway in making stadiums accessible to the disabled during the World Cup, resulting in favourable coverage during 2010 ([Sowetan \(Late Final\), 1 April 2010](#)).

Negative

- The occurrence of several strikes during 2010 caused negative coverage.

POLITICS

Positive

- The United States is working closely with the South African government and law enforcement agencies to deal with security issues for the 2010 FIFA World Cup. This according to American Ambassador, Donald Gips, who said they considered the safety and security of teams and fans during the World Cup to be critical to its success ([Sowetan \(Late Final\), Sport, 20 January 2010](#)).
- Media reported that, after successfully hosting 147 global events without major security concerns, the more than 500 000 tourists coming to South Africa for the 2010 World Cup would have a great time in the country. This according to ANC Youth League president, Julius Malema, who assured people around the world that they will be safe in South Africa.

Neutral

- During the months prior to the World Cup, warnings went to citizens to beware of identity theft during the tournament ([Sowetan \(Late Final\), 22 April 2010](#)).

Negative

- ANC Youth League president, Julius Malema, has threatened to stage a joint action with other youth formations to ensure that local artists are adequately featured in the 2010 World Cup concert due to take place at Orlando Stadium on 10 June 2010.

Prominent Issues Continued

TOURISM

Positive

- The province of KZN is set to roll out an innovative programme aimed at giving tourists and fans visiting the province "red-carpet treatment". According to Economic Development and Tourism Department spokesman, Bheko Mlala, this initiative known as 'Tourist Buddies', forms part of strategies to improve service excellence during the soccer spectacle and beyond.
- South Africa and Zimbabwe have struck a ground breaking deal to attract more tourists to the region and would mean more jobs for the two countries. The historic agreement would be signed by the Tourism Minister, Marthinus van Schalkwyk, and his Zimbabwean counterpart.

Neutral

- The United States worked closely with the South African government and law enforcement agencies to deal with security issues for the 2010 FIFA World Cup, according to American Ambassador Donald Gips who said they considered the safety and security of teams and fans during the World Cup to be critical to its success ([Sowetan \(Late Final\), Sport, 20 January 2010](#)).
- During April it was announced that organisers of the World Cup expected 450 000 fans to travel to South Africa for the tournament.
- It was reported that the Zimbabwean tourism ministry would seek treasury approval for a \$70 million plan to cash in on South Africa's hosting of the 2010 World Cup.
- FIFA has ordered budget airline Kulula to withdraw an advert that says it is the 'Unofficial National Carrier of the You Know What' ([Daily News \(Late Final\), 19 March 2010](#)).

Balanced

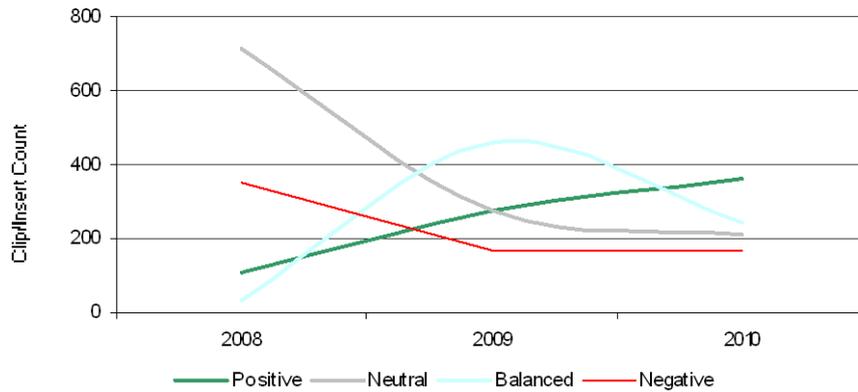
- FIFA boss, Sepp Blatter has launched a stern defense of 2010 World Cup hosts South Africa. The terror attack on the Togo team's bus at Afcon raised concerns over security in SA. But Blatter said that there is no link to South Africa and that it would be safe for tourists during the World Cup.
- Tourism has lashed out at the local hospitality industry for hiking their prices to profiteer from the World Cup and embarrassing the country internationally. The tourism body fears that the country's reputation as a tourist destination could be severely damaged unless hotels, bed and breakfasts and private homeowners drop their prices ([Weekend Post, 27 March 2010](#)).

Negative

- Less than half of the 500 000 foreign tourists was expected to travel to South Africa. Six major airlines were in hot water for allegedly colluding to increase prices during the 2010 World Cup. The Competition Commission confirmed that it was investigating alleged collusion on prices and pricing strategies between British Airways Comair, South African Airways (SAA), SA Airlink, Mango and SA Express. Tourism authorities have condemned a London based company which was selling stab vests to visiting football fans during the World Cup ([The Times \(First Edition\), 20 April 2010](#)).

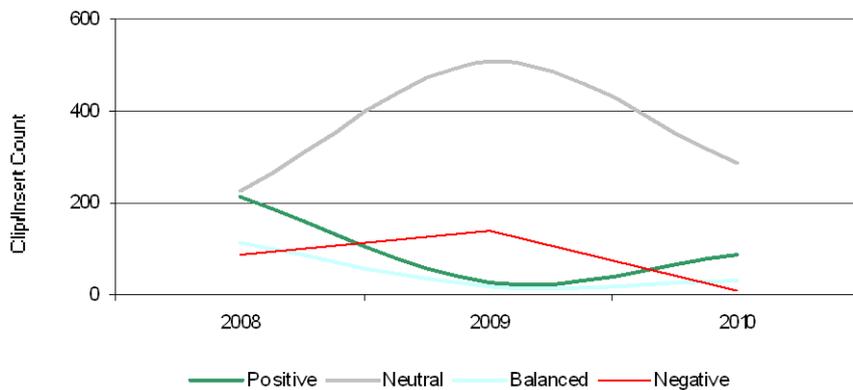
Overall Trends: Topics

Safety & Security



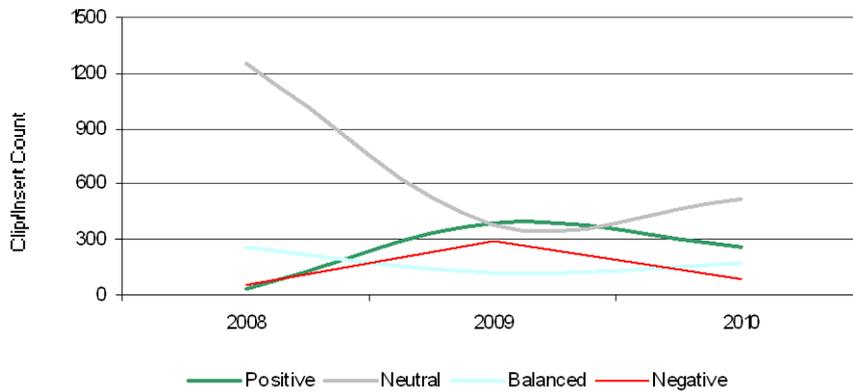
Both National and Western Cape coverage started off with low positive coverage, building up to a higher percentage of positive coverage during 2010.

Economic



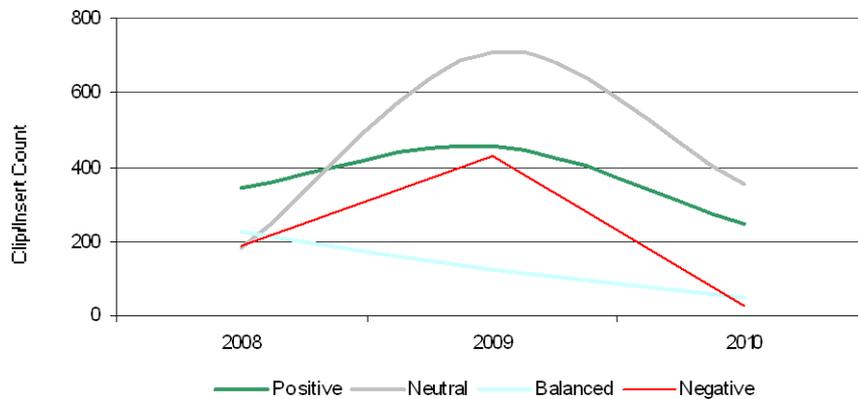
Economic coverage showed an increase in neutral coverage during 2009, while at the same time a decrease in positive coverage. This resulted from the high cost of stadia, overspending on budgets for infrastructure, lowering economic benefit from the World Cup. The matter showed an increase in 2010 when the successful hosting of the World Cup proved economic benefit for the country. It was also said that the rising interest rates and a slowdown in economic growth during 2008 were squeezing South African households, but that preparations for the World Cup provided a buffer against the recession. Negative coverage peaked in 2009 as a result of the concern about over-expenditure on upgrades, but decreased significantly up to 2010.

Infrastructure



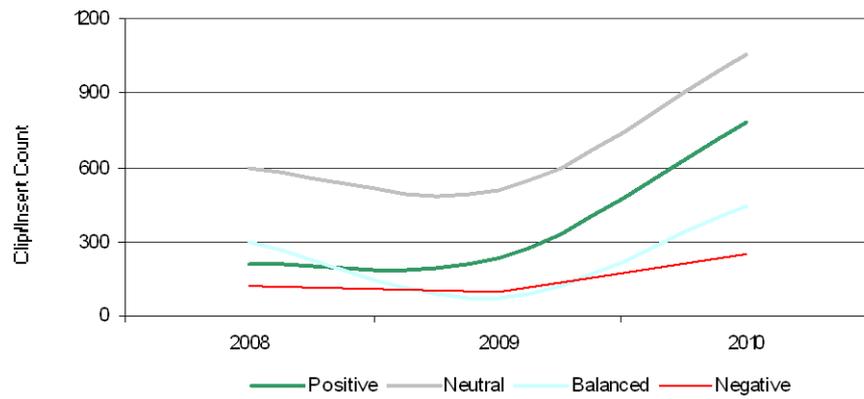
Infrastructure saw a peak in Neutral coverage during 2008, but as upgrading and preparations took place, coverage tended to become more positive or balanced. However, 2009 saw an increase in negative coverage as a result of the planned strike by construction workers at World Cup stadiums and Gautrain sites. The taxi driver strike also contributed to negative coverage during 2009. The slight decrease in positive coverage from 2009 to 2010 regarding infrastructure could be explained by less coverage on infrastructure (as these projects were finished by the time of the event) and more coverage on other aspects of preparation.

Political



Political coverage saw an increase in clip count during 2009 as a result of Government's involvement in the preparation of the World Cup event and national and provincial elections. Neutral coverage took the lead with mention on the National Budget, general comments on the World Cup from the Presidency as well as challenges faced by Home Affairs after 2009.

Tourism



Tourism saw a peak in coverage during 2010 when tourism became a regularly mentioned topic. Challenges faced predictions on how many tourists would be visiting as well as the tourism industry's attempts to promote tourism before, during and after the World Cup, contributed to the amount of coverage during 2010.

TOP PUBLICATIONS (by clip count and AVE value in Rands)

2008

	#	AVE
	2,972	53,303,388
CAPE ARGUS (City Late)	564	8,439,311
SOWETAN (Late Final), Sport	422	9,332,944
MERCURY (Durban)	277	2,672,429
STAR	263	10,498,919
CAPE TIMES	242	2,764,849
PRETORIA NEWS	236	1,922,774
DAILY NEWS (Late Final)	143	1,594,916
HERALD (Morning Final)	134	1,581,499
CITIZEN (Second Edition)	122	1,167,081
DAILY SUN, Sport	120	4,606,020
DAILY DISPATCH	114	663,262
DAILY SUN	90	1,464,830
BUSINESS REPORT (National)	83	4,747,296
DAILY DISPATCH, Sport	83	742,712
BUSINESS DAY (Final)	79	1,104,546

The top publications during 2008 totaled to 2,972 clips with an AVE value of R53,303,388

2009 (by clip count and AVE value in Rands)

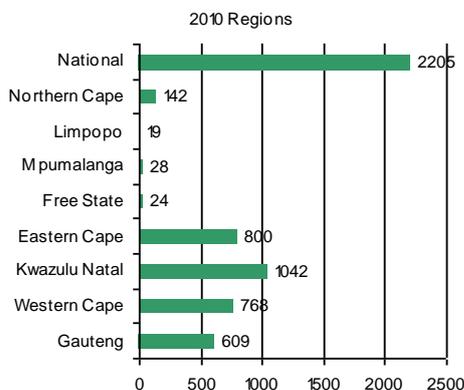
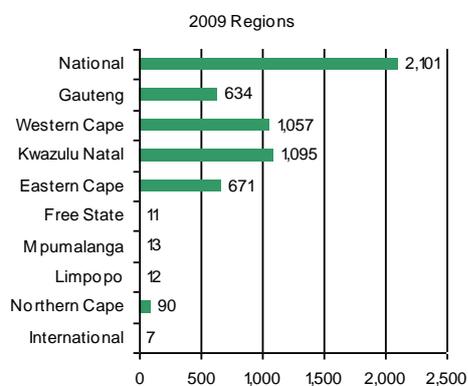
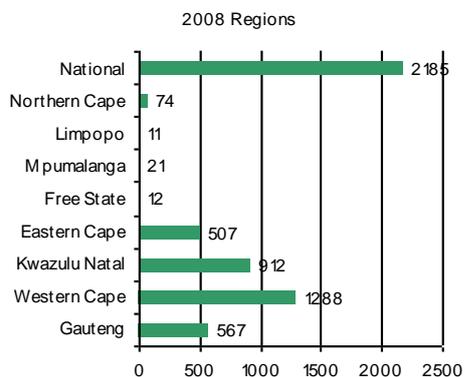
	#	AVE
	3,231	63,022,535
MERCURY (Durban)	343	4,668,822
CAPE ARGUS (City Late)	310	5,638,153
HERALD (Morning Final)	289	3,389,101
PRETORIA NEWS	276	2,891,823
STAR	272	10,075,367
SOWETAN (Late Final), Sport	242	5,744,230
SOWETAN (Late Final)	175	5,402,321
CAPE TIMES	156	2,534,958
DAILY NEWS (Late Final)	148	2,158,682
CITIZEN (Second Edition)	139	1,293,200
WITNESS (Durban)	135	932,217
TIMES, THE (First Edition)	103	2,393,967
DAILY DISPATCH	102	732,802
CITY PRESS	86	4,718,023
DAILY NEWS (Deadline)	80	1,259,388
SUNDAY SUN, Sport	79	1,633,971
DIAMOND FIELDS ADVERTISER	77	194,283
BUSINESS DAY (Final)	74	1,407,404
DAILY SUN, Sport	74	3,739,154
DAILY SUN, Sport	74	3,739,154

TOP PUBLICATIONS CONTINUED 2010 (by clip count and AVE value in Rands)

	#	AVE
	2,804	64,541,221
HERALD (Morning Final)	301	4,670,932
BUSINESS DAY	221	3,953,325
DAILY NEWS (Deadline)	210	4,848,067
SOWETAN (Late Final)	207	5,256,139
MERCURY	203	3,725,835
CAPE ARGUS (City Late)	190	5,400,118
CAPE TIMES	185	3,751,865
STAR	182	10,819,796
CITIZEN (Second Edition)	179	1,317,383
PRETORIA NEWS	178	2,573,638
WITNESS	174	1,618,558
DAILY DISPATCH	172	1,440,751
BUSINESS REPORT (National)	157	11,279,608
SOWETAN (Late Final), Sport	125	3,467,203
DIAMOND FIELDS ADVERTISER	120	418,004

REGIONS (by clip count)

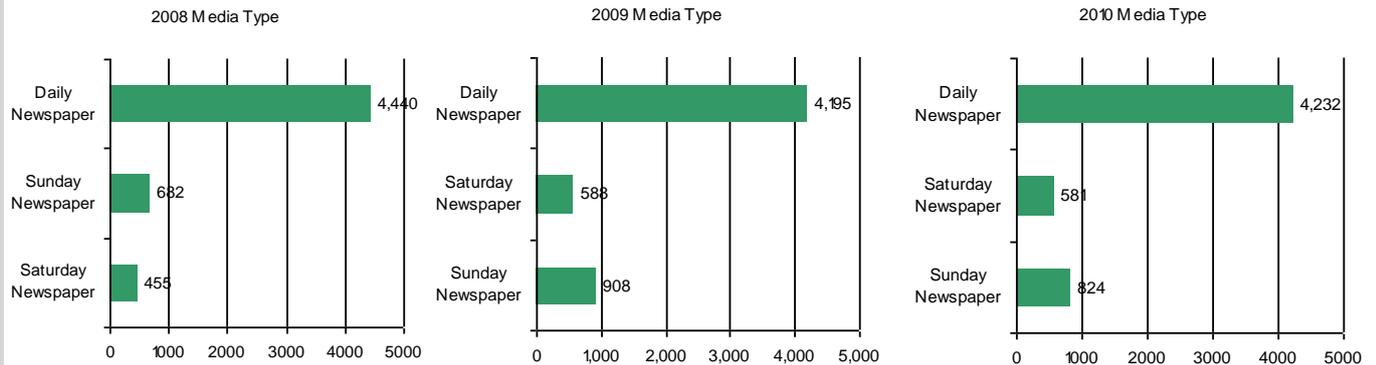
Annual Region



National publications covered the majority of coverage on the World Cup for all three years. Eastern Cape publications generated 12% of coverage, while the Western Cape generated 18%. Coverage was evident in all provinces, Limpopo as well as internationally.

MEDIA TYPE (by clip count)

Annual Media Type



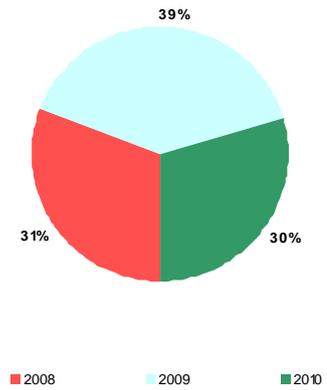
Daily Newspapers were the top coverers of clip count across all three years with over 4,000 clips published each year. This was followed by Saturday Newspapers, publishing over 2,700 clips over the three year period.

WESTERN CAPE

MANAGEMENT SUMMARY

Overall Coverage (by clip count, AVE value in Rands and Image)

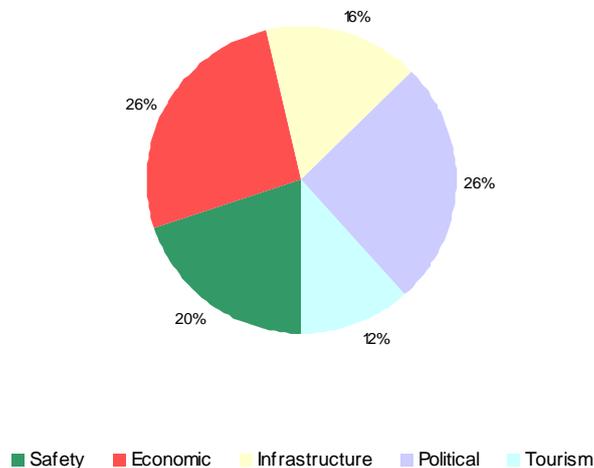
	#	AVE	Positive	Negative
2008	1,270	28,792,505	26%	27%
2009	1,623	46,270,644	24%	22%
2010	1,212	55,557,824	33%	17%
Total	4,105	130,620,973	28%	22%



Western Cape yielded a total of 4,105 clips over the three year analysis period, with 2008 generating 31% of coverage, 2009 with 39% and 2010 with 30% of overall coverage. The total AVE value amounted to 130,620,973 and the average positive and negative coverage for the three years are 28% and 22% respectively in the Western Cape. 2010 took the lead in positive coverage, while 2008 generated the highest percentage of negative coverage.

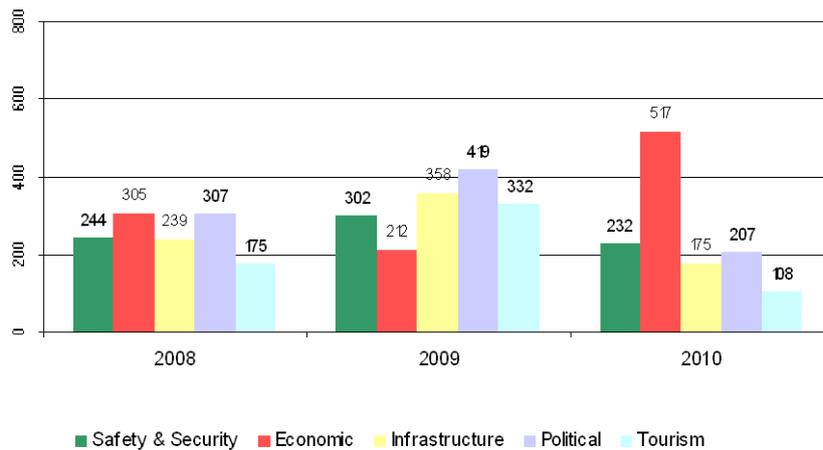
Overall Topical Overview (by clip count)

	Safety & Security	Economic	Infrastructure	Political	Tourism
2008	244	305	239	307	175
2009	302	212	358	419	332
2010	226	516	175	194	101
Total	772	1,033	772	920	608



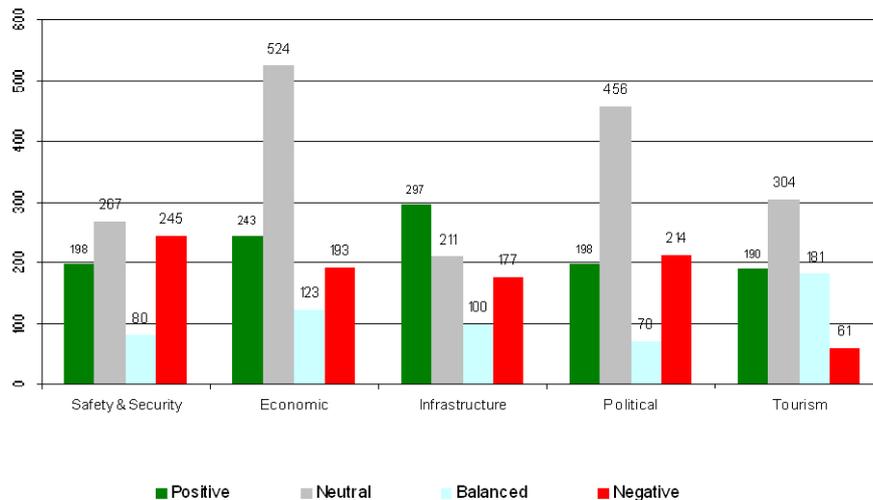
Western Cape Coverage relating to economic and political issues around the World Cup generated the majority of coverage over the three year period (economic with 1,033 clips and political with 920). This was followed by Safety and Security and Tourism coverage both generating 772 clips each. The majority of economic coverage occurred during 2010, while the majority of political coverage occurred in 2009, the year of national and provincial elections.

Western Cape Overall Topical Overview Continued (by clip count)



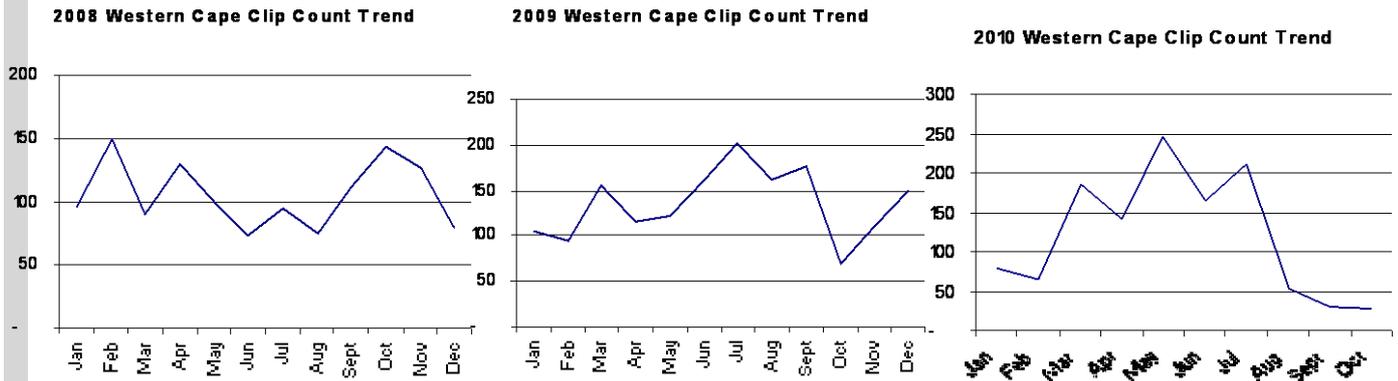
As was the case on a national level, economic coverage reflected a peak during 2010, while all other topics declined in relative importance in 2010. As seen below, the majority of Western Cape coverage in relation to the World Cup from 2008-2010 was neutral in perception. The safety concerns and infrastructure readiness causing negative coverage on a national level also occurred in coverage on the Western Cape.

Western Cape Overall Image: Topics (2008 to 2010) (by clip count)



Of all five topics, infrastructural coverage generated the highest number of positive clips, followed by economic coverage in the Western Cape. The overall negative coverage generated by clips on safety and security, emanated from concerns for the level of safety during the event. Before the event, the majority of unfavourable coverage pertained to concerns over the readiness of SA to host the World Cup. Balanced coverage mentioned concerns as well as action plans at the same time, while positive coverage highlighted where progress were on track.

Western Cape Image: Monthly Trends (by clip count)

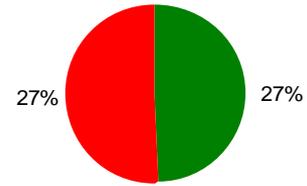


On a National level, coverage during 2008 peaked during the first months of the year, with a decline towards the end of the year. The same trend was noted in Western Cape coverage. Western Cape coverage reflected a sharp incline in clips during March, June, July, September and December of 2009. The run up to the 2010 World Cup event resulted in increased coverage during March, May, June and July/August 2010. The study was taken through to October 2010 in order to trace post-tournament media comment.

Western Cape Annual Image: Topics (by clip count)

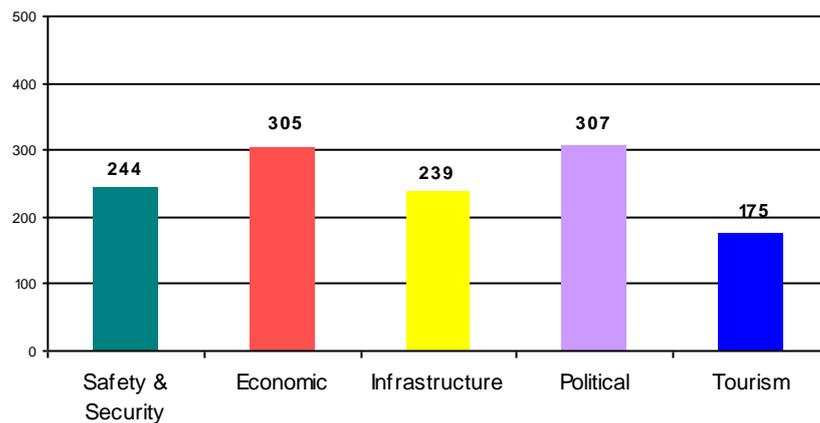
2008

Print	Complimentary	Concerning
Safety	65	104
Economic	70	68
Infrastructure	108	63
Political	22	75
Tourism	66	30



■ Complimentary ■ Concerning

Western Cape coverage during 2008 showed a balance between complimentary and concerning coverage. Infrastructure reflected the highest number of complimentary clips, while Safety & Security related media coverage generated the most concerning coverage during 2008. Crime, fraud and xenophobic attacks added to these safety concerns. Political coverage generated 75 concerning clips from health risks, attacks, risks from high spending on stadiums and debates on power failures. However, the opportunities for tourism were already in the forefront of media coverage in 2008.



Political and economic coverage took the lead in the Western Cape during 2008. Safety & Security generated 244 clips from concerns over the high crime rate.

Western Cape Prominent Issues

2008 Issues according to Topics and Favourability 2010 FIFA World Cup in the Western Cape

SAFETY AND SECURITY

Positive

- During 2008 it was reported that safety and security preparations for transport during the 2010 World Cup are already well under way in many parts of the country. The importance of visible policing was reinforced as an important part of the strategy to make locals and visitors feel safe.
- More police were in training to be deployed on public transport at stations bus and taxi ranks. It was reported that one of the challenges Cape Town has managed to overcome is bringing alignment between the Province, the City of Cape Town and the 2010 Organising Committee ([Sunday Weekend Argus, 12 October 2008](#)).
- Initiatives such as neighbourhood watches and community policing forums have led to a 32% drop in contact crimes in the Western Cape ([Cape Argus \(City Late\), 15 May 2008](#)).

Neutral

- The Western Cape Police were seeking 1,000 more officers for 2010 and offered an employment opportunity to suitable candidates in the endeavor to increase the curb against crime. The imminent 2010 Soccer World Cup was primarily policed by SAPS.
- The Western Cape Police was seeking 1 000 more officers for 2010 and offered an employment opportunity to suitable candidates in the endeavor to increase the curb against crime. The imminent 2010 Soccer World Cup was primarily policed by SAPS, as the lead security agency ([Cape Argus \(City Late\), 14 May 2008](#)).

Negative

- It was said that outbreaks of violence against immigrants in South Africa could lead FIFA to move the 2010 World Cup elsewhere, according to the UN adviser on sport. At least 56 people died and up to 100 000 were displaced when mobs armed with clubs, knives and stones rampaged through shantytowns in Johannesburg, Cape Town and other parts of South Africa during May 2008 ([Witness Weekend \(Durban\), 31 May 2008](#)).
- *The Cape Argus (City Late)* reported on several occasions on violent taxi protests during the last months of December 2008 and that FIFA expressed concerns about the violence as taxi operators threatened to boycott the Cup.

ECONOMIC

Positive

- It was reported that plans to ban construction during the 2010 World Cup could have a negative impact on Cape Town's economy and jobs in the construction industry. Both the Cape Town Regional Chamber and the Chamber of Commerce of South Africa have warned that the move could be detrimental to economic growth if it was widespread ([Cape Argus \(City Late\), 11 April 2008](#)).
- Positive coverage further emanated from the increased interest in the property market as a result of the 2010 FIFA World Cup.

INFRASTRUCTURE

Positive

- Provincial and City Government officials have applauded the allocation of an extra R2 billion towards the construction of soccer stadiums and infrastructure for the 2010 Soccer World Cup. Western Cape Finance MEC, Lynne Brown, said the grant would assist the province to meet its 2010 obligations, Laurine Platzky, the Western Cape Government's Coordinator for the 2010 tournament, welcomed the increased budget ([Cape Argus \(City Late\), 21 February 2008](#)).
- The Provincial Government invited tenders to develop the Philipi Stadium facility as a soccer training venue for the 2010 World Cup as well as offering a 10 year lease of the stadium. This would give an opportunity to witness football greats as well as bring sponsorships and commercial support to parts of the city that do not normally benefit from mega events ([Cape Times, 23 June 2008](#)).
- Regarding transport, it was reported that many projects were under way and Provincial Authorities had until April 2009 to begin most of the transport projects planned for the global sporting showpiece. At least four huge road projects in the city were to see the government pumping millions into upgrades due to begin between now and April. These included the widening of Cape Town's most congested intersection the Koeberg Interchange work on which work is to begin before April.

Neutral

- The construction work at the Cape Town International Airport was covered throughout the media. The new R900 million central terminal building was expected to be completed in time for the 2010 World Cup to ease overcrowding of the domestic terminals.

Balanced

- It was reported that the City of Cape Town would not increase rates to fund the R500 million shortfalls needed for the construction of the World Cup stadium for it had a strategy to fund the deficit without increasing the rates.

Negative

- A strike by thousands of electrical sector workers delayed Eskom's plans to re-commission old power stations and there was concern that it could further delay 2010 World Cup projects

POLITICS

Neutral

- It was reported that Cape Town Mayor, Helen Zille, said the City will press ahead with a recommendation that it form its own municipal entity to manage public transport in the city sidelining the provincial government. The announcement followed the City's decision not to adopt a proposal that would have had the provincial government take over the City's public transport operating responsibilities.

TOURISM

Positive

- Regarding municipal issues, the City of Cape Town's Portfolio Committee for Economic and Social Development and Tourism and its Department of Tourism have recommended the appointment of Cape Town Tourism to perform the destination marketing and visitor services for the city for the three year period until 2010. The public participation clearly indicated that industry stakeholders and sub council focus groups are in agreement that the destination marketing and visitor services should be delivered by an external mechanism ([Cape Argus \(City Late\), 7 November 2008](#)).
- Several media reports highlighted the hidden gems for tourists visiting South Africa during and after the World Cup.

Balanced

- It was reported that the City hotels urged not to overcharge 2010 guests and tourists.

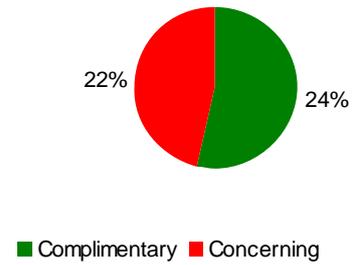
Negative

- It was said that tourists from other African countries avoid visiting the Western Cape and KwaZulu Natal because of the racism and xenophobia they are subjected to in these provinces ([Cape Argus, City Late\), 29 April 2008](#)).

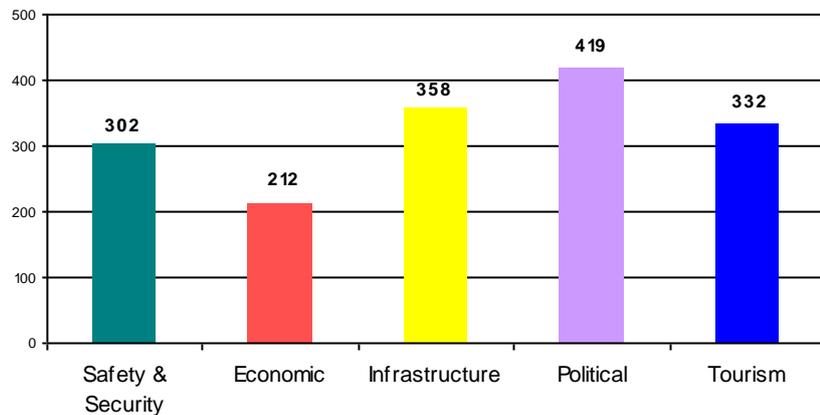
Western Cape Annual Image: Topics (by clip count)

2009

Print	Concerning	Complimentary
Safety & Security	85	29
Economic	40	14
Infrastructure	98	130
Political	101	131
Tourism	26	91



During 2009, 70% negative coverage and 30% positive coverage was noted. Concerning coverage emanated mostly from political, infrastructural and tourism related issues.



Political coverage took the lead in 2009 in line with 2010 preparations, followed by safety and security, infrastructure and tourism. 2009 was the year of national and provincial elections. Economic coverage was not as evident as the other topics.

Western Cape Prominent Issues (2009)

2009 Issues according to Topics and Favourability

2010 FIFA World Cup in the Western Cape

Positive coverage:

- In Cape Town a number of trunk routes will be complete, including Atlantis to the city centre, the airport to the city centre and the civic centre to Green Point Stadium, by the 2010 World Cup.
- Work on Cape Town's Green Point Stadium is on track for handover by the contractors to the City of Cape Town on 14 December 2009 ([Cape Times, Supplement A, 11 June 2009](#)).
- In terms of other initiatives, FIFA, the City of Cape Town and the Western Cape Provincial Government have started building a new Football for Hope Centre in Khayelitsha, the first of 20 planned around the continent, as part of a 2010 World Cup campaign to combat poverty ([Business Day \(Final\), 30 October 2009](#)).

Safety & Security

- The City of Cape Town's Metro Police department was aiming for a 10 percent increase in drug related arrests and an overall 10 percent reduction in incidents of crime in Cape Town. It was reported that the City of Cape Town and the Nelson Mandela Bay Municipality are spending close to millions on installing closed circuit television (CCTV) systems before the World Cup. In terms of infrastructure it was reported that all outstanding construction work will be suspended for the duration of the 2010 World Cup and will not result in any impact on traffic movement between World Cup venues. A new commuter transport agency is to spend R25 billion to make South Africa's rail network up to date ([The Times, Business Times, 23 March 2009](#)).
- New immigration officers, the first to be trained by the National Intelligence Agency (NIA), will alleviate delays and long queues at Cape Town International Airport during the 2010 World Cup, says the Airports Company of South Africa (Acsa). This increases the number of immigration officers stationed at the international arrivals and departures hail from 37 to 87. More than 2 130 passengers move through immigration daily at the airport.

Neutral

- The City of Cape Town plans to reduce the number of children living on the streets before the 2010 World Cup but the children have their own ideas about how to make a fortune from the more than 250000 visitors expected.
- A National treasury report found that municipalities were owed R50 billion. In the Western Cape, Gauteng and KwaZulu-Natal however, 98% of municipalities were meeting their obligations to their creditors. The Ethekewini Municipality and City of Cape Town were owed about R4,5 billion each.

Balanced

- It was reported throughout 2009 that preparing for the event is a challenge, but it was on track.

Negative

- Taxi violence continued to cause concern for safety and security during the World Cup.

Economic

Positive

- The City of Cape Town says it will continue to give priority attention to infrastructure and lead economic growth until 2012 to make the city a preferred destination for investment, stimulate the economy and create jobs ([Cape Argus \(City Late\), 20 August 2009](#)).
- The number of homeless people on Cape Town's streets is growing rapidly ahead of the 2010 World Cup. The Homeless Agency Committee got busy developing the 2010 Street People Strategy, a document which the mayoral committee member for safety and security, JP Smith, said reflected what is accepted as best practice.
- Cape Town in 2009 will be a better place as developments in transport, public facilities and services are completed. The City of Cape Town, the Cape Town Partnership, Provincial Government and private sector are set to oversee the completion of the construction of bridges, new buildings, public spaces and transport systems leading up to the 2010 World Cup and beyond ([Cape Argus, City Late\), 5 January 2009](#)).
- Cape Town hopes to inspire a sense of community with the opening of 23 civic spaces to host local events says Mayor Dan Plato.

Neutral

- A National Treasury report found that municipalities were owed R50 billion. In Western Cape, Gauteng and KwaZulu-Natal however, 98% of municipalities were meeting their obligations to their creditors. The Ethekwini Municipality and City of Cape Town were owed about R4,5 billion each.

Balanced

- The City of Cape Town has had to cut back its planned rollout of Phase 1A of its Integrated Rapid Transit (IRT) system due to a budget shortfall of about R1,2 billion. The City discovered that the costs for Phase 1A had more than doubled from an initial estimate of R1.45 billion to R3.5 billion. City media manager Kylie Hatton said this was partly due to the fact that the cost of the buses required to run the IRT were not budgeted for ([City Press, 6 September 2009](#)).
- Mayor Dan Plato insisted there has been no corruption or mismanagement on the City's bus rapid transit (BRT) project which has put the first phase of the project R2 billion over budget. But Deputy Mayor, Ian Neilson, has acknowledged that the project had been inadequately managed and that it was too big to be handled by the City's transport directorate alone.

Negative

- Informal traders at traffic intersections have cried foul over the City of Cape Town's announcement that it will devote to getting rid of them in a bid to ensure compliance with the law ([Cape Argus \(City Late\), 10 September 2009](#)).
- A reader commented that the marketing of Cape Town is almost non-existent. It is just over nine months to go before the World Cup and the marketing for the city and the Western Cape appears to have become close to invisible.
- A commuter was robbed in the toilets at Cape Town Station. It is said that when metro rail police were phoned, they said that they do not patrol the toilets. This reader is concerned about the tourists for the 2010 FIFA World Cup.
- A reader commented that the marketing of Cape Town is almost non-existent. It is just over nine months to go before the World Cup and the marketing for the city and the Western Cape appears to have become close to invisible ([Cape Argus \(City Late\), 28 August 2009](#)).

Infrastructure

Positive

- It was said that the Mother City would set the tone for the World Cup. According to, Rich Mkhondo, Chief Communications Officer of the 2010 FIFA World Cup Organising Committee South Africa, the region has fared well and it was found that the City of Cape Town and the Provincial Government of the Western Cape to be thoroughly professional, skilled and experienced. The clip was repeated in other newspapers, resulting in favourable coverage for the Western Cape ([Cape Argus, Supplement A, 27 January 2009](#)).

Neutral

- It was reported that the Philippi Stadium would get a R54m boost for upgrading.

Balanced

- It was reported that there was still confusion as to who would have the job of running bus services in the city during the 2010 World Cup, with the City and the Province both claiming responsibility for getting new buses. The Province has said it is to be actively involved in securing about 500 coach style buses for the soccer extravaganza. But the City of Cape Town said it is not the Province's responsibility to run public transport during 2010 but that of the Host City as laid down in legislation and as required by FIFA.

Negative

- Continued taxi violence impacted unfavourably on infrastructural coverage.
- The construction workers' strike raised concern over the readiness and completion of stadiums in time for the event.

POLITICAL

Positive

- The Presidency has recognised the importance of tourism to South Africa, according to Marthinus van Schalkwyk, the Minister of Tourism, who was mentioned to be a political survivor, tasked with making sure that the FIFA 2010 World Cup is a tourism success ([Sowetan \(Late Final\), 21 September 2009](#)).

Neutral

- It was said that Premier Helen Zille has weathered many storms and was pictured with President Jacob Zuma at the one year countdown to 2010 World Cup.

Balanced

- Questions have been raised about the extent to which women will benefit from the 2010 World Cup with gender activists pointing to a policy vacuum when it comes to the economic empowerment of women in the organisation and running of the event. This according Kubi Rama, Deputy Director at Gender Links.

Negative

- Michael Worsnip, a Director 2010 at the World Cup Unit in the Western Cape Provincial Department of Cultural Affairs and Sport, wrote in his personal capacity that the ANC could be protecting ANC wrongdoers ([Witness \(Durban\), 21 June 2009](#)).

TOURISM

Positive

- It was reported that, globally the world tourism sector experienced a 5%-8% decline in visitors' arrivals, but Africa could expect growth by the end of 2009. A 3%-5% growth in SA would translate into the country achieving the 10 million visitor mark for the first time in its history, with 1.7 million of these tourists expected in the Western Cape.
- Youngsters from rural communities got to kick a soccer ball at the Green Point Stadium. Garth Strachan, MEC of Finance and Tourism, said the event was part of his department's plan to encourage interest of rural communities in the 2010 World Cup.
- Cape Town was poised for an important announcement that the City would be the venue for the prestigious Final Draw for the 2010 World Cup. The World Cup Local Organising Committee was expected to confirm that Cape Town would be the Host City for the final draw for the teams to compete for the World Cup. Tourism is a mainstay in the Western Cape and getting the go-ahead from FIFA could only boost and strengthen this important sector of the economy.
- According to different tour operators, Cape Town is the most popular destination choice.
- Globally the world tourism sector experienced a 5%-8% decline in visitors' arrivals, but Africa could expect growth by end of 2009. A 3%-5% growth in SA would translate into the country achieving the 10 million visitor mark for the first time in its history, with 1.7 million of these tourists expected in the Western Cape ([Herald \(Garden Route\), 27 August 2009](#)).

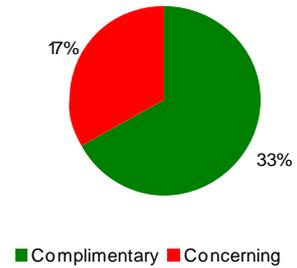
Negative

- Rumours of swine flu caused unfavourable coverage for tourism.

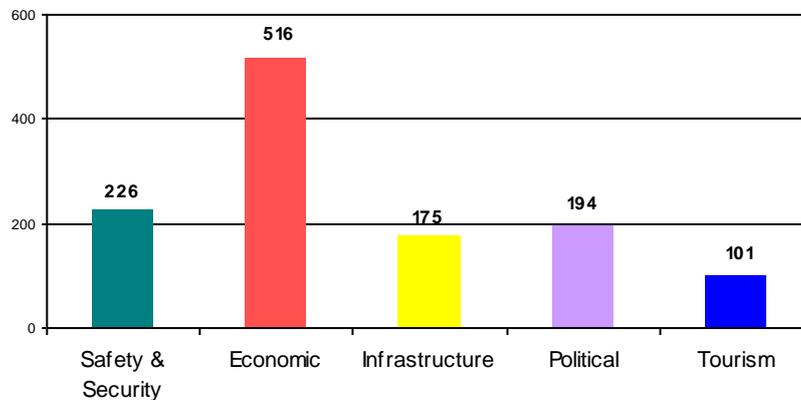
Western Cape Annual Image: Topics Continued (by clip count)

2010

Print	Concerning	Complimentary
Safety & Security	242	363
Economic	446	784
Infrastructure	48	245
Political	172	256
Tourism	29	85



2010 coverage mentioning the Western Cape produced more complimentary coverage (33% of 2010 coverage) for the five topics than concerning coverage (only 17%).



Unlike national coverage (where tourism took the lead) coverage on the Western Cape mostly pertained to economic, safety and political issues. Political coverage resulted from mention of Helen Zille and Marthinus van Schalkwyk, while safety plans to curb crime, as well as the decline in crime and violence in Cape Town, generated coverage during 2010.

Prominent Issues (2010)

2010 Issues according to Topics and Favourability 2010 FIFA World Cup

SAFETY & SECURITY

Positive

- The City of Cape Town was said to be the City that 'really does have it all', following reports that the City's preparations were on track, including safety and security during the World Cup.

Negative

- The beginning of 2010 saw negative coverage on the safety concerns during the event. World Cup will see open season for crime. It was reported that Xenophobia was no different since 2008 and therefore the situation had not improved ([Saturday Dispatch, 10 July 2010](#)).

ECONOMIC

Positive

- The increase in interest in the South African property market generated positive coverage during 2010. It was pointed out that between December 2009 and February 2010 about 70% of all their sales in the Western Cape metro region had been cash.

Negative

- They huge costs to run stadiums generated unfavourable coverage and after the World Cup there was concern raised that these expensively built stadiums were going to be 'white elephants' ([Herald \(Morning Final\), 25 May 2010](#)).

INFRASTRUCTURE

Positive

- It was reported that the World Cup has resulted in a massive R14,5 billion infrastructural development boost for Cape Town.

Balanced

- It was reported that stadiums reached their goals regarding preparation and readiness for the event, but that roads need attention.

Negative

- Taxi bosses threatened more strikes, while other strikes during 2010 included the Transnet strike, bus driver strike and municipal strikes.

POLITICS

Balanced

- It was said that South Africa has been a special place to live in during 2010. South Africans decided to define themselves as patriots in a progressive and innovative way.

Neutral

- It was said that President Jacob Zuma lauded former President, Thabo Mbeki's role in the World Cup success.

Negative

- The DA called the ANC's 'full scale assault' on eNews to force the channel to identify criminals interviewed on air, as an attempt to muzzle the media. The ruling party urged eTV to help the police arrest two masked men who told of plans to commit crimes during the 2010 FIFA World Cup in a programme aired.

TOURISM

Positive

- According to a study carried out by the University of Cape Town, more than 80 percent of visitors during the soccer World Cup would likely return to the country in the future for a holiday. The research focused on soccer tourists' perceptions of the tournament in the context of crime safety and their likelihood of returning as tourists or recommending South Africa as a tourist destination. The comprehensive and rigorous research study confirms that in general the FIFA 2010 World Cup was a success in the context of perceptions of safety and security.
- Nelson Mandela Bay Tourism, together with the municipality, encouraged the tourism sector to minimise its environmental footprint ([Herald \(Morning Final\), 6 April 2010](#)). In line with environmental consideration, the Western Cape was said to become the first province to develop a policy on the green procurement of all goods and services, to help reduce its environmental footprint and influence the behaviour of suppliers ([Cape Argus \(City Late\), 8 July 2010](#)).

Neutral

- Neutral coverage emanated mostly from World Cup guides, tourist attractions, events and promotions.

Balanced

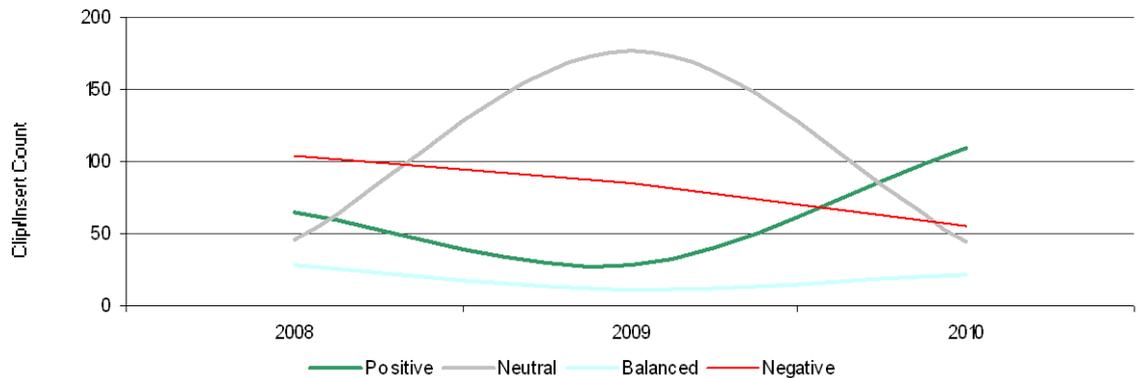
- 'Weighing the World Cups worth' was an article published in several publications on the stadiums' cost which was twice what visiting fans spent. The benefits are tangible and the returns on investments would be complex and hard to measure. But analysts said a tangible profit can only be reached if the events' leadership lessons are applied across the economy and if the positive messages it sent about SA are sustained. While the tournament gave SA a measure of protection from the global recession, it could not fend off the worst of the storm or the loss of a million jobs over the past 20 Quarters ([Sunday Times, Business Times, 22 August 2010](#)).

Negative

- It was reported in several publications, including the Cape Times, that there are some concerning trends in tourism emerging even before the World Cup kicked off.

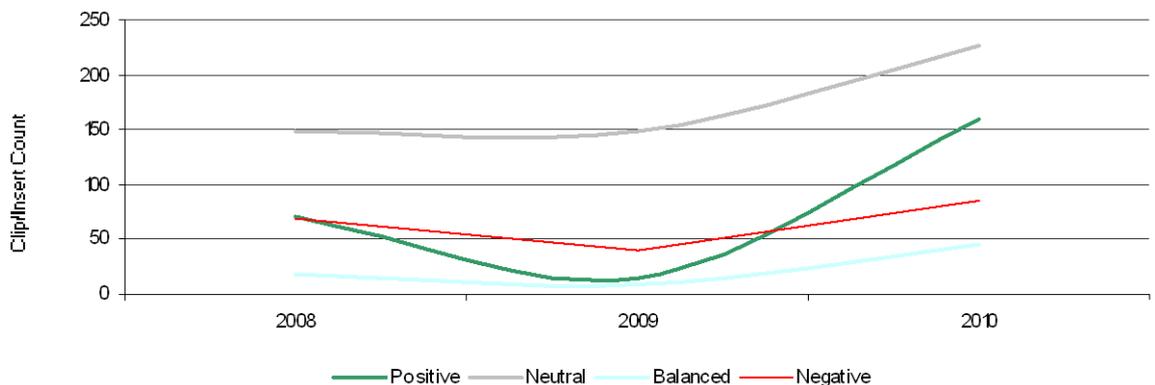
Western Cape Overall Trends: Topics (by clip count and Image)

Safety & Security



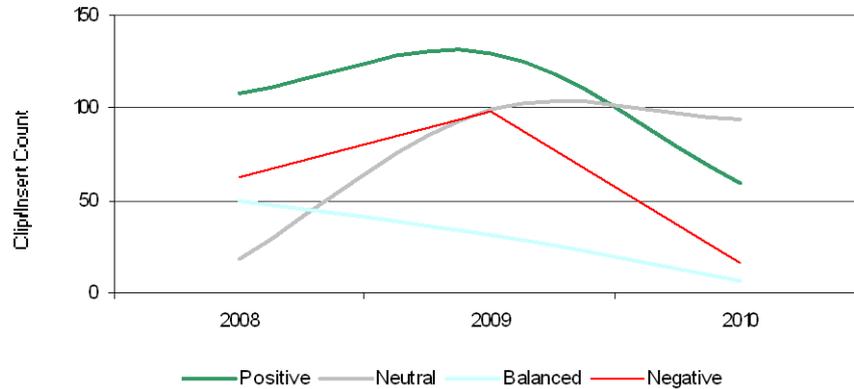
It is evident from 2008 coverage on the Western Cape, that positive coverage started off slowly until a low point in 2009, but increased its way up to 2010. Positive coverage in 2008 reflected a moderate clip count and increased up to 2010, as a result of more coverage during the event. Negative coverage shows a declining trend line from 2008 – 2010. The higher incident of positive coverage during 2008 when compared to 2009, resulted from violent crime figures showing a decline of 32% during 2008. In 2009 crime related incidents started dominating coverage again.

Economic



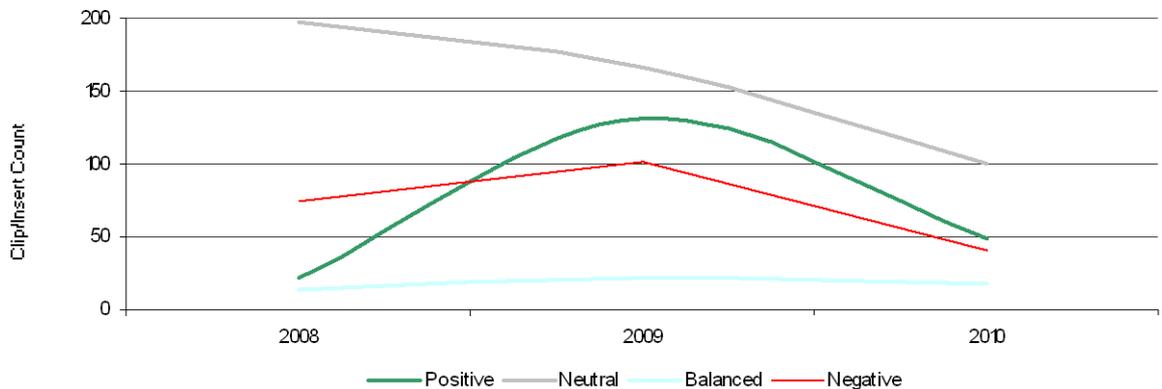
Positive and negative economic coverage shared the same sentiment during 2008, while positive coverage surged above the negative trend line as a result of economic benefit from the event in 2010, especially the property market and tourism. Negative coverage in 2010 pertained to the reported overspending and high cost of stadiums.

Infrastructure



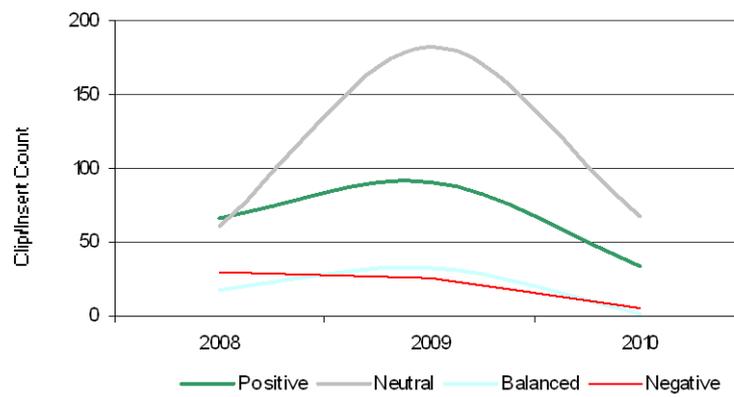
Coverage on infrastructure showed an increase during 2009 in positive, negative and neutral coverage from infrastructural concerns, issues and preparations only a year before the event. Negative coverage sharply declined from 2009 to 2010 when it was certain that everything was on track to host the event. The many projects born as a result of the World Cup, contributed favourably to coverage on Cape Town, including transport projects, widening the Koeberg interchange, etc.

Political



2009 saw more political coverage than the other two years, probably owing to national and provincial elections. Negative coverage in 2009 came from the DA's concern about the inadequacy of information on preparations for the World Cup. Positive coverage during 2010 dominated over negative.

Tourism



Positive coverage during 2008 on tourism in Cape Town emanated from recommendations of the appointment of Cape Town Tourism to perform the destination marketing and visitor services for the city for the three year period until 2010. Many clips covered the attractions and benefits of touring to South Africa, resulting in favourable coverage, while negative coverage resulted from possible overcharging tourists for accommodation.

WESTERN CAPE TOP PUBLICATIONS (by clip count and AVE value in Rands)

2008

	#	AVE
	899	19952,849
CAPE ARGUS (City Late)	347	5,374,663
CAPE TIMES	147	1,789,949
DAILY VOICE	29	822,538
STAR	44	2,058,196
SUNDAY WEEKEND ARGUS	24	503,996
MERCURY (Durban)	38	476,679
CAPE ARGUS (Late Final)	25	470,964
PRETORIA NEWS	39	376,371
BUSINESS DAY (Final)	29	638,836
BUSINESS REPORT (National)	28	2,038,807
SUNDAY TIMES, Business Times	22	1,559,827
SATURDAY WEEKEND ARGUS, Life Etc	25	926,987
SOWETAN (Late Final), Sport	46	1,394,611
DAILY SUN, Sport	30	1,357,601
WITNESS (Durban)	26	162,824

2009

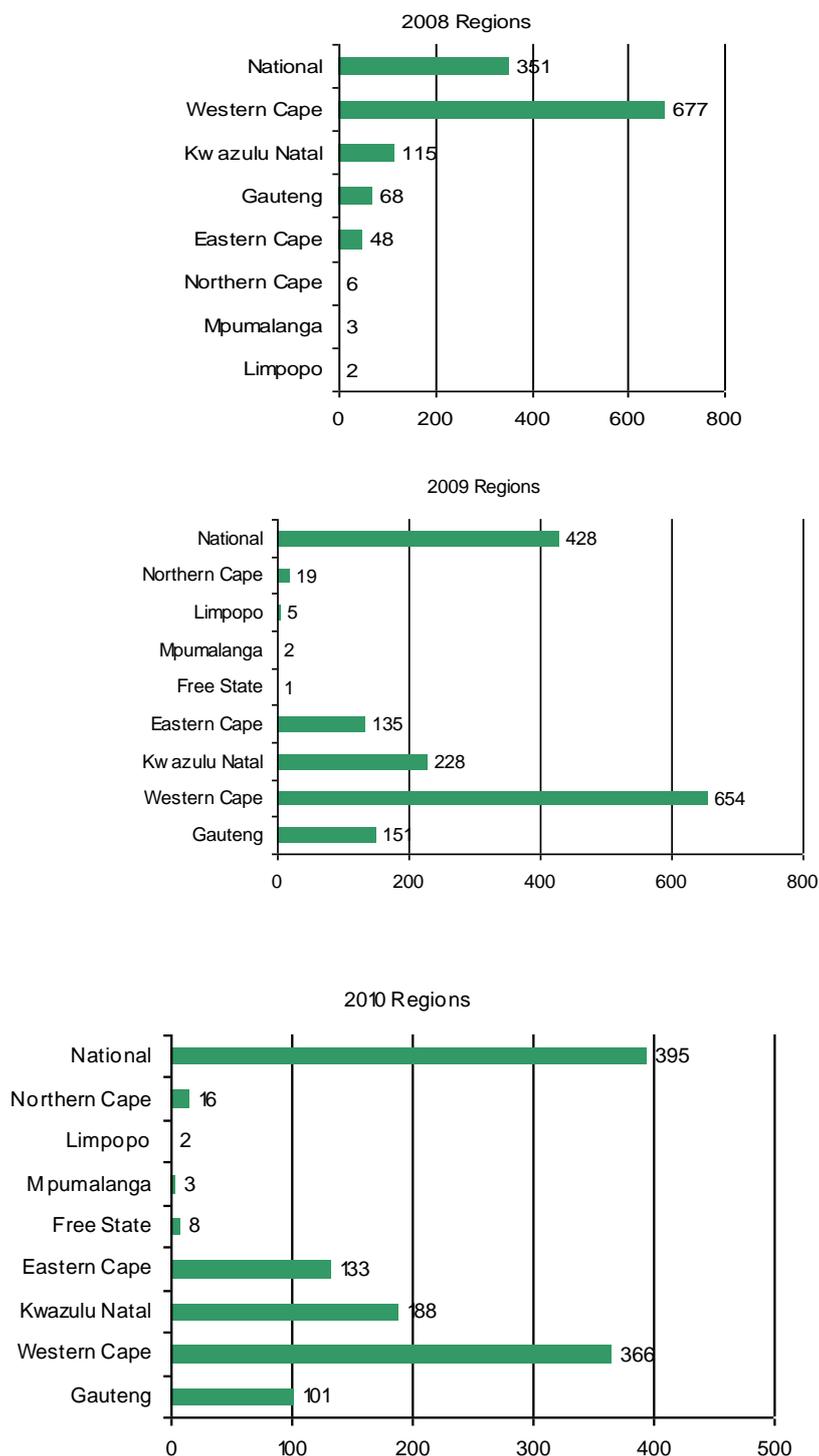
	#	AVE
	3,231	63,022,535
CAPE ARGUS (City Late)	199	4,020,575
CAPE TIMES	101	1,941,528
MERCURY (Durban)	60	1,146,412
PRETORIA NEWS	59	728,843
HERALD (Morning Final)	49	559,732
WITNESS (Durban)	49	386,996
DAILY VOICE	45	1,227,111
CAPE TIMES, Supplement A	36	1,241,965
STAR	34	1,790,326
TIMES, THE (First Edition)	34	1,281,292
CAPE ARGUS, Supplement A	33	1,436,069
SOWETAN (Late Final)	33	1,051,625
DAILY VOICE, Supplement	32	1,076,665
CITIZEN (Second Edition)	32	404,706
SOWETAN (Late Final), Sport	26	928,598
WEEKEND POST	26	281,073

WESTERN TOP PUBLICATIONS CONTINUED 2010 (by clip count and AVE value in Rands)

	#	AVE
	679	24150,985
CAPE ARGUS (City Late)	115	3,797,025
CAPE TIMES	84	2,016,600
STAR	56	5,072,620
BUSINESS DAY	54	1,023,393
PRETORIA NEWS	53	1,252,560
HERALD (Morning Final)	49	1,701,347
DAILY NEWS (Deadline)	44	1,963,340
WITNESS	37	495,659
MERCURY	35	610,357
BUSINESS REPORT (National)	33	2,604,316
SOWETAN (Late Final)	27	1,007,907
DAILY VOICE	22	1,117,408
DAILY DISPATCH, Sport	20	295,317
SOWETAN (Late Final), Sport	18	676,000
TIMES, THE (Second Edition)	16	323,300
DAILY DISPATCH, Sport	20	295,317

WESTERN CAPE REGIONS (by clip count)

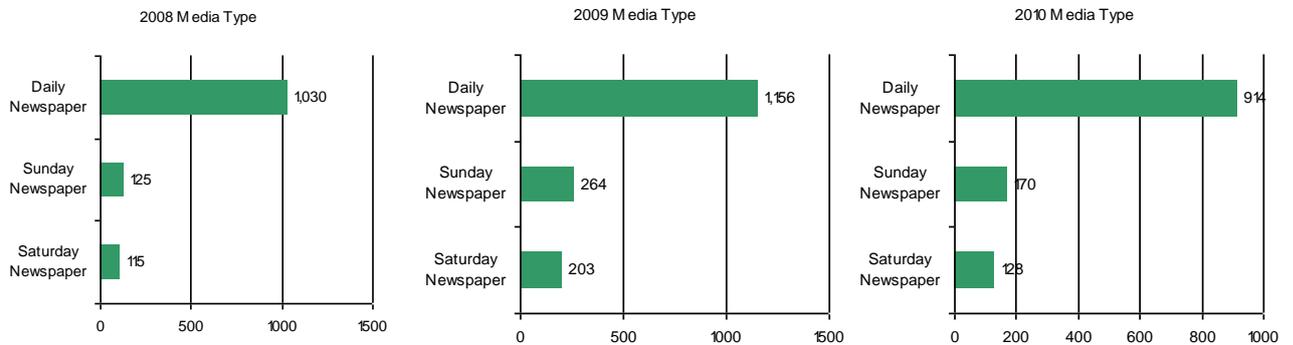
Annual Region



Coverage on the Western Cape in relation to the 2010 World Cup featured mostly in National publications during 2008, but soared in Western Cape publications during 2009 covering the run-up to the event. 2010 showed a slight decrease in national publications, but significant decrease in Western Cape publications.

WESTERN CAPE MEDIA TYPE (by clip count)

Annual Media Type



In line with National coverage, Western Cape coverage also pertained mostly to daily newspapers, followed by Sunday Newspapers. Sunday newspapers took the lead over Saturday papers as a result of extensive coverage in the *Rapport*, published on Sundays.

NET VALUE (by topical issue per year for National and Western Cape coverage)

2008 National

Print	Positive	Negative	Net Value
Safety	277	457	-180
Economic	212	300	-88
Infrastructure	341	224	+117
Political	37	259	-222
Tourism	211	115	-96
TOTAL Net Value	1,078	1,355	-277

2008 Western Cape

Print	Positive	Negative	Net Value
Safety	65	104	-39
Economic	70	68	+2
Infrastructure	108	63	+45
Political	22	75	-53
Tourism	66	30	+36
TOTAL Net Value	331	340	-9

2009 National

Print	Positive	Negative	Net Value
Safety & Security	109	352	-243
Economic	26	138	-112
Infrastructure	388	290	+98
Political	459	434	+25
Tourism	231	99	+132
TOTAL Net Value	1,213	1,313	-100

2009 Western Cape

Print	Positive	Negative	Net Value
Safety & Security	29	85	-95
Economic	14	40	-26
Infrastructure	130	98	+32
Political	131	101	+30
Tourism	91	26	+65
TOTAL Net Value	395	350	+45

2010 National

Print	Positive	Negative	Net Value
Safety & Security	363	242	+121
Economic	784	445	+339
Infrastructure	245	48	+197
Political	256	172	+84
Tourism	85	29	+56
TOTAL Net Value	1,733	936	+797

2010 Western Cape

Print	Positive	Negative	Net Value
Safety & Security	104	56	+48
Economic	159	85	+74
Infrastructure	59	16	+43
Political	45	38	+7
Tourism	33	5	+28
TOTAL Net Value	400	200	+48

ADDENDUM A - AVE METHODOLOGY

ADVERTISING VALUE EQUIVALENT (AVE)

The purpose of AVE analysis is to try to compare the below the line PR effectiveness with the above the line purchased advertising impact.

The advertising rate a particular publication charges is a reflection of its relative credibility and reputation within its industry sector. The ad rate measurement, or AVE, is therefore a credible method of measuring PR effectiveness.

PRINT MEDIA – STANDARD VALUE

An AVE for each article is determined by measuring the whole article and applying the ad rate from the relevant publication.

- Newspapers – Area calculation on a cost per square centimetre.
- Magazines – Area calculation on a cost per square centimetre.

Changes to advertising rates are updated as and when the publishers update.

STANDARD REPORTS GENERATED BY THE SYSTEM:

Print

Statistical Overview A1.1

Media A1.3

Regions A2.3

Publications

Broadcast

Statistical B1.0

PRINT MEDIA – CIRCULATION VALUE

A Publication is graded according to its ABC circulation weighting factor. The following table gives the multiplication factor to the Standard AVE value to determine the Circulation AVE value.

X 1	1-49
X 2	50-99
X 3	100-149
X 4	150-199
X 5	200-249
X 6	250-299
X 7	300-349
X 8	350-399
X 9	400-499
X 10	500-599

BROADCAST MEDIA

Radio and television have a drive time or peak viewing time consideration in their ad rate tables.

The AVE for each radio or television insert is determined by calculating the duration of the insert in seconds and applying the broadcast rate to the relevant timeslot.

- TV ad rate per 30 seconds, calculated in seconds
- Radio ad rate per 30 seconds, calculated in seconds

Rates used are supplied by the respective stations on a monthly basis.