

**YOUTH MONTH ACTIVATIONS 2019**

**PLATFORM ACTIVATIONS**

All platforms will cover content geared towards the youth month, this will also include on-air, on digital and on the ground.


<b>RADIO 2000</b>			
In celebration of Youth Month (June 16) and 25 years of democracy			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
4 <sup>th</sup> June	Drakenstein Prison in Paarl	1 <sup>st</sup> hour – interviews with inmates raging from various crimes to be coordinated through DCS  2 <sup>nd</sup> hour – Activities rehabilitating inmates and interviews with inmates doing artwork and studying, SEDA, NYDA re opportunities provided by these institutions post prisons  3 <sup>rd</sup> hour – Correctional Services officials, motivational speakers and entertainment(the idea is to use djs from SABC stations in regions: Cape Town(Reddy D), (KZN(Sqemeza) and Joburg(Glen Lewis)	Phat Joe and The Family 06:00-09:00
10 <sup>th</sup> June	Durban Westville Prison	On air content will follow the method used on the 4th	Phat Joe and The Family 06:00-09:00
14 <sup>th</sup> June	Sun City prison	On air content will follow the method used on the 4th	Phat Joe and The Family 06:00-09:00
<b>LOTUS FM</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
9 <sup>th</sup> June	SABC M1 Durban office	The Bhakthi Sangeeth show will have a special broadcast to commemorate Youth Month. The station has partnered with the South African Hindu Maha Sabha.	The Official Drive with Lloyd Paul
17 <sup>th</sup> June	Nelson Mandela Youth Centre in Chatsworth	A special youth programme is planned for the afternoon	The Official Drive with Lloyd Paul
<b>5FM FM</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
12 <sup>th</sup> June	Auckland Park	Youth in Conversation Dialogue	Simulcast




<b>SABC PR &amp; COMMUNICATIONS</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
14 June	SABC Radio Park Foyer	SABC in partnership with Academy of Sound Engineering campuses with host a Career Expo for the SABC Youth Tour Groups visiting the SABC on the day to expose them to alternative education and employment paths that they can follow in the media, broadcasting and entertainment world within which SABC exists.	Live crossing from 5 FM an R 2000 TBC

<b>SAFM</b>			
<b>THEME "SAFM Youth In Dialogue"</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
13 June	Hall 10, Nasrec	<p><b>Youth Month Lecture</b></p> <p>The focal point will be hosting a live lecture between 15:00 – 18:00, and will be facilitated by Masechaba. Panel: Mr. Mcebisi Dlamini, Mr Enos Ngutshane &amp; 2 other panel members. This is in partnership with the department of Education</p> <p>Focus of the lecture: In celebration of 25 Years of Democracy and the current status quo of universities and FET's, is access to free and fair education feasible?</p>	The Focal Point with Masechaba 15:00 – 18:00
15 June	Lebos' Backpackers Soweto	SAFM will broadcast live from Soweto from 13:00 -16:00 with Mathumo Manaka. Station is partnering with Oprah School, where prior to the broadcast, there will be a Soweto visit/tour with 10 Oprah girls, from the backpackers to Vilakazi street, Hector Peterson, former home of Nelson Mandela as well as where Bishop Desmond Tutu lives, linking the broadcast to the story of James Sofasonke, who was known as the "Father of Soweto"	Good Vibe with Mathumo 13:00 – 16:00
16 June	Hector Peterson Soweto	The Jet Set Breakfast with Michelle Constant from 07:00 – 10:-00 will broadcast live from Hector Peterson.	The Jet Set Breakfast with Michelle 07:00 – 10:00
16 June	Hall 10 Nasrec	One Million Tshepo Talk, Youth Empowerment dialogue hosted by the Premier of Gauteng. The dialogue starts at 10:00am. The 10:00 – 13:00 show will broadcast from there	The World Stage with Shado 10:00 – 13:00
21 June	Linder Auditorium, Wits University	Concert Refugees in partnership with Turquoise Harmony Institute featuring Sibongile Khumalo, Buskaid, Pops Mohamed, Yvonne Chakachaka, Gcina Mhlophe	Live recording

<b>UKHOZI FM</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
20 <sup>TH</sup> JUNE	SABC M1 Durban office	will host a symposium on “how youth can play an active role in curbing unemployment”	Sithakela Isizwe

<b>MOTSWEDING FM</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
16 June	Maboloka Sports Field, Brits	 <p>MZ Ngwenya Foundations Host a free youth concert to address the social issues affecting the youth : local Economic Development; Skills Transfer ; Small Business Development; Eradicate drug abuse etc.</p>	Crossings 12:00-00:00

SABC 1 & Motsweding FM												
DATE	VENUE	SYNONPSIS	OUTSIDE BROADCAST									
13 <sup>th</sup> June	Potchefstroom Madiba Banquet Hall	Youth Symposium  Positioning Remains = #OWNYOURSPACE Key Communication Message 2019 = Navigating Through this thing called Life.	Daily Thetha @ 10:30 - 11:30 focus on issues that impact young people in the North West Province									
		<table border="1"> <tr> <td style="background-color: red; color: white;"> <b>MENTAL HEALTH –</b>            Stress, Anxiety, Depression &amp; Suicide         </td> <td style="background-color: red; color: white;"> <b>EDUCATION –</b>            Coping Mechanisms, On line Studying, Career Guidance &amp; Study Tips,         </td> <td style="background-color: red; color: white;"> <b>Violence -</b>            Sexual Harassment, Bullying, Conflict between Students and Teachers         </td> <td style="background-color: red; color: white;"> <b>Digital &amp; Technology</b>            - The impact of social media ( Fourth Industrial Revolution)         </td> </tr> <tr> <td></td> <td> <b>Grade 11 &amp;12</b>            Preparing for College and Selecting the right Varsity;         </td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> </table>	<b>MENTAL HEALTH –</b> Stress, Anxiety, Depression & Suicide	<b>EDUCATION –</b> Coping Mechanisms, On line Studying, Career Guidance & Study Tips,	<b>Violence -</b> Sexual Harassment, Bullying, Conflict between Students and Teachers	<b>Digital &amp; Technology</b> - The impact of social media ( Fourth Industrial Revolution)		<b>Grade 11 &amp;12</b> Preparing for College and Selecting the right Varsity;	-	-	@ 13:00	
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			Funding/Bursaries; Selecting the right course			
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<b>PHALAPHALA FM 10 – 17 June</b>		
Time	Programme	
Monday - Friday		
07h00 -09h00	Vhandilani	Profiles of Young people who are doing amazing things in the community .E.G creating job opportunities.
09h00 -12h00	Nne na Vhone	Profiles and interviews with young men and women who are successful in different areas . The 360 Disability quests will young men and women. Book Review to profile young athours.
12h00 -15h00	Tshiko	I rema nga Lunwe: Small business developmental feature that will carry interviews on small businesses started by young people.
15h00 -18h00	Dzia Orowa	Profiles of NPO, NGOS formed by young people . Case studies of challenges faced by young people and how they overcame them. Music Mixes by young male and female DJ'S. interviews with young people with outstanding academic achievement to motivate other young people to persevere in studying. Young overcoming Alcohol and Drug Abuse
Saturday		Music Mix tapes by young people in various music programmes.
Imaging	Liners of positive and inspirational messages by young people .	
Sunday 07h00 -09h00 : Gondo vhugala		
08h30-09h00 Vhutanzi : Testimonies of how young people overcame life's challenges through prayer.		
Vhugala Tenga: Quest Artist of the week: 11h30 -12h00: Young South African R&B Artist.		
Kha ri Konane : Profiles of young people living with Disabilities.		

<b>MOTSWEDING FM</b>			
<b>DATE</b>	<b>VENUE</b>	<b>SYNONPSIS</b>	<b>OUTSIDE BROADCAST</b>
17 <sup>TH</sup> ; 20 <sup>th</sup> ; 21 <sup>st</sup> & 28 <sup>th</sup> June	Northwest, Klerksdorp & Gauteng	Focus on correctional rehabilitation centres. Issues of discussion will be rehabilitation programmes designed for offenders (focusing on youth), gangsterism, and it will include a tour with two invited guests between the ages of 18 to 25 to experience the correctional centres.	Lockdown prison broadcasts

