



ANC TODAY

ONLINE VOICE OF THE AFRICAN NATIONAL CONGRESS

ELECTION ADVERTISING | BY JESSIE DUARTE

A great opportunity for South Africans to talk to each other

VIEW



POINT

In an historic occasion, both in the evolution of South African politics and in the development of broadcasting, the 2009 elections will mark the first time that political parties are allowed to advertise on television. The ANC sees this as a valuable opportunity to broaden the engagement among South Africans on the challenges that face our country.

From its formation, the ANC played the role of a 'Parliament of the People', providing a forum where all of the country's peoples could gather to debate their future and agree on common courses of action. This spirit has survived across the decades.

In 1955, it was this that inspired the Congress of the People, which brought together demands from across the country into a vision of a new society. In the period leading up to the 1994 elections, it was this that inspired the People's Forums in which ANC leaders went out to listen to the needs of the people.

And it was this spirit that inspired our call last year for members of the public to make suggestions for inclusion in the ANC's 2009 election manifesto. Under the theme of 'My ANC. My Vision. My Future.', we mobilised over 3,000 submissions via e-mail, sms and post. What was remarkable about the responses was how freely they expressed the concerns, challenges and vision of a broad cross-section of South Africans.

These suggestions were extremely encouraging, and profoundly enriched the ANC 2009 Elections Manifesto that we launched in East London on the 10 January. Inspired by this experience, we decided that our elections communications campaign should, to the greatest extent possible, feature the voices of ordinary South Africans.

We decided that it was important that South Africans themselves should reflect on the achievements of the last 15 years. By the same measure, we want them to reflect on the shortcomings, and on the things that still need to be achieved.

We are determined that we should not gloss over the problems our people still face. We want this election to be about real issues. And for that we want to hear real voices. But most importantly, we want to engage in a national discussion on the practical things we, together, need to do in the next five years.

The ANC, assisted by the suggestions from the public, has developed a plan that aims to address the major challenges facing the country. It is a plan that builds on our achievements, and aims to accelerate the process of positive change.

We have initiated a process of engagement on these plans. We have gone online - setting up an interactive website and mobisite, and making use of social networks to involve people in the discussions. A number of ANC leaders will be using this space to write blogs on issues, and to discuss them with the public.

We are also sending out our candidates and campaign workers to localities across the country to meet with voters directly. They are going from house to house to discuss our plans with the people, and to elicit their views and concerns. This is supported by our above-the-line advertising campaign.

WEEK IN REVIEW

Ban Ki-moon visits South Africa | UN Secretary General Ban Ki-moon visits South Africa on the first leg of an African tour. Follow a meeting with President Kgalema Motlanthe he holds discussions with ANC Presider Jacob Zuma. He also announces the UN will donate R100 million for greening the 2010 Soccer World Cup

Recession stalks SA as economy shrink by 1.8% | SA economy contracted for the first time in a decade signalling that the country may slip into recession. manufacturing was the main culprit behind the steepest fall in output since 1992.

ANC finalises candidates' lists | The ANC finalises its list of candidates for parliament and the provincial legislatures. It selects a group of candidates that will be able to work together with all South Africans to build a better future.

THIS WEEK IN HISTORY

28 February 1956: The Separate Representation of Coloured Voters Act is passed, removing Coloured voters from the common voters roll in the Cape and placing them on a separate roll.

4 March 1963: Walter Sisulu is convicted of having incited a stay-at-home of African workers in protest at the Republic of South Africa Constitution Act of 1961. He is sentenced to six years' imprisonment but was released on bail and placed under a 24-hour house arrest.

3 March 1988: South Africa's envoy to the United Nations, Les Manley, storms out of a Security Council meeting after accusing the Council of conducting a "vindictive vendetta" against apartheid South Africa.

We are making use of print, radio and television to raise the issues that affect people and stimulate discussion. But beyond discussion, we want to galvanise South Africans into common action to do even more than we have already achieved.

What we have achieved to date, we have done by working together as a nation. Working in partnership we believe we can do even more. Our TV commercials series feature ordinary South Africans talking about real issues.

The people used in the commercials recognised the work that has been done by the ANC together with all South Africans. But they remain mindful that delivery needs to be accelerated, more decent jobs need to be created, crime needs to be dealt with, and poverty needs to be alleviated.

Each in their own way, the characters challenge the ANC to continue to work with the people to achieve even more. They challenge the ANC to remain accountable and responsive to people's needs.

Each commercial ends with ANC president Jacob Zuma accepting the challenges from these South Africans. By working together, he says, the ANC and people of this country can do a lot more to improve on the gains made since 1994.

Today, Friday 27 February, we will flight on SABC 1 at 21h30 the first of the series of ANC television commercials and we will become the first political party to advertise in South African electoral history.

>> Jessie Duarte is a member of the ANC National Executive Committee and
>> National Spokesperson.

>> For a sneak preview of the first ANC TV commercial, go now to
>> www.myanc.org.

A FUTURE SOUTH AFRICA

A society where all feel equally at home



The ANC's vision for South Africa is best captured in a document written over 50 years ago. It says that South Africa belongs to all who live in it, black and white.

The document was the Freedom Charter, and the occasion was the Congress of the People in Kliptown. That simple, but bold, statement underpins everything the ANC has worked for over many decades, and continues to be its guiding vision of a new society.

Throughout its history, the ANC has been consistent in its objectives, and remains unwavering in its pursuit of a society in which all people can have an equal claim and all may enjoy equal opportunities.

While circumstances may change, as strategies and tactics have to be adjusted, the ANC has resolutely stood by this goal. There was a time when conditions required a campaign of international isolation of the apartheid government. At another time, defiance of unjust laws. Now, thanks to the successful struggles of the South African people, we can pursue this goal through the democratic process.

We have come a long way along the road towards the achievement of this South Africa. In 15 short years we have consigned the political system of apartheid to the dustbin of history, and have firmly entrenched a democratic order based on the will of the people.

We have also grappled with the legacy of that system, pushing back the frontiers of poverty and improving the lives of millions of our people.

LATEST STATEMENTS

ANC President Jacob Zuma listens to community concerns in Delft and Emfuleni, 21 February 2009

<http://www.anc.org.za/show.php?docs/pr/2009/pr0221.html>

Mandela attended ANC rally at own request, 22 February 2009

<http://www.anc.org.za/show.php?docancdocs/pr/2009/pr0222a.html>

'Stop a disinformation campaign against the ANC' - Zuma, 22 February 2009

<http://www.anc.org.za/show.php?docancdocs/pr/2009/pr0222.html>

Candidates that will work together with all South Africans, 25 February 2009

<http://www.anc.org.za/show.php?docancdocs/pr/2009/pr0225a.html>

'ANC aims for more than two-thirds' - Zuma, 26 February 2009

<http://www.anc.org.za/show.php?docancdocs/pr/2009/pr0226.html>

LATEST SPEECHES

Address by ANC President Zuma at International Cooperatives Conference, 24 February 2009

<http://www.anc.org.za/show.php?docs/speeches/2009/sp0224.html>

Address by ANC President Jacob Zuma to Business Unity SA, 25 February 2009

<http://www.anc.org.za/show.php?docancdocs/speeches/2009/sp0225.htm>

But we still have some distance to go to achieve the goal of a South Africa that belongs to all. Even after 15 years, the bulk of the country's wealth remains in the hands of a few - mainly white, mainly male, overwhelmingly urban.

Most opportunities for advancement fall to those with access to resources and skills. This means that even while we have reduced the number of people living in poverty, the gap between rich and poor has increased.

So if we are to build a country that belongs to all, we need to make faster and more meaningful progress on the critical issue of skills development. Universal access to quality education is probably the single most important element of any effort to break the cycle of poverty.

We want to make sure that a child born to a poor family will, through access to decent education, be able to achieve a better economic position than their parents. And that their children will, in turn, be able to advance further still.

In that way, rather than reproducing poverty generation after generation, we will be ensuring that the wealth of the nation becomes ever more equitably distributed among its people.

Working together as South Africans, we have already done much to improve education, grow the economy and create jobs.

We have also worked to ensure that poor South Africans are able to access some of the country's most basic resources - land, water, energy. These are all national resources that have long been denied to millions of our people.

Providing poor people with land, houses, water and electricity - which we have done on an unprecedented scale - is therefore not merely about keeping election commitments. It is about transferring the nation's wealth to its most needy citizens. If South Africa is to belong to all who live in it, there can be no person without access to the country's water or energy resources.

If South Africa belongs to all who live in it, we cannot remain with a situation in which most arable land is in the hands of a small minority. We must speed up land reform so that those who live on the land can own it, work it, earn a living from it, and produce sufficient food for themselves and for society at large.

If South Africa belongs to all who live in it, then it is essential that all its people have a say in determining how it is run. Government for the people, by the people, of the people. We have a resilient and tested democratic system at all levels. The challenge we have is to involve people to participate in governance and decision-making in a more direct manner. They need to be setting the development priorities for their community. They need to be deciding how to allocate public resources.

We envisage a society in which the divisions of the past are healed, not merely through trying to change attitudes, but also through changing the material conditions under which our people live. We envisage a society in which opportunity and prosperity is shared equally among all citizens.

We envisage a society in which all citizens, black and white, women and men, have a meaningful say in determining the country's direction. Importantly, we envisage a society in which all our people can feel equally at home; a country which belongs to them, and to which they belong.

UPCOMING EVENTS

ANC President attending Incwala ceremony
Saturday 28 February 2009
Mtenguleni province, Eastern Zambia
10h00.

ANC Deputy President will be visiting Limpopo Province
Saturday 28 February 2009
Mopani Region
09h00 - 09h45 Courtesy visit to Kgoshi Modjadji

09h30- 10h00 Door to Door at Mokwakwaila Village

10h00- 12h00 Mini Rally at Mokwakwaila Stadium

12h00-13h00 Lunch with Business Traditional and Religious Leaders

Vhembe Region

14h00-14h40 Address Church Conference at Calvary Church in

Lwamondo Village

15h00 - 16h15 Door to Door and walk about at Thoyohandou Township and Shopping Complex

19h00 Gala Dinner with Business and Academics at Bolivia Lodge

ANC President visit Jolivet, Ixopo
Sunday 01 March 2009
for official handover of house to pensioner Chonco
09h00.

ANC President to address Rally
Sunday 01 March 2009
Chartsworth, Durban
12h00.

ANC Deputy President will be visiting Limpopo Province
Sunday 01 March 2009
Capricorn Region
08h30- 09h30 Church Service at Lebowakgomo

09h30-11h00 Door to Door at Lebowakgomo

12h00-13h00 Lunch with Kgoshi Mothiba at the Tribal Council

13h00-14h00 Mini Rally at Ga Mothiba at Ngwanalaka School