

**KEYNOTE ADDRESS BY THE EXECUTIVE
MAYOR OF WATERBERG DISTRICT
MUNICIPALITY CLLR N.R.MOGOTLANE
DURING THE LAUNCH OF RISE`n SHINE
NEWSPAPER HELD ON 30 SEPTEMBER 2011
AT WATERBERG CONVENTION CENTRE IN
MODIMOLLE LOCAL MUNICIPALITY AT
18H00.**

Programme Director,

Mayor of Modimolle Local Municipality Cde Kgaretja Lekalakala,

Mayors from our local municipalities,

Councillors present,

Rise `n Shine Group Chief Director Mr Mkhananisa,

Rise`n Shine Group Executive Officer Mr Maepa,

Staff of Rise`n Shine,

Business Chambers present,

Distinguished Guests,

Ladies and Gentlemen.

Good Evening.

It is a great honour for me to be part of this grand occasion. On behalf of the citizens of the Waterberg District Municipality I take this opportunity to welcome in our area, a baby called Rise`n Shine. We all know that when a baby is born, there is a feeling of achievement, joy and satisfaction.

I appreciate the way you coined your brand pay off line: **“What’s Your Story”** which encourage people to participate by telling you their stories. Waterberg District Municipality’s pay off line is **“on the go for growth”** because of many developments that are taking place in our area means we have got more stories to tell.

Programme Director, Section 32 of our Constitution subsection (1) states that everyone has the right of access to any information held by the state. And Section 21 subsection (1) of the Municipal Systems Act 32 of 200 states that **when anything must be notified by a municipality through the media to the local community in terms of this act or any other applicable legislation, it must be done-**

- **In the local newspaper or newspapers of its area;**
- **In a newspaper or newspapers circulating in its area and determined by the Council as a newspaper of record; or**
- **By means of radio broadcasts covering the area of the municipality.**

The Waterberg District Communication Strategy contains a number of communication objectives which includes amongst others the following:

- **To ensure access to government information by communities;**
- **To ensure that communities are informed of services and opportunities presented by government in the District; and**
- **To build and maintain a positive relationship between the media and government;**

Ladies and gentlemen, I am articulating these pieces of legislation to demonstrate how our democratic government, led by African National Congress (ANC) is serious about implementing Bath Pele Principles and promoting transparency in the dissemination of information about what government does.

Before cabinet adopted the National Government Communication Strategy in June 2011, it was seriously and robustly debated and informed by the following concerns:

- Cabinet felt that Government Communicators are not doing enough to inform the public about the work of government; and
- That service delivery protests are caused by government`s failure to communicate effectively to communities.

Hence the strategy puts more emphasis on using all communication platforms available to inform our communities about service delivery issues. Presently we have only one Radio Station (Mokopane Radio Station) that is broadcasting within a particular area of the District. Most of our communities rely on radio for information. As government we are obliged to communicate in the language that majority of our people understand, but it is still a challenge. Through partnership and the creation of positive relationship with the media houses, we can be able to deal with some of these issues.

Programme Director, it is my belief that the launch of Rise`n Shine newspaper will increase communication platforms in the District to deliver government messages and information to our communities. As the new baby in the District you are going to encounter serious competition and you will grow with time. Objective reporting will earn you trust among the readership in the District. There are other publications in the District that operate only at local municipal level. We really appreciate that your publication will be distributed District wide in all six local municipalities. Make sure that your distribution plan does not exclude our rural communities. Waterberg is a rural District and we shall appreciate distribution of your publication to all the corners of our area.

Programme Director I am not here to make a political speech, but to outline some of the challenges that one encounters in order to reach the top.

Ladies and gentlemen let me conclude by wishing Rise`n Shine a long and prosperous life and working together we can do more to provide our communities with information about service delivery.

I THANK YOU