

**MEDIA & PUBLIC RELATIONS ACTIVITY REPORT-**

**FEBRUARY 2020**

**For**

**THE DON MATTERA LEGACY FOUNDATION**

**By**

**FUNDI COMMUNICATIONS & ADVERTISING**

**Elements of Don Mattera Legacy Foundation Campaign**

- **Executive Summary**
- **Media Coverage:**
  - **Radio**
  - **TV**
- **Newspapers/Online**
- **Press Releases**
- **Report Conclusion**

**1. Executive Summary**

THE DON MATTERA LEGACY FOUNDATION's first launch was supposed to be on 16<sup>th</sup> June 2019 but due to unforeseen circumstances was moved to the 5<sup>th</sup> October 2019.

In preparation for the campaign, Fundi Communications & Advertising initiated a national media and Public Relations campaign to focus primarily on Radio, Television and Newspapers as the main target for communicating the message.

Simultaneously we set up a website and all the Social media links for the Foundation.

Our media campaign officially kicked off on 20<sup>th</sup> August 2019 with the first press release titled "Acclaimed author and poet Don Mattera, to be honoured which were distributed nationally. The launch was postponed again to February 2020 and we released a media alert to this effect on the 1<sup>st</sup> October titled "Don Mattera Legacy Foundation launch postponed". In December we sent out a release reminding South Africans that the Foundation was ready to celebrate the legacy of Don Mattera in 2020.

From the second week of January up until the launch day there was a frantic media blitz in the run-up to the launch on the 1<sup>st</sup> February with:

1. Four (4) news articles in newspapers plus an ad in the Eldos and Westside Urban News
2. Five (5) radio interviews and Radio support and mentions from Eldos & Koffifi Fm
3. Eight (8) Television interviews

The media coverage received:

<b>Don Mattera Legacy Foundation Media Interviews List</b>				
<b>Media to do List</b>	<b>Dates</b>		<b>Person Responsible</b>	<b>Action</b>
Safm - Lizet Khan at 9am - 9min	11-Jan	Telephonic	Teddy	<b>DONE</b>
Sowetan Live Opinion Piece - Mattera snub by ANC government	16-Jan	Newspaper article	by Ebrahim Harvey	<b>External Added awareness</b>

702 - Interview - Azanya Musaka-Gershwell Brooks - 20min	16-Jan	Telephonic	Teddy	<b>DONE</b>
Sabc Morning Live - 6 min + 7min =13m	18-Jan	Live Studio	Teddy	<b>DONE</b>
Sabc Morning Live - 10 min	19-Jan	live Studio	Dr Don	<b>DONE</b>
Advert in Eldos & Westside Urban News	22-01-20	Advert	Elvis	<b>DONE - Ads placed and paid</b>
Article in Eldos & Westside Urban News				<b>Unconfirmed</b>
Eldos & Westside Urban News Photoshoot	23-01-20	On site Eldos	Elvis	<b>DONE - Randalene @ Teddys Place 9:30am</b>
Karibu Recorded during the day	23-01-20	On site Eldos	Teddy/Elvis	<b>DONE - Recorded at Teddys Place@10am</b>
			Jenny	
Kaya FM - Jenny Crys Williams	28-02-20	Telephonic	Teddy	<b>Confirmed for 10:40 on Saturday</b>
Kaya Breakfast - Thabiso Sekwane@ 07:15	28-Jan	Telephonic	Jenny	<b>Done</b>
ENCA	30Jan	Studio	Don recorded	<b>Done @ Teds Place</b>
Kaya B- Side -Pops Mohamed	TBC	Studio	Pops Mohamed	Could not confirm whether this was on
NewzRoom Africa	31-01-20	Studio	Teddy/Shari	<b>Done @ 07:00</b>
ENCA	01-Feb	Eldos Live	Teddy	<b>Done @ 16:30</b>
ENCA	01-Feb	Live event	Don clip	<b>Done @18:30</b>
ENCA	01-Feb	News	Don clip	<b>Done @ 19:00</b>
Sabc News Channel 404	02-Feb	Studio	Shari	<b>Done @ 18:30</b>
Sowetan article	03-Feb	Newspaper		<b>Done</b>

The total combined audience reached in the month of January for radio is estimated at **2, 077 000million listeners on SAFM, 702 and KayaFm**

The total combined audience reached in the month of January for TV Channels **SABC Channel 404, SABC 2 Morning Live and ENCA is estimated at 7, 200 000 viewers and**

The total readers reached in the month of January for newspapers **readers reached through Sowetan 2, 000 000million**

The total audience reached in the month of January for Online Channels cannot be estimated at this stage

**Total Audience reached = 11, 277 000million**

**The Total Average Value Equivalent (AVE)** – (which is the value equivalent that one would have paid if you had to place an advertisement for a thirty second equivalent of a radio/television advert or an ad of similar size on the Online platforms, in a newspaper or magazine) – that was received over the period for The Don Mattera Legacy Foundation:

Station	Date	Interviewed	Cost
Safm - Lizet Khan at 9am - 9min	11-Jan	Teddy	<b>R15 120</b>
702 - Interview - Azanya Musaka- Gershwell Brooks - 20min @ R5731 ps	16-Jan	Teddy	<b>R229 240</b>
Sabc Morning Live - 6 min + 7min =13m @R12 000 ps	18-Jan	Teddy	<b>R312 000</b>
Sabc Morning Live - 10 min @ R12 000ps	19-Jan	Dr Don	
Karibu Recorded during the day – broadcast 28 Feb 45m @R1 920 ps	23 Jan	Dr Don	<b>R172 800</b>
Kaya Breakfast - Thabiso Sekwane@ 07:15 @R13 005 ps	28-Jan	Jenny	<b>R182 070</b>
Kaya FM - Jenny Crys Williams @ R5 731 ps	28 Jan	Teddy	<b>R 74 880</b>
ENCA – Michelle Graig @R3 500ps	30 Jan	Don recorded	R105 000
Kaya B- Side -Pops Mohamed – cannot confirm if it was done	TBC	Pops Mohamed	R0

NewzRoom Africa @R2 000ps	31Jan	Teddy/Shari	R 48 000
ENCA – Interview @ R3 500 ps	01-Feb	Teddy	R 40 000
ENCA – Live broadcast @ R3 500 ps	01-Feb	Don clip	R210 000
ENCA – News inserts various x 5 @ R3 500	01-Feb	Don clip	R 35 000
Sabc News Channel 404 @ R2 500	02-Feb	Shari	R 35 000

**TOTAL AVE Equivalent = R1, 459 110.00**

(As we did not have the finances to enlist Newsclip to give us the exact tally of the time per interview or cm size per article of the varies media outlets, we had to revert to average estimation based on historic data.)

This is the TOTAL return on investment (ROI) that THE DON MATTERA LEGACY FOUNDATION has gained thus far.

Some Examples of Interviews listed above:

**Don Mattera Legacy Foundation** set to be launched in February

702

Anti-apartheid activist and author **Don Mattera** will be honoured in a celebration with the theme “Communities Honoring **Don Mattera**”, which will mark ...

1. Family and friends launch a **foundation** to honour legendary **Mattera**

SowetanLIVE

Family and friends launch a **foundation** to honour legendary Mattera ... Chairperson of the **Don Mattera Legacy** organising committee, Dr Leonard ...

2. Iconic SA poet **Don Mattera** praised

SowetanLIVE

Iconic SA poet **Don Mattera** praised ... Hundreds of people attended the launch of Mattera's **foundation** at the Don Mateman community hall. ... Mattera's son Teddy said he would continue his father's **legacy** through his film-making.

Now the **Don Mattera Legacy Foundation** is set to open in February, to ensure that Don's legacy remains for generations to come and to also build a ...

3. Communities Honoring Dr. **Don Mattera**

AllEvents.in

Communities Honoring Dr. Don Mattera,, Don Mateman Civic Hall in Eldorado ... as well as the official launch of The **Don Mattera Legacy Foundation**.

4. Jenny Jeftha, one of the founding members and coordinating committee member at the **Don ...**

iono.fm

The launch of **Don Mattera Legacy Foundation** A celebration with the theme “Communities Honoring Don Mattera”, poised to mark the official launch of

5. A celebration with the theme “Communities Honoring **Don Mattera**”

702

Guest: Teddy Mattera | Don Mattera's son. ... Don Mattera”, poised to mark the official launch of The **Don Mattera Legacy Foundation** is on track.

## 6. Legends want trustee out over stolen R8m - Bank roped in to track transaction

SowetanLIVE

The board of trustees of the Living Legends **Legacy** Project is pushing to have one of its members expelled after the disappearance of R8m from its ...

## 7. sandile ngidi

Twitter

Don Matera is a legend , an honour to have met the man, what a ... Bra **Don Mattera** and grandson on stage in Eldorado Park at the launch of the ...

## Videos



### [DISCUSSION | Don Mattera Legacy Foundation launch - Part 1](#)

SABC Digital News

YouTube - Jan 18, 2020



### [DISCUSSION | Don Mattera Legacy Foundation launch - Part 2](#)

SABC Digital News

YouTube - Jan 18, 2020



### [Dr Don Mattera on the launch of his foundation](#)

SABC Digital News

YouTube - Jan 18, 2020

## 1. Newspaper/Online



### [Iconic SA poet Don Mattera praised](#)

SowetanLIVE-02 Feb 2020

Politicians, poets and musicians gathered in Eldorado Park, south of Johannesburg, to pay tribute to legendary writer and anti-apartheid activist ...



### [Don Mattera Legacy Foundation set to be launched in February](#)

702-10 Jan 2020

Anti-apartheid activist and author **Don Mattera** will be honoured in a celebration with the theme “Communities Honoring **Don Mattera**”, which ...



### [Family and friends launch a foundation to honour legendary ...](#)

SowetanLIVE-30 Jan 2020

A foundation to honour legendary poet, writer and Struggle veteran **Don Mattera** will be launched on Saturday at 5pm in Eldorado Park by ...



### [Mattera snub by ANC government is too sad for words](#)

SowetanLIVE-16 Jan 2020

On February 1, at the Don Mateman Hall in Eldorado Park, **Don Mattera** will be deservedly honoured. A household name for decades, Mattera, ...

## 2. News Releases – THE DON MATTERA LEGACY FOUNDATION

Press Release

For immediate release

***Acclaimed author and poet Don Mattera, to be honored***

In what has been described as “long overdue”, the community of Eldorado Park will be

celebrating the author of “*Memory is a weapon*”, Dr. Donato Francisco Mattera, better known as “Don” Mattera on the 5th October 2019 at the Don Mateman Civic Hall in Eldorado Park.

The planned Black-Tie event will also mark the official launch of The Don Mattera Legacy Foundation with the theme “Communities Honoring Don Mattera”.

Don’s son, a celebrated film maker, Teddy Mattera says, “It is no easy task to encapsulate the enormity of the person, our father is. He is a distinguished author, a poet who can recite his epic poems in an oral tradition which is both passionate and unique, a storyteller, journalist and both a national as well as a community leader and quintessential anti-racist. This is the man I know as our father that we are honoring”.

The Don Mattera Legacy Foundation was conceived in early 2019 by a group of concerned professionals and Dr. Mattera’s son Teddy, who took it upon themselves to ensure that the rich legacy of Dr. Mattera stays integral for the current as well as future generations. The Foundation plans to recognize and appreciate the immense sacrifice and contribution that Dr Mattera has made in the realm of literature, arts, journalism and the liberation of South Africa.

Chairperson of the Organising Committee Dr. Leonard Martin said, “This celebration of a stalwart, poet and author in the form of Don Mattera is long past its due date. This is a view of many who know the consistent contributions of this “Titan of the South African liberation struggle. His struggle credentials need no artificial embellishment or validation. What is incontestable is that Don Mattera is the mouthpiece of the South African downtrodden, the excluded and marginalized, and he articulates this capacity with distinction. It would be no exaggeration to underline that Don Mattera is the palette of the South African anti-colonial and anti-Apartheid fighter. A transgressor of all racial and ethnic restriction and exclusivity.”

A broader Community focused sports event at the Eldorado Park Sports Stadium, is planned for a later date to accommodate the broader communities of Eldorado Park, Ennerdale, Westbury and Bosmont. The sports event will also encompass Dr Mattera’s work with the physically and otherwise challenged children. In his day-to-day life Don Mattera is the idiom of multi-cultural diversity, both culturally and socially. He is the archetypal African humanist, unreservedly allinclusive South African. Don grew up within a Christian belief system but later converted to Islam.

“We call on all communities, activists, professionals, business-people and religious leaders to celebrate this living legend that continues to serve the legacy of all the fallen heroes and heroines of the ongoing South African Struggle,” Martin concluded.

The Foundation has called on business, organisations and NGO’s that want to partner or support them to contact Estelle Kater - [kater\\_estelle@lilly.com](mailto:kater_estelle@lilly.com) or on 066 472 6383 (mobile) or like the Facebook Page - @DMLegacyFoundation or follow us on Twitter @MatteraLegacy.

For donations visit Back A Buddy <https://www.backabuddy.co.za/charity/profile/dmlf>

THE END

Released by: Fundi Communications & Advertising

On behalf of: The Don Mattera Legacy Foundation

For more information contact: 011 888 1234 or email [verona@fundipro.co.za](mailto:verona@fundipro.co.za)

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PRESS RELEASE

FOR IMMEDIATE RELEASE

DON MATTERA’S FOUNDATION LAUNCH POSTPONED

Due to a few unexpected eventualities the planned Black-Tie event with the theme “Communities Honoring Don Mattera”, which was poised to mark the official launch of The Don Mattera Legacy Foundation had to be postponed to 1st February 2020.

The community of Eldorado Park will now NOT celebrate the poet and author of “Memory is a weapon”, Dr. Donato Francisco Mattera, better known as “Don” Mattera on the 5th October 2019 at the Don Mateman Civic Hall in Eldorado Park.

Chairperson of the Don Mattera Legacy Organising Committee, Dr. Leonard Martin said that they had to postpone to 1st February 2020 since there were challenges to resolve the immediate funding issues in time for the October deadline.

“We are fully committed to build an unbreakable basis for Dr Mattera’s Legacy Foundation. The challenges for the successful implementation of the launch is only temporary and we hope that it will be resolved soon. The most important among the challenges were a delay in expected funding and financial constraints of the Foundation which are beyond our immediate control”.

Dr. Martin and the Don Mattera Organising Committee team expressed their apologies to the community of Eldorado Park and the general public who was looking forward to a celebration of Don Mattera’s legacy.

THE END

Released by: Fundi Communications & Advertising

On behalf of: The Don Mattera Legacy Foundation

For more information contact 011 888 1234 or email [verona@fundipro.co.za](mailto:verona@fundipro.co.za)

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PRESS STATEMENT

FOR IMMEDIATE RELEASE



DON MATTERA's LEGACY CELEBRATION SET FOR 1st FEB 2020

A celebration with the theme "Communities Honoring Don Mattera", poised to mark the official launch of The Don Mattera Legacy Foundation is on track.

The celebration event will pay homage to a true "Son of the Soil" Dr. Donato Francisco Mattera, better known as "Don" Mattera on the 1st February 2020 at the Don Mateman Civic Hall in Eldorado Park.

The celebration will coincide with the launch of Don Mattera Legacy Foundation. The launch event is set to be the ultimate Celebration in honor of Mattera who have served both the classified "Coloured" and Muslim communities as an anti-apartheid activist. The event will also incorporate veteran acquaintances, poets, authors, artist as well as the media, politicians and corporate South Africa.

The Don Mattera Legacy Foundation was conceived in early 2019 by a group of concerned professionals and Mattera's son Teddy, who took it upon themselves to ensure that Dr. Mattera's rich legacy in the arts, journalism and activism remain an integral part of history, for the current as well as future generations. A broader Community focused sports event to celebrate the poet and author of "Memory is a weapon", will be held at the Eldorado Park Sports Stadium, planned for a later date – yet to be announced - to accommodate the broader communities of Eldorado Park, Ennerdale, Westbury, Lenasia and Bosmont. The sports event will also encompass Dr Mattera's work with the physically and otherwise challenged children.

Chairperson of the Don Mattera Legacy Organising Committee, Dr. Leonard Martin said "We are fully committed and ready to build an unbreakable basis for The Don Mattera Legacy Foundation. This celebration of a stalwart, poet and author in the form of Don Mattera is long past its due date. This is a view of many who know the consistent contributions of this "Titan of the South African liberation struggle".

The Foundation has called on business, organisations and NGO's who want to partner, support, sponsor or to buy tickets to the event to contact - Estelle Kater - DonMatteraLegacy@gmail.com on 061 520 7740 (mobile) or Kevin Martin on 083 378 3137 email – kevrdr@gmail.com or like the Facebook Page - @DMLegacyFoundation. Follow them on Twitter @MatteraLegacy or <http://www.thedonmatteralegacy.com/>

For donations visit Don Mattera fundraising site Back A Buddy <https://www.backabuddy.co.za/charity/profile/dmlf>

THE END

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PRESS STATEMENT - FOR IMMEDIATE RELEASE

Don Mattera in Joburg to celebrate his legacy and launch Foundation

After a brief stay in the Eastern Cape, literary icon, Dr Don Mattera is back in Johannesburg to celebrate his legacy with communities and launch the much-anticipated Don Mattera Legacy Foundation.

Communities from around Johannesburg's sprawling townships will gather on the Saturday 1st February 2020 at the Don Mateman Hall in Eldorado Park to acknowledge and honour this literary giant and anti- apartheid activist's contribution to society.

Teddy Mattera son of Don Mattera and a member of The Don Mattera Legacy Foundation says, "My father was in Port Elizabeth last year to explore the possibility of relocating there. He is now back in Johannesburg to celebrate his life and legacy in the communities that are close to him and to launch the Don Mattera Legacy Foundation, which he is extreme excited about".

As an anti-apartheid activist, Mattera played a pivotal role in conscientizing classified "Coloured" and Muslim communities in Johannesburg.

Mattera continues, "The Foundation is working around the clock with absolutely no finances to host the event, but we have the support of a number of volunteers and community members that have given their time and expertise to make the celebration event possible. Since last year we have made several funding requests to the authorities, but at this late hour we have not received any indication of funding. As a team and a community, we will not be deterred and are resolute that we will not be hamstrung by any financial constraints or lack of funding. We will ensure that we pay homage to a true "Son of the Soil" Dr. Donato Francisco Mattera. We are calling on the broader community to support Dr. Don Mattera by buying tickets to the event at R200 per person at <https://www.thedonmatteralegacy.com/>

For physical ticket sales contact - Estelle Kater - DonMatteraLegacy@gmail.com on 061 520 7740 (mobile) or Kevin Martin on 083 378 3137 email – kevrdr@gmail.com or like the Facebook Page - @DMLegacyFoundation. Follow the Foundation on Twitter @MatteraLegacy.

To financially support the Don Mattera Legacy Foundation with donations of any amount, it does not matter how small, as any contribution will make a difference to host the celebration for Don Mattera and to ensure that his legacy remain an integral part of history. To contribute visit <https://www.backabuddy.co.za/champion/project/dm-fundraising>.

THE END

Released by:

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The Don Mattera Legacy Foundation

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## **CONCLUSION**

Thus far Fundi is on track to deliver on our mandate to ensure awareness of THE DON MATTERA LEGACY FOUNDATION and to get South Africans to gain a deeper understanding of the Foundation's mission and vision.

Still to come:

- We intend on writing a wrap release of the celebration and the launch of the Foundation to continue building on the momentum of the current topical discussion. (This was done)
- Follow up interview request to radio and television stations. (It's an ongoing process)
- The Activity Calendar will be updated to include several activities earmarked for the year.
- To submit to PRISA (Public Relations Institute of SA) a Prizm Award submission before 12 Feb on the successful launch of the Foundation with zero budget. (We missed the deadline due to tight schedules)

Fundi will endeavour to keep on spreading awareness of THE DON MATTERA LEGACY FOUNDATION to the media in our follow up campaigns.

**THE END**