



A C T S

Association of Catholic Tertiary Students

399 Paul Kruger Street

Pretoria

0001

Tel: 012 326 6458

Email: actsacbc@gmail.com

Website: <http://acts.sacbc.org.za>

International Movement of Catholic Students, IMCS South Africa.

PLAN OF ACTION FOR THE OFFICE OF

Secretary for Media and Publicity

EXECUTING OFFICER:

Mziwakhe Boniface Makhaya

NEC 2015-2016



**Southern African Catholic
Bishops' Conference**

1. Description- Aims and objectives:

According to Section 5.10 of the ACTS Constitution, the Secretary for Media and Publicity shall be:

- The Chief Information Officer and be responsible for promoting ACTS in media related activities internally and externally.
- Shall also see to the publication of ACTIONs the Newsletter.
- Ensure that the positions, policies and principles of ACTS are well reflected in the press and public.

Adding to already existing aims and objectives

- to establish internally recognised platforms and set up formal platforms for the public to access. Rebrand ACTS by increasing visibility and content that goes to public and have more content going to the page have everyone.
- Increase communication and participation between committees and members
- To support other portfolios and making sure they are expressed in the public.

2. Proposed year activity or action for provinces and branches + methodologies:

Try to address these aspects:

- Create a **media template** with retouched logos (ACTS and universities logos) by beginning of January
- Have **ACTS pamphlet** by January
- Publish ACTIONs newsletter by end of April.
- **Participation**
Everyone should participate we have 34 branches. If on average we have 5 BEC then we have a 170 students in ACTS Leadership we should be having more content. We have 7 provinces ideally we can have content every day of the week for the entire year (Articles & stories, pictures, liturgy and evangelisation etc). #ACTSwednesday should rotate each week to a province. **Provincial Media officers** should provide content from Provinces and reports.
- ACTS WEBSITE!!! Is being developed an update will be given by end of January about the progress of its development. It is going to have provincial 'websites', sign up for newsletters, alumni singup, locations of Branches contact details of BEC/PEC, PEC Photos etc. Provincial Media officers will manage Provincial websites yet the National Secretary for Media and Publicity is going to have full control over the content that is posted.

- Recruitment campaign, all branches are to submit a report of how members were recruited within a month of O-week recruitment campaign. It has to answer how it was done, how successful it was, challenges and recommendations.
- Provincial media and publicity working with branch officers- create a video which will showcase the highlights of most branch and provincial activities. This can include short clips and of course pictures of different scenes and most importantly the outcomes of the year. This will be played at the upcoming conference- just before the provincial rep shares their report. No pics will be included in the report but the video should be the solid proof of what will be reported shortly after. Please be creative. Do add music and animation. It must be within the duration of 3-5min max long.

Challenges

- **Communication**, reading and replying to emails and doing requested tasks is the biggest problem. Emailed 41 PEC and BEC Media Officers but received less than 9 responses.
- Getting everyone to participate (newsletter etc.). Only 3 people have signed up for media subcommittee so far!!!
- People clinging to 'power' and referring to previous days ways of things in group administration or not understanding why things need to change.
- Making everyone understand BEC, PEC & NEC roles & see their significance.
- Getting the 'new' website to be setup.

Achievements

- Increased visibility of ACTS on Facebook by use of pages rather than groups
- Setup ACTS National Media subcommittee with the aim of increasing membership participation, creating a platform for people to learn and use their talent and skills.
- Written ACTS Media Memorandum a guideline on how to solve and how set up ACTS Facebook groups and pages.
- Redrew the ACTS Logo/retouched it to make it more appealing
- Got support from SACBC Youth and young adults Facebook page, ACTS activities will also be published on the Youth page and vice versa this will further increase visibility.

To be explored

- Funding for printing and website