

Communications report 2005.

This year saw the World Burn Foundation reaping the rewards of the television commercial which was shot last year getting much airtime particularly on the Multichoice DSTV channels. After winning a Vuka advertising award it received about R700 000 worth of free airtime. During the winter months we ran fire and burn prevention print campaigns in the Caxton press which we received free of charge. In doing so we got a fair amount of attention from the radio stations. We did 2 interviews on Talk Radio 702 and one on Aventis Radio. The public response to the print media far superseded that of TV and Radio. Although the TV and Radio communications did not request a response, we found the website did not show much improvement. The main driver of our communications was to raise awareness for the brand. We can now move forward into 2006 with the foundations laid to build onto a successful year.

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At the end of this year I believe we had laid such a sturdy foundation that we were approached by film directors to shoot another TV commercial. Which we duly did. The message this year was to aid and assist us in raising funds. Although we were not that fortunate to receive the airtime that Multichoice gave us last year, we have faith that we will get more airtime next year. On the communications front it was rather a quiet year. We found that publications were not as open to granting us free media space as they were in the previous years. I find that we must change our approach in the coming year. Possibly a co-branding opportunity may arise in the following year. Perhaps the relationships that we developed in 2005 were not built upon. This is an area that we feel that we failed ourselves a little and will have to receive more attention in 2007. We had some radio interviews on small community radio stations with little or no response. Perhaps we should take a little out-of-the-box approach and look at unconventional means to get our message across. In 2007 we are going to change our communications a little and possibly team up with the Emergency Services and communicate a more educational message to a younger audience, where our squeaky new TV commercial can drive the fund-raising. We look forward to a year of success where we have identified some problem areas and give them all the attention they deserve and move the brand onto the next level.