

ANNUAL ADVOCACY AND COMMUNICATIONS REPORT

1 April 2022 to 31 March 2023



south african
**human
rights**
commission





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List of Acronyms

ADVOCOMM	Advocacy and Communications
CGE	Commission for Gender Equality
CSO	Civil society organisation
COGTA	Department of Cooperative Governance and Traditional Affairs
COVID-19	Corona Virus Disease 2019
DBE	Department of Basic Education (National)
DHS	Department of Human Settlements
DOE	Department of Education (Provincial)
DOH	Department of Health
DOJ&CD	Department of Justice and Constitutional Development
MEC	Member of the Executive Council
MOA/U	Memorandum of Agreement/ Understanding
NHRI	National Human Rights Institution
PAIA	Promotion of Access to Information Act, 2000
PAJA	Promotion of Administrative Justice Act, 2000
PEPUDA	Promotion of Equality and Elimination of Unfair Discrimination Act, 2000
SAHRC	South African Human Rights Commission
SAHRC ACT	South African Human Rights Commission Act, 2013
SALGA	South African Local Government Association
SAPS	South African Police Service
SHINE	Social Harmony National Effort
TAR	Trends Analysis Report
UN	United Nations

1. Introduction



1.1. PURPOSE OF THE REPORT

The South African Human Rights Commission (the Commission/ SAHRC) presents this annual Advocacy and Communications Report (AdvoComm) for the period 1 April 2022 to 31 March 2023. The report seeks to provide a reflection of efforts by the Commission to promote awareness, knowledge and understanding of human rights during the period under review.

On 5 April 2022, the government lifted the National State of Disaster¹ that had been in force since March 2019 as part of the government's Risk Adjusted Strategy on the Coronavirus Disease (COVID-19) pandemic. Post the COVID-19 era, the Commission's outreach engagements to date, continue to utilise the hybrid format that had gained usage during the pandemic phase. The hybrid format allows both the Commission and its stakeholders to choose between physical contact-based or virtual participation. In the latter, participants can connect from any location using various devices. The choice is informed by various factors such as the nature, location, audience, and costs associated with each engagement. On 1 December 2022, the Commission adjusted its working arrangement and effected a full physical return to the office for its staff complement for its operations.

Continuing with the trend from the previous year, this report may not provide exact numbers of people reached, and instead makes broad reference to the extent of the reach of the Commission's advocacy and communications interventions. The report is intentionally selective in the choices made by providing an overview of the nature, scope, and extent of outreach and communications initiatives and outcomes. This deliberate selection is informed by a desire

to demonstrate deviations in trends, highlight opportunities and showcase challenges typically encountered, with a view that such information will serve to strengthen efforts in promoting human rights.

This report seeks to share information and is broadly intended for a wide readership of persons interested in and working to promote human rights. The Commission hopes that the report may serve as a resource to potentially inform and mobilise efforts by organs of state, other statutory bodies, civil society formations, human rights defenders, the academia, media, and the public in their respective efforts to promote the observance and fulfilment of human rights.

1.2. OVERVIEW OF THE COMMISSION

The Commission is an independent state institution established in terms of section 181 of the Constitution of the Republic of South Africa (Constitution) to support and strengthen constitutional democracy. In terms of section 184(1) of the Constitution, the Commission is mandated to promote respect for human rights and a culture of human rights; promote the protection, development, and attainment of human rights; and monitor and assess the observance of human rights in the Republic. This mandate is a responsibility held jointly with all organs of state in the country.

The Constitution vests in the Commission the power to investigate and report on the observance of human rights; take steps to secure appropriate redress where human rights have been violated; carry out research and educate on human rights, as vital dimensions to promoting and advocating respect for human rights.

THE ACTIVITIES REFLECT KEY HIGHLIGHTS OF PROMOTION AND ADVOCACY EFFORTS CONDUCTED THROUGHOUT THE COUNTRY AND INCLUDE KEY STRATEGIC INTERVENTIONS

- To influence policy, legislation, service delivery or create awareness
- The empowerment of community human rights champions
- The commemoration of key human rights calendar days
- The hosting of a national conference and provincial dialogues
- The development and production of educational material
- The roll out of the National Schools Moot Court Programme

¹ Issued in terms of the Disaster Management Act, 57 of 2002

These powers are regulated by the South African Human Rights Commission Act 40 of 2013 (SAHRC Act). Other national legislation entrench specific responsibilities for the Commission in respect of rights they seek to promote and protect. The Commission is through such legislation, also responsible for discharging responsibilities as mandated by the Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000 (PEPUDA); as well as the Promotion of Access to Information Act 2 of 2000 (PAIA).

Commissioners provide strategic direction and oversight to the Commission, whilst the Chief Executive Officer (CEO) as supported by a senior management team; provides guidance, leadership and oversees the overall performance of the organisation. The Commission's head office is located in Braamfontein, Johannesburg, with offices situated in the central business districts in each of the nine provinces, to facilitate local access to the Commission. The Commission is accountable to Parliament and periodically reports on performance and activities in fulfilment of its mandate.

As a National Human Rights Institution (NHRI), the Commission complies with the United Nations (UN) Principles Relating to the Status of National Human Rights Institutions for the Promotion and Protection of Human Rights (also referred to as the Paris Principles) . The Paris Principles serve to guide the nature and functioning of an NHRI and provide that NHRIs:

-  **Should monitor any situation of violation of human rights**
-  **Advise the government, Parliament, and any other competent body on specific violations**
-  **Educate and inform on issues of human rights**
-  **Use quasi-judicial powers to obtain redress where rights have been violated**

“Education is a human right with immense power to transform. On its foundation rest the cornerstones of freedom, democracy, and sustainable human development.”
 - Kofi Annan, 7th Secretary General of the United Nations, 1997-2006

The strategic priorities for the promotion mandate require the Commission to educate, raise awareness, foster understanding, develop and manage information, build public consensus and commitment to human rights, the values of the Constitution and the role and activities of the Commission. Thus, the Commission prioritises and advances advocacy and communications activities which endeavour to:

-  **Deepen outreach in rural and peri-urban communities**
-  **Maximise reach to vulnerable and marginalised communities**
-  **Strengthen stakeholder relations and foster strategic partnerships**
-  **Strengthen links with the media**
-  **Enhance the overall visibility of the Commission**

Whilst the promotion mandate cuts across all of the work of the Commission, execution of the promotion and advocacy programme is mainly vested in the Advocacy² and Communications Unit (AdvoComm) which co-ordinates all advocacy and communications activities conducted across the Commission. Commissioners conduct activities in accordance with key focus areas they oversee, whilst programmatic interventions are implemented through the provincial offices.



2 Resolution A/RES/48/134 adopted by the UN General Assembly on 20 December 1993

2. Advocacy and Outreach



2.1 BACKGROUND

Since 1994, the process of transforming South African society from an exclusive to an inclusive system has been propelled by legislative and policy reforms aimed at promoting and protecting human rights. The Constitution leads as the primary vehicle for the transformation of South African society. However, the country continues to experience socio-economic challenges that constrain the democratic ideals and realisation of rights.

South Africa's history of colonialism and apartheid entrenched systems of inequality along racial lines continue to inform deeply entrenched patterns of persisting inequality. This makes South Africa one of the world's most unequal societies that is heavily racialised and gender biased.³ The Commission's latest 2020-2021 Trends Analysis Report⁴ highlighted the abiding high trends in violations of the rights to equality and dignity and socio-economic rights such as education, health, and access to water. Factors such as natural disasters and economic austerity are likely to exacerbate an already adverse situation, and basic human rights are at risk as further ills find expression in scourges such as gender-based violence, xenophobia, corruption, and maladministration.

Given this context, the Commission subscribes to the assertion that human rights education and knowledge of rights is essential for the promotion of universal respect for, and observance of all other rights.⁵ In South Africa, it is critical that communities have the knowledge and information to be able to assert their rights with confidence, including with a view to preventing a recurrence of the injustices of the past, as well as the prevailing conditions that impact on access to, and the full enjoyment of human rights. It is clear to the Commission that it is only when people know and understand their rights that they can exercise agency effectively, including when their rights are under threat or have been violated. Deepening an understanding and awareness of rights at community level and in local authorities is vital to participation in decision making processes that affects people's lives.



The Commission employs various methods and approaches in response to needs and in general to raise awareness, educate the public about their rights and to advocate for change. In addition, the Commission continually assesses and refines its outreach strategies to strengthen and improve sensitisation and empowerment of communities in asserting and claiming their rights.

The identification of key issues to inform interventions relies on an analysis of statistics of the complaints received by the Commission; concerns reported in media, topical issues in the public domain; independent research reports in terms of the extent, prevalence and intensity of human rights concerns or needs; observations from its monitoring engagements, as well as the nature of requests received from various stakeholders.

2.2. STRATEGIC ENGAGEMENTS AND INTERVENTIONS TO INFLUENCE POLICY, LEGISLATION, SERVICE DELIVERY AND AWARENESS

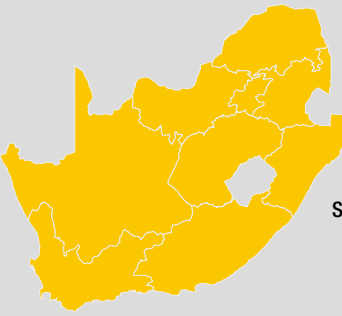
The Commission engages with state entities as responsible authorities for the realisation of rights with the objective of influencing policy, legislation, service delivery and awareness. The Commission has sought to focus largely on formal

3 Statistics SA "How unequal is South Africa?" (2020)

4 <https://www.sahrc.org.za/index.php/sahrc-publications/trends-analysis>

5 <https://www.ohchr.org/EN/Issues/Education/Training/Pages/UNDHREducationTraining> adopted by UN Res 66/137 on 19 Dec 2011

In the 2022-2023 period the Commission employed strategies and undertook specific activities with the key objective of inculcating a culture of human rights. The specific outcome for the Commission was increased awareness, reach and visibility. The Commission achieved its planned promotion mandate targets for the period under review which are summarised as:



569
STRATEGIC PROVINCIAL
STAKEHOLDER ENGAGEMENTS
AND INTERVENTIONS.



9 HIGH LEVEL KEY
ENGAGEMENTS WITH
PROVINCIAL GOVERNMENTS.

PROVINCIAL
DIALOGUES **12**





1
HOSTED A NATIONAL
CONFERENCE ON THE TOPICAL
ISSUE OF LOCAL GOVERNMENT
ACCOUNTABILITY, SERVICE
DELIVERY, AND HUMAN RIGHTS.

27
EMPOWERED HUMAN RIGHTS
CHAMPIONS IN 27 COMMUNITIES.




29
HOSTED 29 CALENDAR DAY
COMMEMORATIVE EVENTS.

8
DEVELOPED AND PRODUCED 8
EDUCATIONAL MATERIALS.




HOSTED THE NATIONAL
SCHOOLS MOOT COURT
PROGRAMME.

SUCCESSFULLY UTILISED A WIDE
RANGE OF MEDIA PLATFORMS
AND TOOLS FOR ADVOCACY AND
COMMUNICATION, AS APPEARS
MORE FULLY IN PART 3 OF THE
REPORT.



strategic stakeholder engagements for the purposes of its evaluation and reporting on the value of such engagements. The engagements are not prescribed to any format and may take the form of meetings, presentations, or roundtable discussions on issues of mutual interest and concern.

The Commission is required to engage public bodies with a view to cooperation and collaboration to take forward the promotion and protection of human rights. Following the previous year's model, the Commission continued with its shift to focus on high level strategic engagements with identified state institutions to gain insight into their policy and implementation responses to human rights norms, standards, and existing needs.

For the period under review, the Commission conducted 569 engagements and interventions from an expected 216, to influence pro-human rights policies, legislative changes, service delivery and create awareness. The number of awareness interventions was high on account of both need and opportunity to intervene on any of the rights in the Bill of Rights, but more so on socio-economic rights occasioned by the prevailing socio-economic conditions.

Key interventions include stakeholder engagements with the provincial leadership of core government departments that provide services to communities and were informed by the spike in complaints lodged with the respective Commission's offices. The Commission has consistently over the years noted the trends across provinces, responded to and prioritised issues on account of their systemic nature and untold adverse impacts on communities. Common concerns ranged from the inadequate-and sometimes complete lack of access to basic services such as water and sanitation, roads, health care services, electricity, and housing⁶. These services are intrinsically necessary for the realisation of basic rights in the Bill of Rights and failure by government to provide basic services impacts negatively on the quality of life of communities across the country.

The Constitution requires all spheres of government and all organs of state to secure the well-being of the people of South Africa; provide effective, transparent, accountable, and coherent government; and co-operate with one another in mutual trust and good faith by fostering friendly relations; consulting, assisting, and supporting one another on matters of common interest and adhering to agreed procedures. As a constitutional body, the Commission must create, maintain, and improve close relationships with key agents and role players in order to fulfil its mandate and to ensure that human rights are realised.

Led by commissioners, the Commission's provincial offices held high level engagements with the respective provincial Premiers and Members of the Executive Councils. The meetings were held as follow ups to the initial ones that were held in the previous financial year, and took place as follows: Gauteng, Limpopo, Western Cape on 22 June, Mpumalanga, and Free State on 29 June, North West on 25 July, Eastern Cape, and Northern Cape on 7 September 2022 respectively.

The Commission shared its reports on systemic human rights violations and explored the building of working partnerships with the provincial governments' executive council. The Commission called for government officials, in particular Heads of Departments, to understand the need for cooperation with the Commission in ensuring the realisation of human rights.

The engagements proved fruitful as the parties agreed on the need for a better coordinated approach, particularly in responding to the Commission's enquiries and requests for information. The parties further committed to closer cooperation by focusing on the state of human rights in each province and appointing respective officials as focal liaison points. Following the operationalisation of this step, the Commission can confirm some improvements in the working relationship in the provinces and will be monitoring this closely in future engagements.

Similarly, on 2 September the commissioners led the KwaZulu-Natal provincial office in hosting a strategic engagement with the provincial government leadership on its response to the devastating April floods that affected the eThekweni, iLembe, and uGu municipal areas. Reports indicated this as the deadliest storm in South Africa's recorded history, and the heaviest rains in 60 years. By 13 April 2022, the death toll in the province had risen to 459, 88 people were missing, at least 248 schools and 4000 homes had been damaged or destroyed, 40 000 people left homeless, without sufficient shelter, food, clean drinking water and other basic needs and business losses amounted to over US \$2 billion⁷. The localised flooding of vulnerable settlements and infrastructure also extended to the Eastern Cape province, with areas in the Alfred Nzo, Joe Gqabi and OR Tambo District Municipalities affected. The provincial office also held a follow up stakeholder engagement on 5 August with the Department of Cooperative Governance and Traditional Affairs (COGTA) and the Department of Human Settlements (DHS) as key role players, to ascertain the progress made on disbursing relief packages to affected communities, as well as the reconstruction of damaged infrastructure.

6 <https://www.sahrc.org.za/imndex.php/publications>

7 <https://www.iol.co.za/news/environment> and <https://www.wits.ac.za/generalnews> last accessed 11 April 2023



The Commission had been monitoring the government's response to the floods in both provinces, particularly in relation to human settlement issues including evictions and mass care centres to ensure a human rights-based approach to disaster management. Whilst the parties agreed on the modalities and frequency for information sharing, the Commission further highlighted the need for the State to tackle the matter of climate change head on and address the lack of formal housing, spatial planning and how these factors exacerbate environmental disasters.

The Northern Cape, Limpopo and Mpumalanga provincial offices held meetings with the Department of Health Office of Health Standard Compliance, and the South African Federation for Mental Health on 14 November 2022, 3 February, and 24 January 2023 respectively; on the state of mental health care in the province. The meetings were follow-ups to the previous year's engagements that the Commission's chairperson had conducted in the respective provinces. Though the Commission notes the efforts and the progress made in implementing its recommendations of "The Report of the National Investigative Hearing into the Status of Mental Health in South Africa, 2019", however, the Commission noted with concern that not all the recommendations have been fully implemented. The Commission reiterated the need for compliance with the minimum standards for the protection of the rights of persons with mental disabilities as set out in the Mental Health Care Act, 17 of 2002 as well as the National Mental Health Policy Framework and improved awareness on mental health conditions.

The engagements reflect a commitment by the Commission through non-adversarial means, to promote cooperation and respect for a culture of human rights. These efforts also create the space for conversation and sharing of perspectives with the leadership at local and provincial government level with a view that information from the

Commission bears some reference in policy formulation and implementation at these levels.

2.3. DIALOGUES

The over-arching threats of entrenched inequality, deepening poverty and unemployment continue to exacerbate the vulnerabilities of key groups such as women, children, older persons, non-nationals, farm workers, inmates in places of detention and persons living with disabilities; making them more susceptible to human rights violations than others.

The Commission's provincial offices hosted 12 dialogues from an expected 9, on key issues of concern to the province. One of the identified topical issues is social media which has become mainstream in South Africa and globally, with increasing numbers of people having access to smart phones and social networking sites. Social media has its advantages as part of the instant mass media model providing on-the-second means of communication and everyone having the ability to broadcast messages that automatically become accessible to the public.

Whilst broadcasted messages can stimulate debate and shape public discourse, social media also has its disadvantages. The Commission notes with concern the increasing use of social media platforms to insult, offend, harass, and bully others. Misinformation and disinformation further undermine the Commission's efforts to promote a human rights agenda and culture. Against this background, the KwaZulu-Natal provincial office hosted a series of dialogues on the issue social media, with the first held virtually on 30 September. Key stakeholders such as the South African National Editors Forum, Legal Resources Centre, Right2Know and Information Regulator South Africa assisted the Commission to enhance its handling of

complaints on the right to freedom of expression as it relates to social media. The other dialogues were conducted in ten schools in the uMzinyathi district from 24-27 October 2022 with the aim of building awareness in young learners.

To counteract unsociable conduct on social media, the Commission further developed a social media Charter as a guiding framework of how society can conduct itself responsibly on social media platforms. The Eastern Cape provincial office launched the social media Charter at the Nelson Mandela University in Gqeberha on 14 March 2023.

The launch of the social media Charter also formed part of the range of activities to showcase the Commission's Social Harmony National Effort (SHiNE) initiative. Following the July 2021 unrest that engulfed parts of KwaZulu-Natal and Gauteng, the Commission held a broad consultative process to craft a comprehensive response to the myriad of social ills that South Africa grapples with. The consultations culminated in the SHiNE concept and is based on the fundamental idea that society thrives on a foundation that nurtures and develops its people.

The Commission launched SHiNE on 27 September 2022 at Freedom Park Heritage Site & Museum, with plans to roll out similar launches nationwide through its provincial offices in the 2023-24 period. The launch featured the unveiling of the SHiNE logo and included the signing of a pledge of commitment by stakeholders to participate in the SHiNE concept. The initiative is intended to commit everyone to reflect on and act in individual ways, no matter how small, to contribute towards respect and harmony in society. The Limpopo provincial office collaborated with the Office of the Premier in conducting a dialogue on social cohesion on 22 March 2023. Participants reaffirmed their commitment to supporting the Department of Sport, Arts & Culture in consolidating and sustaining social cohesion into the future.

The Gauteng provincial office partnered with the Centre for Applied Legal Studies at the University of Witwatersrand to host a roundtable discussion on the right to health and obstetric violence on 25 July 2022. In her keynote address, the United Nations Special Rapporteur on the right to health, Dr Tlaleng Mofokeng, cited obstetric violence as the disrespect, abuse, mistreatment, and dehumanised care occasioned on pregnant persons during childbirth at health facilities. The roundtable recommended that more sensitivity awareness and training on the recognition of abortion services as sexual reproductive health services and essential primary health care is required; and that staff employed in government hospitals should prioritise the required duty of medical care to all patients over personal convictions of conscientious objections.



The Mpumalanga provincial office hosted a dialogue on the impact of the lack of a high school for learners with disabilities in the province, in Mbombela on 21 September 2022. The session emphasised the right to equality and the importance for learners with disabilities to enjoy the same opportunities to learn, grow their full potential and enjoy the same right to quality education as any other child. Whilst the provincial Department of Education acknowledged the assertions, however it was unable to commit to a time-bound plan on the building of a high school for learners with disabilities. The Commission will be following up on this critical issue in its 2023-24 work plan.

The Gauteng provincial office collaborated with the Department of Education and various stakeholders in the sexual orientation, gender identity and expression (SOGIE) space in hosting information sessions and symposia on positive inclusion on 19 November and 13 December 2022. The engagements were informed by the number of complaints lodged with the office, with the first focusing on representation of queerness in the media and the second was on account of educators' usage of derogatory or inappropriate language against specific learners' sexual identity. Through the intervention, educators were equipped with information on sexual orientation, gender identity and expression, and how to create conducive safe spaces for learners who may identify differently than binary learners.

The Free State provincial office collaborated with the Departments of Education and Health respectively, to host a dialogue on 14 February 2023 in the Thabo Mofutsanyana District. The dialogue focused on teenage pregnancy and adolescent motherhood as a major health and social issue, noting that 150 births for girls aged 10 to 15 had just been recorded in that area in a short four-month period. The dialogue recommended extensive and sustained awareness on reproductive health and enforcement of laws protecting children and the creation of youth zones with extra mural activities to keep children engaged after school and during holidays.

The Northern Cape provincial office's dialogue was a general outreach and awareness of the Commission and other Chapter 9 institutions to the community of De Aar and was held on 19 July 2022. Communities were sensitised on their rights, how to identify human rights violations and the institutions that can provide redress. The Limpopo provincial office's dialogue focused on the scourge of gender-based violence and was held in Polokwane on 22 March 2023. The dialogue assessed the collective level of institutional responses to gender-based violence in the province and

made recommendations aligned with the National Strategic Plan on Gender Based Violence and Femicide (NSP)⁸ for a comprehensive holistic approach in the promotion of gender equality.

The Commission notes the value of dialogues as a platform for representation of relevant role-players in tackling the challenges associated with diverse and complex issues and the Commission intends to continue their usage as important tools in the resolution of key human rights challenges.



2.4. NATIONAL CONFERENCE

The Commission hosted a national conference on 'Local Government Accountability, Service Delivery, and Human Rights' in Johannesburg from 31 August to 1 September 2022. The Commission is cognisant of the crucial role that the sphere of local government plays in the provision of basic services such as water, sanitation, energy, and infrastructure, and the reality that the majority of municipalities are largely failing to fulfil these objectives. The Commission thus deemed it prudent to convene a national conference to tackle the challenges affecting municipalities, with a view to finding practical and sustainable solutions in the enjoyment of human rights.

The President of the Republic of South Africa, His Excellency Mr Cyril Ramaphosa, delivered the keynote address to the delegates and the nation. Strategic stakeholders including key government departments, state enterprises, development agencies, academics, civil society organisations and chapter 9 institutions made valuable inputs and presentations in the conference. The delegates shared information, deliberated on critical issues, and proposed solutions to enhance human rights-based service delivery.

8 www.gov.za/sites/default/files/gcis_document/202006/stratplan-gbvs.pdf

The report⁹ makes a series of recommendations, which include the need to review the budget allocation model for the local sphere of local government; fostering community participation; utilization of community media in the empowerment of communities; equipping the sphere of local government to deal with climate change; and the need to ensure that national and provincial government plays its oversight and support role to the sphere of local government.

The following recommendations are specific to the conference topics:

- **Municipal Infrastructure**
 - Municipalities must develop a shared understanding of the various sources of funding available for infrastructure development in the form of grants, donor funding, and debt facilities.
 - Municipalities must engage and suitably qualified individuals and companies to conduct work related to engineering services for quality service.
 - Municipalities must reduce red tape and bureaucratic processes to enable the urgent address of infrastructure issues.
- **Promotion of a Safe and Healthy Environment: Climate Change and Human Rights**
 - Communities should use the integrated development plans as a tool for sustainable development and a just transition, particularly towards societal public goods and renewable production.
 - The State must develop alternatives to mass electric transport that are safe, cost-effective, and accessible.
 - The State needs to transition towards sustainable agriculture that conserves water, uses zero fossil fuels, and provides healthy food for families.
- **The Role of Communities in holding Local Government Accountable**
 - All role players must provide civic education to communities and public officials to ensure effective accountability.
 - Communities can use litigation as a tool to hold local government accountable since protest actions often manifest as staged anger and may elicit a response from the municipality, but not always a positive one.

- **Strengthening the Local Sphere of Government to Deliver on Municipal Basic Services (i.e., human settlements, water, and sanitation)**

- The Department of Human Settlements should plan for the capacity of water and sanitation requirements to support municipalities, especially given the increase in informal settlements.
- The State must ensure rural economic development and sustainable agriculture as this boosts the economy in rural areas and reduces rural-urban migration which puts pressure on urban infrastructure.
- All stakeholders need to address the problems of community destruction of infrastructure as it regresses the progress made in achieving the progressive realisation of access to services.

Through the conference, the Commission reinforced the realisation of socio-economic rights and thus contributed to the transformative and developmental vision of the Constitution.

2.5. EMPOWERMENT OF COMMUNITY HUMAN RIGHTS CHAMPIONS

The Commission embraced community centred human rights approaches by continuing with the task of establishing and empowering a network of community based human rights champions as it seeks to have a presence in different parts of the country.¹⁰ The Commission continued to empower the champions through training workshops, information sessions and regular interaction. For the period under review, the Commission conducted 27 from an expected 18 capacity building workshops and training sessions across all nine provinces.

The initial phase of this initiative focused on training champions on basic human rights, the powers and functions of the Commission and structures that can assist with human rights violations, their roles, and responsibilities to enhance their understanding and empower them in interacting with human rights issues. The second phase is now focusing on empowering champions to monitor the observance of human rights, gather and transmit information and measure change in their locality.

9 [https://www.sahrc.org.za/home/21/files/National%20Conference%20Local%20Government%20Accountability%20Service%20Delivery%20and%20Human%20Rights.%20Final%2001.02.2023%20\(002\).pdf](https://www.sahrc.org.za/home/21/files/National%20Conference%20Local%20Government%20Accountability%20Service%20Delivery%20and%20Human%20Rights.%20Final%2001.02.2023%20(002).pdf) released on 1 March 2023

10 Details of the roles, responsibilities, and areas where champions are already operational appear in the 20/21 and 21/22 Annual AdvoComm reports and are both available of the Commission's website.

The Mpumalanga provincial office further held a series of workshops in Kabokweni, Bushbuckridge and Elukwatini on 14, 21 and 28 November respectively, to popularise the Constitutional Court judgement on the rights of unmarried fathers¹¹. The court declared section 10 of the Births and Deaths Registration Act, 51 of 1992 invalid and unconstitutional as it did not make provision for a child to receive their father's surname or details of their father on their birth certificate without the mother's involvement in cases where the mother is deceased, has absconded, is undocumented herself or cannot be located. The workshops aimed at empowering the champions and community-based representatives, given the prevalence of situations of children who have been excluded from school due to lack of documentation in the province.

Each of the Commission's provincial offices now has champions in each district municipality. Champions continue to support the work of the Commission by referring some of the systemic complaints to the Commission and thus contribute to respect for human rights. The partnership with the Community Advice Office South Africa (CAOSA) is enhancing the reach and service of both entities as for example, in the Western Cape the training moved from metropolitan areas to far flung rural areas such as Lutzville and Heidelberg which do not often receive attention due to their location.

The Commission views the empowerment of champions as an ongoing initiative, and the provincial offices will continue liaising with the various champions and reciprocate by supporting them in their work. The provincial offices will continue to monitor the impact of this initiative based on the feedback received from communities that champions serve.

2.6. COMMEMORATION OF KEY HUMAN RIGHTS CALENDAR DAYS

The Commission continued the trend of commemorating human rights calendar days, which serve as a platform for broader engagement in raising awareness on a particular issue, topic or focus area and events in history as sources of human rights violations. Certain sectors also leverage on the marking of a dedicated day to place the spotlight on a particular subject matter. The Commission sustains key messaging for wider awareness and unifies action to prevent a recurrence of events in history or possible violations, thereby ensuring future protections and reforms.

The Commission commemorated 32 out of an expected 29 key human rights calendar days. The events mainly reverted to physical gatherings as in the pre-COVID-19 era and were complemented by mass communication methods such as press statements, opinion pieces, radio interviews and social media postings for wider reach.

Each office identified the calendar day to be commemorated and the choices were informed by national historical events and issues of significance in a particular province. The issues are generally determined by a range of province specific factors such as the extent and nature of complaints in the province, the provincial demographics, the nature of requests received from various stakeholders; research of systemic human rights abuses and developments requiring attention for the protection of human rights.

Some of the key human rights calendar day highlights include the following:

The Commission will continue to host, collaborate, support, and participate in the commemoration of calendar days as a readily accessible mechanism in raising awareness on key human rights issues.

- a) **International Albinism Awareness Day (13 June)** celebrates and promotes the rights of people with albinism. The Eastern Cape provincial office hosted an information session at Moiplaas Great Kei Disability Multipurpose Centre to dispel the myriad of myths and erroneous beliefs associated with the genetic skin difference and the resultant stigma and discrimination that people with albinism face.



¹¹ Centre for Child Law v The Department of Home Affairs and Others CCT 101/20 [2021] ZACC 31

b) **Youth Day (16 June)** marks the day in 1976 when learners across Soweto township who were protesting the use of Afrikaans as the medium of instruction were brutally shot at, killed, and injured by the apartheid police. The Free State Provincial Office hosted a dialogue at the Central University of Technology for students from all the provincial institutions of higher learning to reflect on the importance of education, training, and innovation to the development of the country and address the challenges that today's youth face.



c) **Mandela Day (18 July)** is in honour of South Africa's world-renowned statesman and first democratically elected President, Nelson Mandela and commemorates a lifetime of service that he gave to humanity and democratic change. The day calls upon humanity to make every day a Mandela Day, by encouraging everyone to act against poverty in a way that will bring about sustainable change. The 2022 theme was "Do what you can, with what you have, where you are" and aimed at highlighting the importance of food security and climate change.



The North-West provincial office collaborated with Lethabong Advice Office in hosting an awareness session for learners, cleaning Rethusegile Secondary School and donating food parcels to disadvantaged community members of Lethabong Village outside Rustenburg.



The Mpumalanga provincial office hosted a human rights lecture on equality and food security at the Mbombela Campus of the Tshwane University of Technology. The message focused on promoting community and backyard gardens and supporting fruit and indigenous tree planting.

- d) **Women's day (9 August)** commemorates the march by approximately twenty thousand women to the government seat at Union Buildings in Pretoria in protest at legislation requiring women to carry pass books in urban areas.

The Western Cape provincial office collaborated with the Commission for Gender Equality (CGE) to host information sessions in Swellendam and Philippi on 24 and 30 August respectively. The sessions promoted awareness on practical solutions in accessing justice to victims and survivors of gender-based violence.

The KwaZulu-Natal provincial office hosted a roundtable discussion, in partnership with the Southern Africa Human Rights Defenders Network on women human rights defenders. The participants identified areas and ways of collaboration and partnership in strengthening the work of women human rights defenders in the province.



- e) **Mental Health Awareness Month (October)** promotes awareness on mental health with the aim of reducing the stigma and discrimination attached to it. The Free State provincial office held a dialogue at Leseding Technical High School in Lejweleputswa district on 10 October. The dialogue called for adequate financial and human resources for the multidisciplinary teams that provide community-based mental health care services and encouraged de-institutionalization through the transfer of mentally disabled people from institutions such as psychiatric hospitals, back to their families, or into community-based housing.



- f) **International Day of Older Persons (1 October)** recognises the rights of older persons in society. The Limpopo provincial office, in collaboration with Age-in-Action hosted an information session in Segopye- Ga Mamabolo, Mankweng on 28 October.



g) **International Children’s Day (19 November)**

highlights the importance of protecting children’s rights as the most vulnerable members of the society. The North West provincial office commemorated the day at the Rustenburg Secure Care Centre and learners from surrounding schools were sensitised on their rights, responsibilities, and the Commission’s Child Friendly Complaints Handling Procedures.



h) **World Day of Social Justice (18 February)**

focuses on the need to promote social justice and efforts to tackle issues such as exclusion, poverty, unemployment, and inequality that hinder social development, human dignity, and equal opportunities for all. The Eastern Cape provincial office hosted a community dialogue on the widespread socio-economic challenges in Uitenhage.



i) **International Human Rights Day (10 December)**

commemorates the adoption of the Universal Declaration of Human Rights (UDHR) in 1948, as the first key global instrument providing for the universal protection of fundamental human rights and recognition of the inherent dignity, equality, and inalienability of rights for all human beings. Nationally, the day marks the signing of the Constitution into law by President Nelson Mandela in Sharpeville in 1996. The commemoration also presents South Africa with a unique opportunity to renew its commitment to the principles enshrined in the Constitution and the UDHR.



The Commission participated in the multi-media campaign by the Southern Africa Regional Office of the High Commissioner for Human Rights (OHCHR) as part of the global launch of the 75 years of UDHR on 10 December. The campaign celebrates the legacy and relevance of the UDHR under the global theme ‘Stand up for human rights’ through concrete action in tackling the pressing universal human rights challenges the world is facing. The

chairperson’s video message notes the significant inspiration and influence that the UDHR provides to the Constitution, and South Africa’s dedication to live up to the ideals expressed in these key instruments.

All the Commission’s provincial offices partnered with provincial stakeholders in marking the day with seminars and information sessions to promote civic education and active citizenry in society through human rights awareness.

k) **Human Rights Day (21 March)** commemorates the sacrifices that accompanied the struggle for the attainment of freedom and democracy. The day and the month of March afford the nation opportunities to critically reflect, introspect, assess, and celebrate the extent to which the State and non-state actors have delivered on the constitutional mandate of promoting respect for the protection and fulfilment of human rights.

The Department of Sport, Arts & Culture spearheaded the 2022 commemoration which was held at De Aar in the Northern Cape province, under the theme “Consolidating and Sustaining Human Rights Culture into the Future”. President Cyril Ramaphosa addressed the nation and Commissioner Chris Nissen gave a message of support on behalf of the Commission. The key messages called on everyone to take responsibility to foster greater social cohesion, strive for inclusive socio-economic development and combat scourges of racism, racial discrimination, xenophobia, and all related intolerances as well as gender-based violence and femicide, which are undermining a solid human rights culture.

The Northern Cape provincial office participated in the national event and hosted an exhibition and provided awareness material to the public and ran a legal clinic providing on the spot legal advice to complaints.

As part of the Human Rights month commemorations, the Commission hosted a human rights lecture entitled ‘28 Years of Democracy in South Africa: Prospects for the Future’ at Constitution Hill on 16 March 2023. The lecture was delivered by one of the country’s prominent human rights champions, Professor Barney Pityana, and offered critical reflections on the important issue of the extent of realisation of human rights in a democratic South Africa. The lecture evoked both negative and positive debate on social media, but with most commentary agreeing with Prof Pityana’s perspective of a crisis of democracy and the rule of law.

The Commission’s provincial offices also undertook a range of outreach activities through collaborative partnerships in raising awareness on the rights and responsibilities that everyone bears. Collaborative partnerships with other rights bodies assist in part

to mitigate challenges to accessibility, but also strengthen relationships and expertise within the context of limited resources; thereby multiplying the reach and impact of efforts. Participation by the Commission extends to it lending support and responding to other stakeholder requests and invitations, whilst maintaining its independence and autonomy.

The Gauteng provincial office partnered with one of the leading law firms, Cliffe Dekker Hofmeyr Inc, to host an interactive Human Rights Day celebration at Ikaneng Primary School, in Soweto on 17 March. The learners participated in a competition to design a human rights logo based on their understanding of human rights and the responsibilities accompanying them. The winning designs would be printed on a pull up banner and displayed in the assembly hall and all participants received certificates to encourage them to continue participating in similar creative exercises. The Commission believes that such initiatives contribute towards inspiring civic awareness in the youngsters’ schools, families, and communities.

The KwaZulu-Natal provincial office, partnered with the Department of Justice and Constitutional Development (DOJCD) and Department of Education (DBE) in conducting information sessions with learners in KwaNongoma and Emadlangeni on 14 - 17 March. The events served as a build up to the main event comprising a services fair in Charlestown on 22 March. Government departments, such as Home Affairs (DHA), Health (DOH), and South African Social Security Agency (SASSA) provided mobile services to the community. This form of outreach and direct provision of services helps to improve on both the Commission and the State’s accessibility to communities, especially those in remote areas.

The Mpumalanga provincial office, together with Commissioner Jonas Sibanyoni undertook a roadshow in Maphotla and Kameelrivier villages in Siyabuswa on 23 March. The communities requested the Commission to intervene with key relevant government departments their priority concerns of lack of access to adequate clean water and increased gender- based violence. The office will need to place this in its implementation plan for the 2023-24 financial year.

The Free State provincial office collaborated with the office of the Deputy Speaker of the Provincial Legislature and the human rights champions in conducting door to door outreach visits in Oppermandorp from 28-29 March 2023. Communities in this rural area face unique

challenges such as lack of infrastructure and limited access to land. Stakeholders resolved to strengthen communities' participation in the development of their area and creation of entrepreneurship opportunities.

2.7. NATIONAL SCHOOLS MOOT COURT PROGRAMME

On 18 May 2022, the tripartite partners comprising of the Department of Basic Education (DBE), the Department of Justice and Constitutional Development (DOJCD) and the Commission, formalised the fluid arrangements that had been in place since 2019, by entering into a Memorandum of Agreement (MOA) on the National Schools Moot Court Programme (NSCMP). The MOA details the roles and responsibilities of each partner in the implementation of the various phases of the programme and also serves as a governance framework for this important initiative. Broadly, the programme aims to deepen awareness and understanding of human rights through competitive debating and mooting.

The 2022 hypothetical facts were based on DBE's '*Policy on Management and Prevention of Learner Pregnancy in Schools*' which came into effect in January 2022. The central point of the moot was to test the veracity of the prescribed legal process should a learner who is still a minor but is above the age of sexual consent be impregnated by a person outside the basic education system.

The 2022 edition of the programme noted in several key milestones. The programme's reach expanded to 466 schools across the country, from 310 in 2022 and 135 in 2019. Even though the competition is open to all schools,

participation depends on several factors such as the choice of co-curriculum model and level of interest among the educators and principals at each school. Several new schools participated for the first time, with the furthest school travelling from as far as Springbok, near the border with Namibia in the Northern Cape province. The Commission engaged with and secured commitment from The Study Trust, an independent funder, which offered the winners bursaries to study at a local university for any chosen course.

The structure of the programme largely remained the same as in previous years wherein it is divided into three phases, namely, the essay writing phase, the provincial oral rounds, and the national oral round. The Commission convened a Central Marking Body on 31 July 2022 to determine the top 10 for each province. The Commission collaborated with professors, senior lecturers, and experienced mooters knowledgeable on children's rights from the Universities of Witwatersrand, (Wits) Pretoria (UP) and South Africa (UNISA) respectively, as well as Commission staff members in selecting the 10 highest scoring teams from each province for participation in the provincial oral rounds. Analysis of the essay results indicates that generally the lower quintile schools' scores were higher than those of the upper quintile schools.





The provincial oral rounds serve to prepare the learners for arguing and presenting in the national round. Generally, the provincial rounds proceeded smoothly due to the improved working relationship between DOE, DOJ, and SAHRC. Mpumalanga province cited and appreciated the assistance rendered by the University of Venda in conducting preparatory workshops for learners as previously the province had never benefitted from this due to the lack of a law faculty in the province.

The Commission hosted the national oral rounds from 5 - 9 October 2022 wherein 36 teams participated, made up of the top four teams from each province. Another significant development was the extension of preliminary rounds, which expanded the participants' engagement with different teams and appearance before various judges. The composition of the judges increased from the previous two to four for each courtroom in the preliminary round and to six judges in the semi-final round. The high number of judges per courtroom in turn produced a wider range of scores for the same team and in turn contributed to the fairness of the adjudication.

The Centre for Child Law further gave a brief lecture on the key concepts of statutory rape and age of sexual consent, which learners confirmed as relevant, educational, informative, and insightful not only in relation to the problem statement but in their lived realities as teenagers. The Commission further provided a holistic educational

experience by hosting a career guidance talk by an attorney on possible legal careers and degrees to consider. This segment enabled learners to gain information that will assist them in career choices as they progress to Grade 12 and beyond.

The programme's itinerary included an educational excursion on the Saturday preceding the finals. The participants visited the Freedom Park Heritage Site and Museum in Pretoria, where they learnt the country's history and attainment of democracy. In the afternoon the participants attended a film screening to allow social interaction outside the bounds of the formal proceedings.

The final round took place at the Constitutional Court on Sunday 9 October 2022 before an esteemed bench. Justice Jody Kollapen of the Constitutional Court anchored the bench, supported by Madam Justices M Victor, RM Keightley and HK Koovertjie of the South Gauteng Division of the High Court; Prof. Ann Skelton the UNESCO Chair for Education in Africa at UP and Leiden Universities; Dr Faranaaz Veriava from Section 27; Ms Jacquie Cassette from Cliffe Dekker Hofmeyr; and SAHRC Commissioners Advocate Andre Gaum and Mr Jonas Sibanyoni. The winners were Wynberg Girls High (WC) and Ntsikayethu High (KZN), with Jessi Leigh Francis crowned the best oralist and the runners up were Golf View High (NW) and Mphaphuli High School (LP).

The Commission received positive feedback from learners, educators, coaches, volunteers, and judges who participated in the competition. Further testament of the value of the competition is reflected in the number and broad range of mainly legal and educational professionals that consistently volunteer their services to the annual programme. The Commission will continue investing in partnerships with various key strategic stakeholders to broaden human rights knowledge and literacy in schools and inculcate a culture of human rights within learners from an early age and looks forward to the 2023 edition of the programme.

2.8 HUMAN RIGHTS EDUCATIONAL MATERIALS

The promotion mandate tasks the Commission to educate, raise awareness, and build public consensus and commitment to human rights and the basic values of the Constitution. The development and production of educational material on human rights is one of the primary tools through which awareness raising methodologies are enriched. All the materials are downloadable from the Commission’s website for easy access and the materials are further distributed during outreach sessions for wider reach.

The Commission developed and produced the 8 educational materials as set out in the Operational Plan. These include Protection of Whistleblowers, Awareness on Intersex Persons, The Right to Documentation for Children, Placement and Alternative Care for Vulnerable Children, SAPS Training Manual on the National Preventative Mechanism (NPM) and Protection of Sexual Orientation, Gender Identity and Expression Community in Places of Detention, Human Rights Compliant Code of Conduct in Schools, and a video as part of Human Rights Training Module for Tertiary Students.

The Commission hopes that these materials will support human rights education and awareness on the identified focus areas and can be used as a resource by the broad range of stakeholders that the Commission engages with.

In summary, the advocacy section of this report has highlighted the various methods that the Commission utilised to reach select communities and audiences and the Commission hopes that this outreach model has been largely successful.



3. Media and Communications



In fulfilment of its promotion mandate, the Commission communicates through print, broadcast, online and social media platforms to a broader public audience. The key strategic outcome for the Commission's media and communications activities is for increased reach and visibility. The Commission further prioritises the use of online and social media to increase penetration within communities, deepen understanding of human rights, and raise awareness on the work of the Commission and how it carries its mandate.

3.1 OVERVIEW OF MEDIA AND COMMUNICATIONS

This report provides a synopsis of media and communications activities in the aftermath of the COVID-19 pandemic lockdowns and the subsequent gradual return to normal day to day operations for the Commission. It also covers the period of the final sittings of the *National Investigative Hearing into the July 2021 Unrest* (July Unrest) which started towards the end of the 2020 – 2021 financial year. Following the final sitting of the July Unrest hearing, media attention shifted from primarily focussing on the pandemic to highlighting other human rights challenges such as service delivery, which continue to impact the poor and vulnerable people.

The issues of education, equality, racism, hate speech, water and sanitation, and sporadic verbal attacks on non-nationals under the banner *Put South Africa First*, dominated media coverage. The launch of the Commission's Social Harmony National Effort (SHiNE) initiative to counter growing levels of disharmony, poverty and polarisation also brought a different mindset on addressing human rights. Through opinion pieces and media engagements, the Commission participated in media spaces to launch the national initiative. It further used spaces provided to educate the public and elaborate on the significance of SHiNE.

The highest instances of media exposure for the Commission related to appearances by President Cyril Ramaphosa, first at the *July Unrest Hearing* on 1 April 2022 as well as the *National Conference on Local Government Accountability Service Delivery and Human Rights* on 1 September 2022. The latter was held following growing concern by the Commission regarding a worrying picture which depicted the deteriorating state of municipalities in terms of delivering services to the people.



The Commission released **242 media statements**, published **12 opinion pieces** in mainstream media and on its website; published **17 internal Pfanelo newsletters** and conducted **2 press briefings** during the period under review. The Commission's online **web upload activities** consisted of **480 items**, and social media engagements resulted in **619 posts on Facebook**, **1187 posts on Twitter** and **69 videos** broadcast on the Commission's YouTube channel for the 2022-2023 financial year.

The Commission upgraded its website www.sahrc.org.za to be disability friendly. As such, users with visual impairments are now able to access information on the website in line with their needs.

The Commission developed a social media policy to fully embrace the digital space as an added tool to advocate for the realisation of human rights. The policy provides guidance for the use of social media by the Commission and for personal use by its employees. The policy ensures that communications are coordinated and consistent with the Commission's social media Charter, reflecting

best practices to prevent harm to the organization, while promoting its use. It further emphasises the need for employees to use social media platforms, such as group messaging, in a circumspect manner and not for personal gain or to spread disinformation.

The table below provides a statistical summary of media and communications activities for the 2022-2023 financial year:

MEDIA & COMMUNICATIONS ACTIVITIES: NUMBER OF ITEMS

Advocacy messages on Twitter	1 187
Advocacy messages on Facebook	619
Media statements	242
Media engagements (Interviews and queries)	436
Web uploads (News, vacancies, opportunities etc)	480
YouTube videos	69
Pfanelo SAHRC newsletter	17
Opinion pieces	12
Media briefings	2
Event support	26

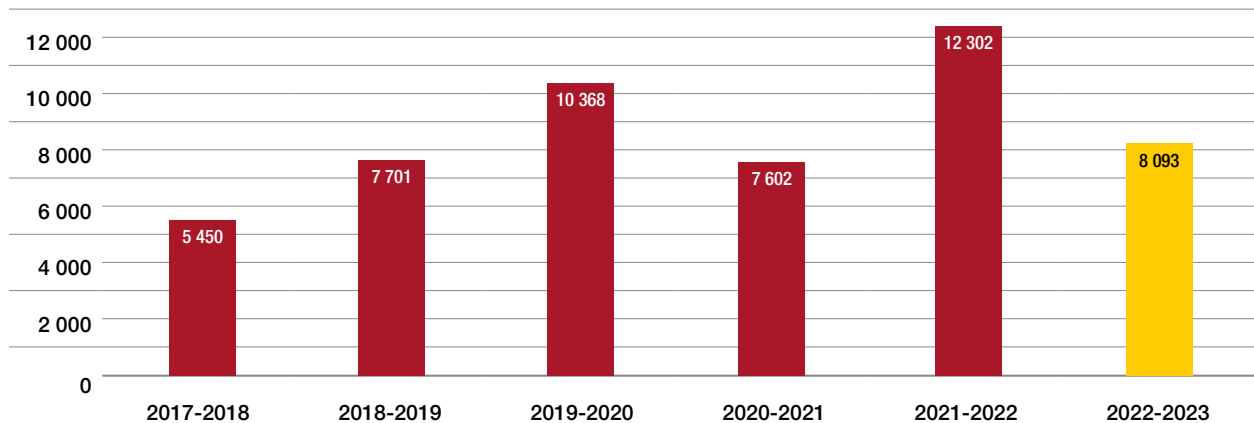
3.1.1 MEDIA ITEMS

The overall clip count for the Commission decreased by 4913 in the 2022-2023 financial year as compared to 2021-2022, resulting in a difference of 34%. Total overall media coverage for the Commission is 8093 as compared to 12302 the previous year.

As reported in the 2021-2022 financial year, the sharp increase in media coverage at the time was achieved because of the COVID-19 agenda setting. Media was specifically interested in mandatory vaccinations as well as return to school and workplace themes that led to the media seeking the views of the Commission in terms of the human rights implications around these new developments. Another factor that contributed to increased media coverage was reportage of the July Unrest investigative hearing which took place during the 2021-2022 financial year. The Commission received daily coverage from broadcasting, print and online media throughout the hearings. However, despite the reported decline, the 2022-2023 financial year media coverage is the third highest for the Commission since 2017-2018.

The work of the Commission continues to be well covered in the media. This can be alluded to increasing awareness by the media of the work of the Commission on matters of public interest involving basic human rights.

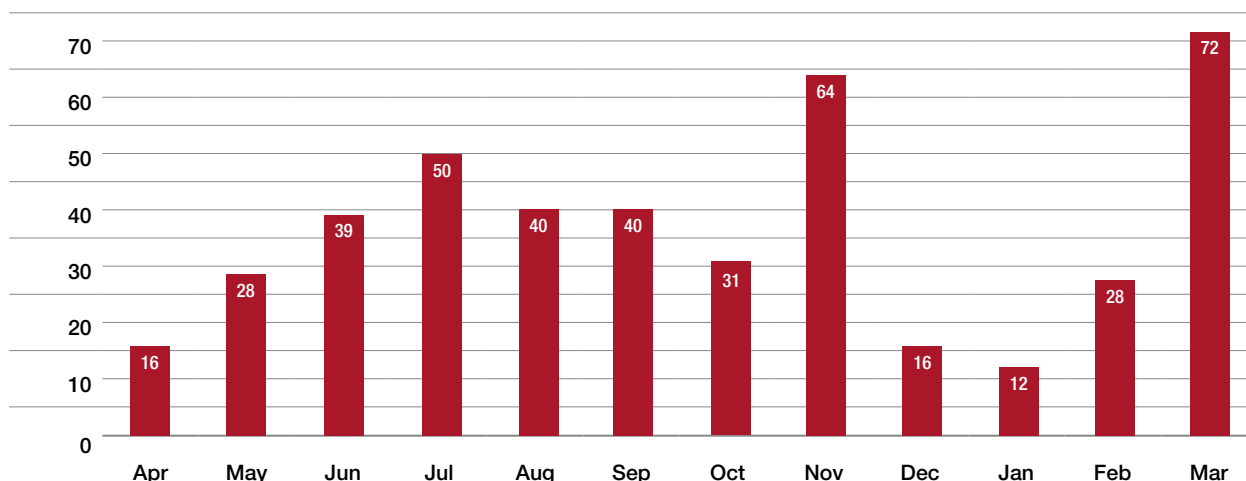
NUMBER OF MEDIA ITEMS PER FINANCIAL YEAR



MEDIA ENGAGEMENTS (INTERVIEWS AND QUERIES)

During Human Rights Month in March the Commission recorded the highest media engagements at 72, as compared to the lowest at 12 in January during the financial year. Of the 72 media engagements undertaken in the month, 30 were conducted during human rights week (19 – 25) where the media sought the views of the Commission to engage the public on various topical human rights issues to educate the public about their rights.

MEDIA ENGAGEMENTS PER MONTH



3.1.2 AUDIENCE REACHED

The quantity of media coverage for the Commission directly relates to the number of consumers reached. The Commission's audience reached was 11 250 912 680 during the 2022-2023 financial year, down from **16 444 714 973 during the 2021-2022**, a **decrease of 31%** audience reached.

HOW IS THE COMMISSION'S AUDIENCE MEASURED?

The measurement of various audiences reached by print, broadcast and online media is complex as each medium applies different methodologies to measure audience information. The Commission utilises the services of an independent external service provider that measures the Commission's media presence through daily, weekly, and monthly media monitoring. The service provider does not measure or create audience figures but sources such information from various industry bodies such as the Audit Bureau of Circulations (ABC), and the Internet Advertising Bureau of South Africa. These bodies provide the approximate reach of particular media which considers factors such as the number of estimated readers and listeners, and the number of copies of print media produced for circulation by an entity. Where media owners are not members of these bodies, the audience figures are sourced from the media owners directly in the following manner:

- Circulation (Print)**, this is generally the number of hard copies printed for circulation of a particular newspaper or magazine, with most major publications subject to independent audit by the ABC.
- Readership (Print)**, this figure is usually a much bigger number than the number of printed hard copies and estimates that more people read a single hard copy; with the assumption that though there may be one copy of a particular newspaper, for instance up to 10 or more people may read that copy.
- Listenership / Viewership (Broadcast)**, measures include listenership in the last day, week, or month for a particular broadcast channel. The Commission's media monitoring service provider uses a monthly figure.
- Daily Unique Browser (Online media)**, the service provider uses website visitor figures measured for the online media industry wherein cookies are embedded on member sites which makes visitor numbers accurate.

Table: Media Coverage of the Commission in 2022-2023

VOLUME, AUDIENCE, VALUE AND SENTIMENT OF COVERAGE OF THE COMMISSION 2022-2023							
Media Type	Number of Items	Audience Reached	AVE	Positive	Neutral	Negative	Mixed
Print	1533	37 031 483	R 77 915 130.72	880	526	39	88
Broadcast	2660	1 631 448 843	R 127 187 195.96	1 507	922	44	187
Online	3900	9 439 611 882	R 145 340 976.40	2 134	1 393	73	300

During the period under review the Commission's media reach and visibility through strategic communications on human rights comprised 8093 media items published, broadcast, or communicated electronically on the work of the Commission. The Average Value Equivalent (AVE) of the total media coverage of the Commission amounted to R 350 434 303.08. This is a 17% decrease in AVE as compared to R 423 000 235.80 reached during the 2021-2022 financial year, but still more than R293 854 102 achieved during the 2020-2021 financial year. AVE amount reflects the total cost the Commission would have paid had it purchased media spaces each time it got featured in the media for the period under review.

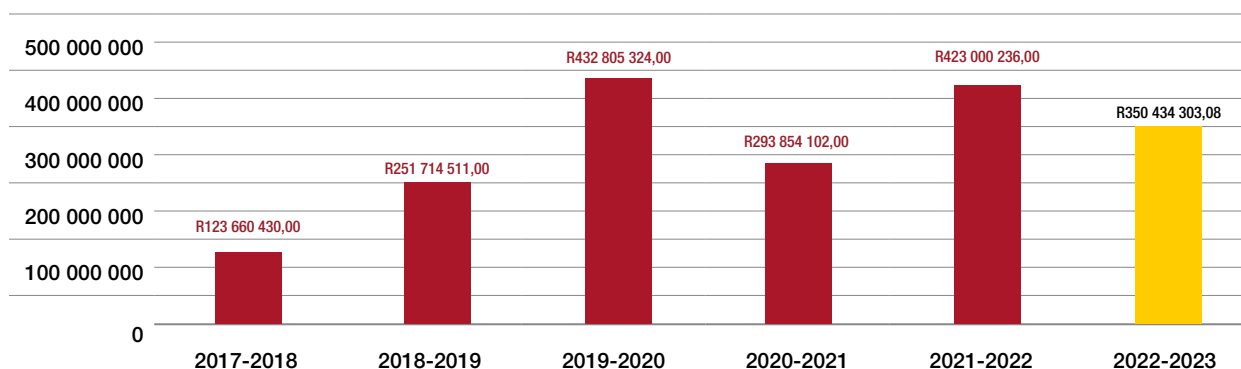
3.1.3 MEDIA BRIEFINGS

The Commission held 2 media briefings or press conferences in the 2022-2023 financial year.

The following media briefings were held:

- Release of the 2020-2021 Trends Analysis Report on 13 July 2022.
- Meeting and complaint by the Democratic Alliance on 11 November 2022.

GROWTH OF AVE VALUE PER FINANCIAL YEAR



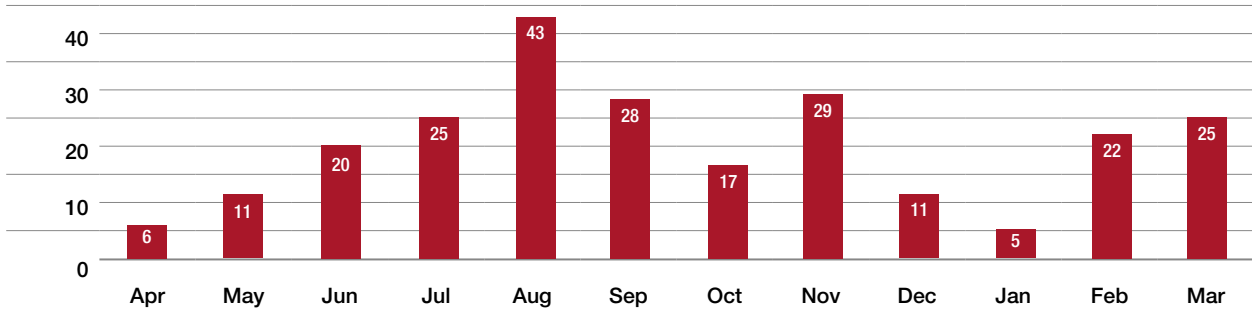
3.1.4 MEDIA STATEMENTS

The Commission released 242 media statements during the 2022 – 2023 period as detailed in the table and graph below. The highest number of media statements and advisories released during the 2022-2023 financial year were 43, in August. This is a period when the Commission at both national and provincial offices undertook a majority of activities in the financial year in line with their operational plans. Some of the key activities which took place during the month include the National Schools Moot Court Programme, Impact of the Floods Disaster in KwaZulu-Natal province, KwaZulu-Natal Provincial Inquiry on Access to Water, Inquiry into Allegations of Racial Discrimination or Discrimination in Advertising, and the National Conference on Local Governance.

Table: Number of media statements

Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023
6	11	20	25	43	28	17	29	11	5	22	25

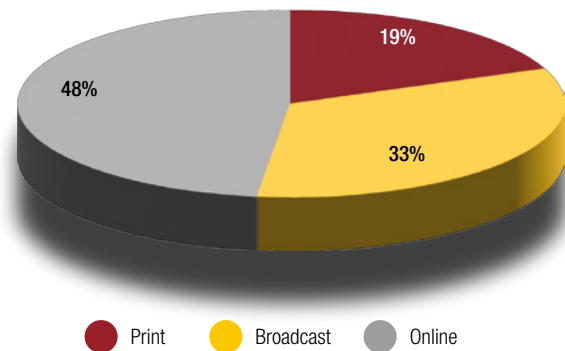
NUMBER OF MEDIA STATEMENT: 2022-2023



3.2. MEDIA COVERAGE BY MEDIUM – PRINT, BROADCAST, ONLINE

The Commission's coverage continues to shift towards online and broadcast media. This is a continuation of the trajectory highlighted in the 2021-2022 financial year. Media has largely gone digital, and as such, stories are immediately published. Online media continues to grow year on year as compared to traditional print media. Owing to technological advancement, subscribers can access news on electronic devices as compared to before when people relied on newspaper printed articles for information. During the 2022-2023 financial year, print media articles accounted for 19% media coverage, slightly up from 17% as compared to the prior financial year, while online media accounted for 48% which is down from 54% for the previous financial year and broadcast media increased to 33% as opposed to accounting for 29% in the previous financial year.

SHARE OF VOICE OF SAHRC VIA TYPES OF MEDIA FOR 2022-2023



Share of Commission's medium of coverage:

Print	1533
Broadcast	2660
Online	3900



3.2.1 PRINT MEDIA

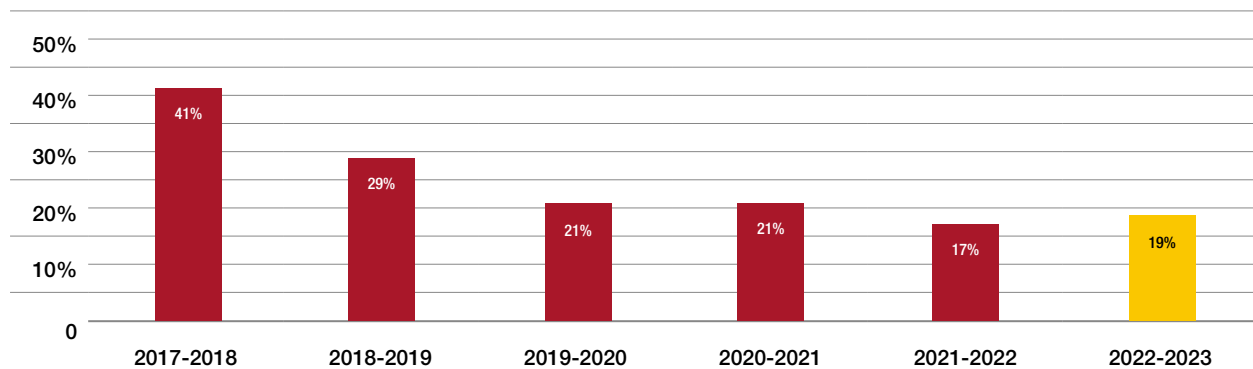
Coverage of the Commission was carried across all types of print media including daily and weekly newspapers, community newspapers, journals, and magazines. In line with global trends and the rise of online platforms, coverage in print media has been reducing over the years. Even though print media slightly picked up from 17% in the 2021-2022 year to 19% in 2022-2023 it still below the 20% overall coverage in a seven-year period. The sharp reduction of print coverage was in the 2018-2019 year where coverage dropped from 41% in the previous year to stabilising around 21%. However, it must be noted that the majority of stories published online are still covered by the same traditional media houses but opting for online publishing. News breaks quicker due to growth in social media and access to online platforms, and as such media houses release their stories quicker.

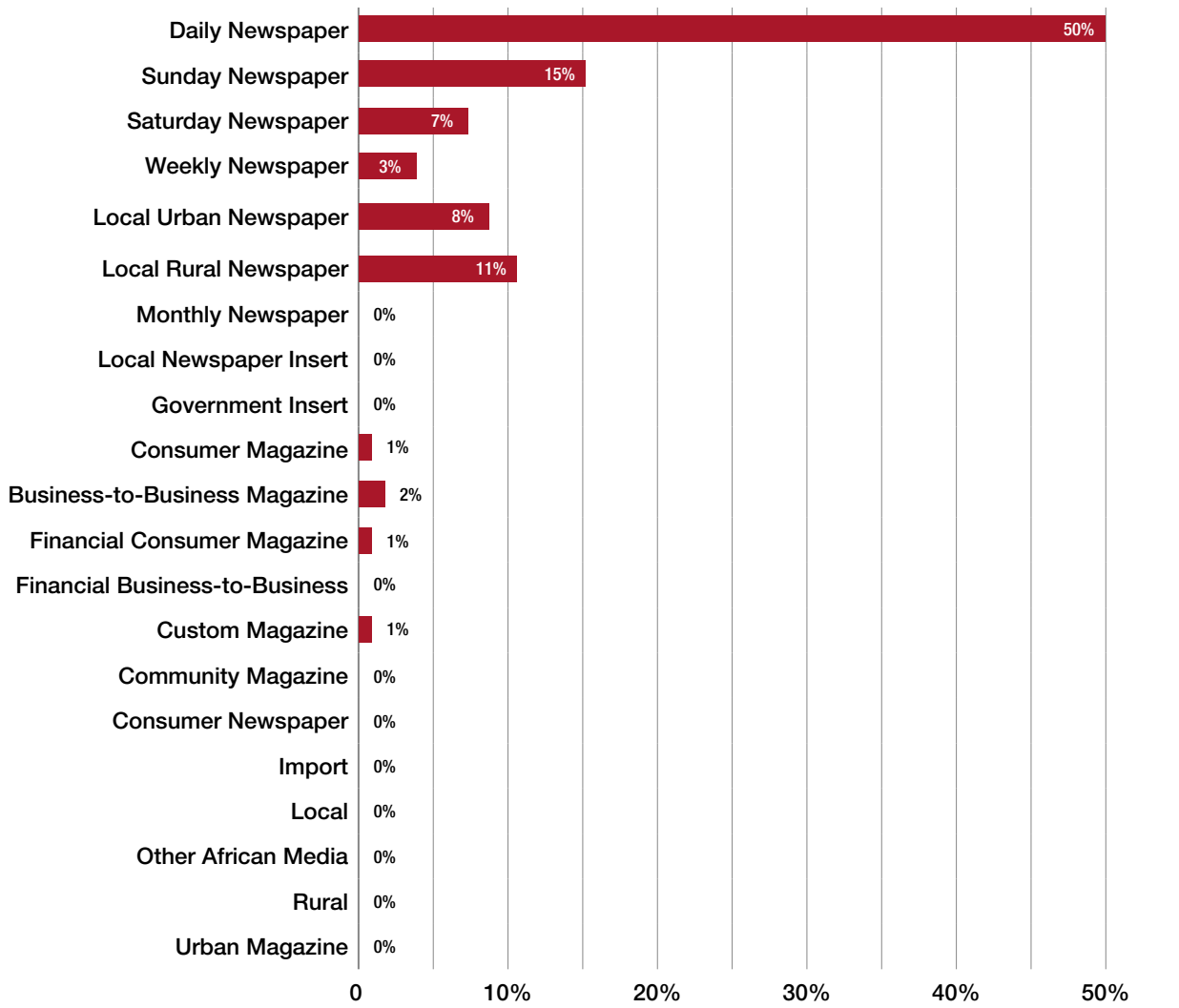
Coverage of the Commission in print media during the **2022-2023** period accounted for **1533** items across all provinces and reached a combined audience of **674 127 215** and an AVE value of **R77 915 130.72**

Table: Type of Print Media and Number of Stories

Print Media Type	Number of Stories
Business to Business Magazine	37
Community Magazine	1
Consumer Magazine	17
Custom Magazine	11
Daily Newspaper	760
Financial Business to Business	2
Financial Consumer Magazine	8
Government Insert	1
Local Rural Newspaper	175
Local Urban Newspaper	124
Monthly Newspaper	3
Saturday Newspaper	111
Sunday Newspaper	235
Weekly Newspaper	48

GROWTH OF AVE VALUE PER FINANCIAL YEAR



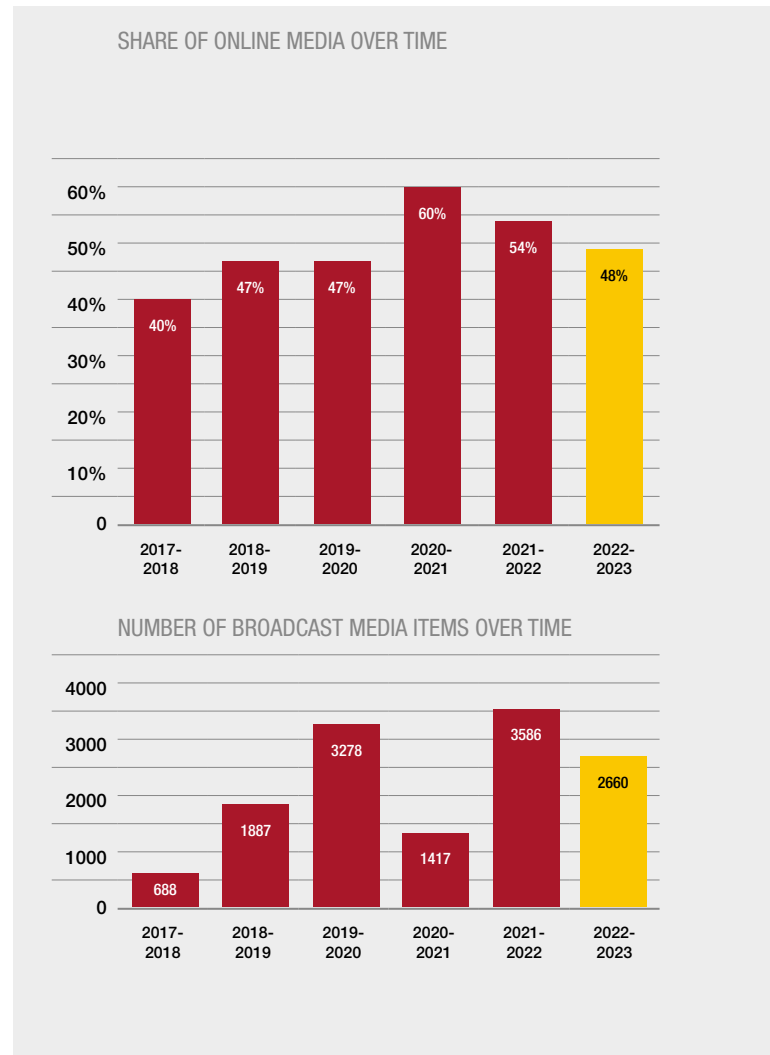


3.2.2 ONLINE MEDIA

The greatest impact of online news platforms is the presentation of the Commission to a wider global audience. Online coverage of the Commission was carried on several credible news websites during the 2022-2023 financial year, accounting for **3900** individual news items and marking a decrease of **40.9%** as compared to the previous financial year's **6602** individual news items. However, despite the decrease in number of coverages for the period under review, online media still represents the highest percentage of the Commission's coverage with overall **48%**. Online news items during the 2022-2023 financial year reached a combined audience of **9 439 611 882**, and a total AVE value of **R14 534 0976.40**.

3.2.3 BROADCAST MEDIA – RADIO AND TELEVISION

Broadcast media coverage of the Commission accounted for 2660 news items during the 2022-2023 financial year, as opposed to 3586 news items from the previous financial year, representing a decrease of 25%. The decrease can be attributed to the Commission having not conducted a hearing of the magnitude of the National Investigative Hearing into the July 2021 Unrest, which received a tremendous amount of coverage through live crossings and follow-up interviews. The Commission's broadcast media presence reached a combined radio and television audience of 1 631 448 843 and generated an AVE of R 127 187 195.96 for the period under review.



The table below illustrates all the broadcast media - constituted of television and radio stations - on which the Commission conducted interviews or received coverage of its activities during the 2022-2023 financial year.

Table: The radio stations which interviewed the Commission during 2022-2023:

1 KZN TV (12)	Jacaranda 94.2 (9)	Radio Islam (22)
5FM (18)	Jozi FM (6)	Radio KC (1)
702 (49)	Kasie FM 97.1 (5)	Radio Khwezi (29)
702/Cape Talk Simulcast (22)	Kaya FM 95.9 (10)	Radio Laeveld (12)
947 (1)	Kfm (13)	Radio Namakwaland (20)
Algoa FM (24)	Kingfisher FM (5)	Radio NFM (3)
Bay FM 107.9 (7)	Kyknet (21)	Radio Overberg (3)
Bok Radio (10)	Lesedi FM (30)	Radio Pulpit (8)
Bush Radio (4)	Lichvaal Stereo 92.6 FM (2)	Radio Rosestad (14)
Caledon FM (2)	Life & Style Radio (4)	Radio Teemaneng (4)
Cape Talk (49)	Ligwalagwala FM (20)	Radio Tygerberg (29)
Cape Town TV (6)	Link FM (8)	Rainbow FM 90.7 (3)
Capricorn FM (25)	LM Radio (7)	Rise FM (12)
CCFM (Cape Community Radio) (7)	Lotus FM (69)	RSG (66)
CGTN News (2)	Luister FM (6)	S3 (22)
Chai FM (18)	Mafikeng FM (1)	SABC 1 (27)
Channel Africa (32)	Magic 828 AM (20)	SABC 2 (57)
Channel Islam Radio (Cii Radio) (12)	Maluti FM (14)	SABC News (188)
Cliff Central (1)	Munghana Lonene (33)	SAFM (133)
DYR 105.1 FM (1)	Newzroom Afrika (264)	Salaamedia (1)
e.TV (26)	OFM (20)	Smile FM (38)
East Coast Radio (19)	Overvaal Stereo (5)	Soweto TV (14)
Eden FM (17)	Metro FM (18)	Star 91.9FM (3)
Ekurhuleni FM (22)	MFM 92.6 (5)	Thobela FM (19)
Eldos FM (6)	Mix 93.8 FM (15)	Tru FM (31)
ENCA (245)	M-Net (2)	Ukhozi FM (46)
Energy FM (16)	Motsweding FM (33)	Umhlobo Wenene (55)
Fine Music Radio (8)	Mpuma Kapa TV (2)	Valley FM (10)
Gagasi 99.5 FM (5)	Paarl FM (6)	VCR 90.6 FM (12)
Good Hope FM (14)	PE FM (6)	VOC FM (Voice of the Community) (3)
Groot FM 90.5 (5)	Phalaphala FM (27)	Voice of the Cape (7)
Heart 104.9 FM (10)	Power FM (85)	VOW 88.1 FM Mhz (4)
Helderberg 93.6 FM (20)	Pretoria FM (66)	Vuma FM (17)
Hot 102.7 FM (11)	Radio 2000 (14)	Whale Coast FM (6)
IFM 97.9 FM (10)	Radio 786 (19)	Wild Coast FM 98.6 MHz (4)
Ikwekwezi FM (54)	Radio Al-Ansaar (18)	YFM (8)
Impact Radio (5)	Radio Cape Pulpit (6)	You FM (6)
Izwi Lomzansi FM (9)	Radio Disa (14)	Zibonele FM (11)

3.3 HIGHLIGHTS OF MEDIA COVERAGE – KEY TRENDS

The work of the Commission continued to generate media coverage throughout the 2022-2023 financial year. Key trends of human rights topics were generated from media statements and advisories by the Commission, responses to media enquiries as well as other key human rights development activities that required the Commission's attention. Key trends are identified, analysed, and grouped according to specific keywords. A concise narrative summary is provided for each trend by the media monitoring service provider.

Below are some of the highlights of trending topics which dominated the headlines:

APRIL 2022

The appearance of President Cyril Ramaphosa during the National Investigative Hearing into the July 2021 Unrest: During April 2022, 993 clips were generated on the July Unrest, while 15 media mentions surrounded articles titled 'Ramaphosa says court action into July Unrest will clarify what transpired.'

Inquiry into Allegations of Racial Discrimination, or Discrimination in general, in Advertising in South Africa: 8% of the media coverage in April pertained to the Commission's hearings on the Inquiry into Allegations of Racial Discrimination, or Discrimination in general, in Advertising in South Africa. The inquiry was sparked by a controversial TRESemmé advert which had pictures of African hair labelled dry, dull and damaged, while an example of white hair was described as fine and flat.

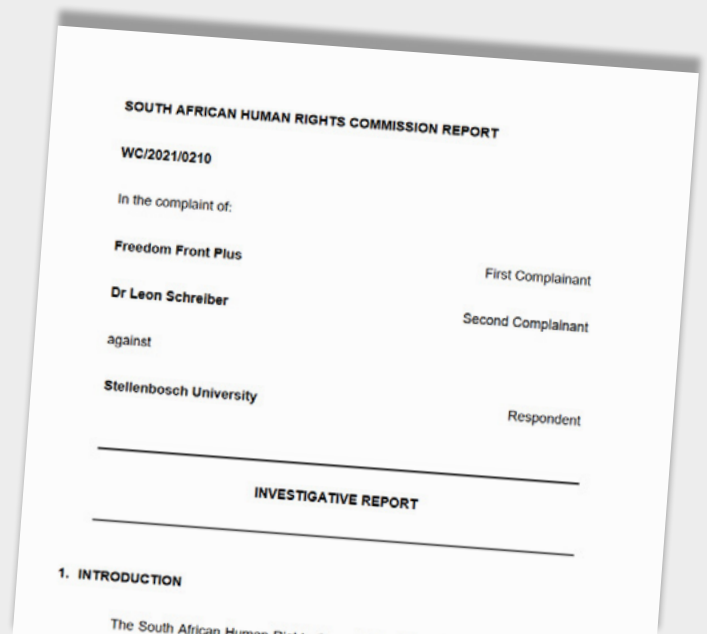


MAY 2022

Stellenbosch University (SU) urination incident: Coverage produced during May 2022 was on reports of the Stellenbosch University (SU) urination incident which accounted for 6% of the media coverage in May 2022. Subsequently, the Commission investigated the matter.

Display of the old South African flag: 5% of the media coverage during the period under review pertained to the discourse that surrounded the display of the old South African flag. AfriForum appealed the ruling by the Equality Court banning of the display of the old South African flag as hate speech to the Supreme Court of Appeal (SCA).

International Summit on the Protection of Whistle-blowers in the South Africa: 3% of the media coverage was generated around the request by the Commission for the Department of Justice and Constitutional Development to amend and strengthen legislation related to the protection of whistle-blowers.



JUNE 2022

Investigation into threats of sexual violence against the University of South Africa’s (UNISA) vice-chancellor, Puleng LenkaBula: 39 media mentions were circulated by Rekord, Cape Times, Pretoria News, Middelburg Observer, Boksburg Advertiser, Berea Mail, Capital Newspapers, Kormorant, and Zululand Observer, among others titled ‘Threats of sexual assault towards first female UNISA VC, staff probed’.

SAHRC takes Steve Hofmeyr to Equality Court over homosexual comments: Media articles reported that the Commission had instituted legal proceedings against Afrikaans singer Steve Hofmeyr for his remarks ‘Disney’s agenda was to groom children to have sex with animals’. Hofmeyr additionally added that the lesbian, gay, bi-sexual, transgender, and queer (LGBTQ+) community represented “bestiality”.

Rahima Moosa Mother and Child Hospital violated patients’ human rights: The media reported on the statement and visit by the Commission to the Rahima Moosa Mother and Child Hospital to assess the state of the hospital. This follows a letter by Doctor Tim De Maayer which highlighted operational challenges such as generators not supplying enough power during load shedding, water cuts leading to the spread of infections, and the shocking state of toilets at the hospital.



Investigative hearing into the July 2021 Unrest in KwaZulu - Natal and Gauteng final sitting: 41 media articles in June surrounded the final sitting of the July Unrest. Following the sitting, Commissioner Andre Gaum announced that the Commission is working with the Department of Basic Education to develop a social cohesion curriculum in an effort to address racial and other social conflicts.

JULY 2022

Launch of Trends Analysis report 2020-2021: The media briefing of the launch of the 2020-2021 Trends Analysis report generated positive coverage for the Commission in July. The media primarily focused on the extract that stated that the Commission was inundated with complaints from employees who sought to know their rights on mandatory COVID-19 vaccinations and other lockdown restrictions. The launch was also covered by Newzroom Afrika, ENCA and the SABC, IOL and News24.

Table 12: Top five rights violations over nine-year period

Right/s Violations	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Equality	511	556	493	749	705	747	783	827	771
Health Care, Food, Water And Social Security		361	338	428	631	492	595	702	704
Just Administrative Action	592	636	366	379	407	457	452	641	501
Labour Relations	574	527	334	440	426	397	386	457	435
Human Dignity	353						389	411	446
Arrested, Detained and Accused Persons	536	655	473	409	443				

A total of **5 464** complaints were received by the Commission in the last financial year alone, with equality complaints as the highest rights violation. The Bottom Five rights have remained consistent over time, with political rights; slavery, servitude and forced labour; language and culture; the right to assembly, demonstration, picket and petition, and lastly; freedom of religion, belief and opinion presented the least complaints over the last financial year, similar to previous years.

AUGUST 2022

Inquiry into Access to Water in KwaZulu-Natal: The topic of water shortages produced 5% of media coverage in August. The Commission held the investigative report following water shortages in Tongaat and surrounding areas. Residents complained to the Commission and alleged that the municipality did not adequately address the issue.

Investigation into the Right to Food and Child Malnutrition: Media articles reported on the inquiry which was hosted by the Eastern Cape provincial office on its Investigation into the Right to Food and Child Malnutrition in the province. The Commission stated it received complaints coupled with various media reports of deaths of children and that studies and statistics revealed that many children in the province were malnourished as a result of living in abject poverty.



SEPTEMBER 2022

National Conference on Local Government Accountability, Service Delivery and Human Rights: 4% of coverage in September surrounded the conference hosted by the Commission to address the deteriorating state of local government. The coverage highlighted the keynote address delivered by President Cyril Ramaphosa, where he expressed concern over the deteriorating state of municipalities in South Africa.

Jagersfontein dam disaster: 7% of media coverage during the month pertained to an incident in Jagersfontein where the wall of a mining dam burst and caused a mudslide damaging houses, electricity supply and other infrastructure. The Commission expressed its concern over the lack of help for those affected by the disaster.

Launch of the Social Harmony National Effort (SHINE): On 3 October 2022, the Commission launched the Social Harmony National Effort at the Freedom Park Heritage Museum, Pretoria to craft a new culture among races and classes who live in close proximity to one another. This coverage was broadcasted live on SABC Tv News and SAFM and was further discussed on Umhlobo Wenene, Ukhozi FM, Vuma FM, Capricorn FM and Lesedi FM.



Utterances by Limpopo MEC for Health Dr Phophi Ramathuba: 4% of the media coverage in September surrounded a viral video of Dr Phophi Ramathuba where she was recorded berating a patient at a hospital in Bela-Bela. Dr Ramathuba expressed frustration about budget constraints and the burden that foreign nationals placed on South Africa's "already strained healthcare system". The Commission undertook to investigate the matter.

OCTOBER 2022

National Schools Moot Court Programme: Mail & Guardian, Phalaphala FM, and Newzroom Afrika covered the 2022 National Schools Moot Court Programme finals. The preliminary oral stage of the competition was held at the University of Pretoria from 6 to 7 October 2022, while the finals were hosted at the Constitutional Court on 9 October 2022.

Second round of sittings of Allegations of Western Cape Law Enforcement Brutality during Land Evictions Hearing: The sitting was held following several complaints in the Southern Cape and Cape Town areas on allegations of excessive force used by law enforcement agencies during removals and demolishing of shacks. Times, Radio Tygerberg, and Valley FM provided coverage.



NOVEMBER 2022

SAHRC media statement to correct certain misapprehensions held and widely expressed by the Economic Freedom Fighters (EFF) and Mr Julius Malema: The SAHRC corrected certain misapprehensions about steps it took in respect of complaints received against Mr Malema and the EFF. The SAHRC clarified that allegations by the EFF and Mr Malema that the SAHRC had already made adverse findings against them were incorrect.

Media Statement: SAHRC corrects certain misapprehensions about steps it has taken in respect of complaints received against Mr Julius Malema and the EFF

Attention: Editors and Reporters
14 November 2022

The purpose of this statement is to correct certain misapprehensions held and widely expressed by the EFF and Mr Malema, as well as in some media reports/articles, about the steps that the South African Human Rights Commission (the Commission) has taken to date in respect of this matter and to provide a very brief explanation of the Commission's discretionary powers in receiving complaints of human rights infringements more generally.

The allegations, by the EFF and Mr Malema, that the Commission has made adverse findings against them, are incorrect. The Commission has not conducted an investigation as contemplated by the SAHRC Act and, by extension, has not made any findings regarding this matter.

DECEMBER 2022

Alleged racist incident at Hank's Ole Irish, a pub in Cape Town: During December 2022, the majority of media coverage surrounded an alleged racist incident at Hank's Ole Irish, a pub in Cape Town. A series of videos of the incident went viral on social media. The videos portrayed an argument between Christopher Logan and the pub owner after his friend Thabiso Danca a black person, was allegedly denied entry as he was not accompanied by a white person.

Several white men allegedly assaulting black teenagers at the Maselspoort Resort outside Bloemfontein: The media reported that a 32-second video posted to Twitter on Christmas Day, 25 December 2022 sparked outrage around the country. The clip showed several white men assaulting black teenagers at the Maselspoort Resort outside Bloemfontein.



Picture: Twitter

JANUARY 2023

Final investigative report in the matter of the SAHRC, Laerskool Schweizer-Reneke & Head of Department, North West Department of Education and MEC for Education: The SAHRC released its investigative report into an incident related to the public dissemination of a photograph depicting 22 learners (four black and 18 white learners) seated at separate tables in a classroom at the school. The photograph sparked public outrage, with many people labelling the incident as racist.



FEBRUARY 2023

Floods within the Komani area, Eastern Cape: The Commission issued a statement following severe flooding that impacted the Komani area, in the Eastern Cape. The Commission extended deepest sympathies to those affected by this natural disaster and lost their homes and belongings.

Media Statement: Floods within the Komani area, Eastern Cape

10 February 2023

Attention: Editors and Reporters

The South African Human Rights Commission (SAHRC) has taken note of the severe flooding that has impacted the Komani area, in the Eastern Cape. We extend our deepest sympathies to those who have been affected by this natural disaster and have lost their homes and belongings.

The prevalence of natural disasters within the province is gaining momentum, and the SAHRC calls upon all our social partners, including government, civil society, the private sector and individuals, to come together and assist in providing relief to the victims of the flooding. This is a time for us to demonstrate our collective humanity and solidarity with those in need. We urge all relevant authorities to take the necessary steps to respond to this crisis, including providing adequate shelter, food and medical care to those who have been displaced. We also call on the private sector to assist with donations of supplies, resources and funding to aid in the relief effort.

Let us work together to support those who have been impacted by this devastating event and help them to rebuild their lives. The SAHRC is in contact with the provincial government and has expressed its support for the efforts already made to safeguard the rights of those most vulnerable. Our team is currently in the area and we will continue to monitor the situation on the ground.

Ends

MARCH 2023

Nazareth Baptist Church and community media coverage regarding the right to freedom of religion: 4% of the media mentions in March were around mentions that the Commission held a public engagement with members of the Nazareth Baptist Church and the community regarding the right to freedom of religion. The engagement was held following a South Coast school principal's directive to followers of the church - also known as the Shembe Church - being asked to cut their hair.

Three pupils from Nazareth Baptist (Shembe) Church in Durban have been without a school for nearly a month after the principal of JG Zuma High School allegedly refused to teach them if they did not cut their hair.

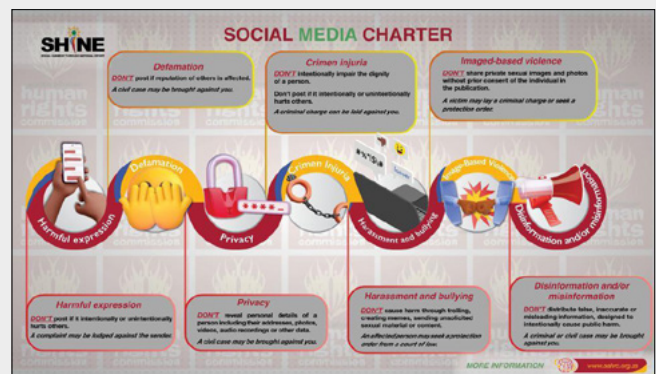
This was revealed by the pupils' mother when she stood up to voice her frustration to the South African Human Rights Commission (SAHRC) during their engagement in KwaZulu-Natal on Thursday.

The engagement, held in Durban, was held with members of the church and the community regarding the right to freedom of religion.

The mother told the commission that her three children – pupils in grades 10, 9, and 8 – had been deprived of their right to education following the alleged move by the principal.

She said the pupils, who were also present during the engagements, last attended school on February 24.

Launch of the SAHRC's social media Charter in March 2023: The launch of the Charter launch was well covered by the SABC, Herald, IOL, TimesLive and Algoa FM, Munghana Lonene, Kaya FM, Power FM as the media sought the view of the Commission to educate them about the Charter. The Charter is aimed at educating and guiding users of social media, companies, and organisations under the theme 'A Call to Action: Defending Human Rights in the Era of Social Media'.



SHARE OF VOICE: KEY SEARCH AREAS

Zooming into focus areas specifics, the Commission's key areas coverage resulted in **6349** mentions across the media. The Commission managed to reach a total audience of **10 233 633 055** and generate an AVE of **R404 538 807**. The table and chart below illustrate the number of times each key focus area was mentioned and equivalent percentage of the coverage in the media during the 2022-2023 financial year.

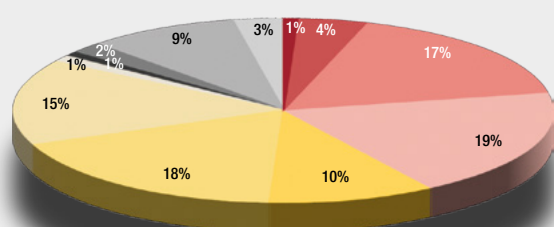
Children's Rights	65
Disability	237
Education	1095
Equality	1188
Hatespeech	651
Racism	1165
Healthcare	939
Police Brutality	11
Senior Citizens Rights	84
Torture	95
Water and Sanitation	601
Xenophobia	218

3.4 MEDIA SENTIMENT

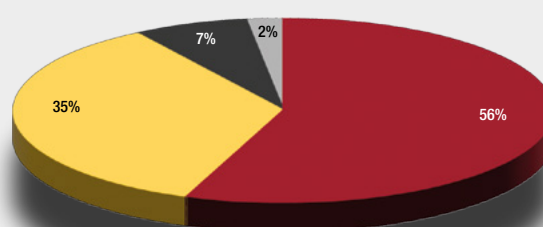
The Commission monitors sentiment in order to gauge how the media understands and reports on human rights and its work. Sentiment is measured through qualitative analysis by an independent external service provider and is based on a lay person's understanding of the article and the overall perceptions gleaned from the articles.

Overall media monitoring results show that the Commission has been positively portrayed by the media. Sentiments indicate that positive news coverage for the period 1 April 2022 - 31 March 2023 has increased to 4521, as compared to 3655 the previous year, translating into 56% overall coverage. Neutral sentiments are down from 6452 to 2841, translating into 35% overall coverage. Mixed coverage is up from 19 to 575, translating into 7.1% coverage. Negative reporting is up from 39 to 156, resulting in overall 1.9% overall coverage.

PERCENTAGE OF STORIES



SENTIMENT OF MEDIA REPORTS



Positive Neutral Mixed Negative

3.5. SOCIAL MEDIA

There has been a fundamental shift in how people access information and news, as the instant mass media model has given way to social media and a new on-the-second means of communicating with stakeholders. Social media is now mainstream in South Africa, with increasing numbers of people having access to smart cell phones and, as a result, access to social networking sites.

As a result of this shift, individuals and institutions have created social media accounts to receive and share information with stakeholders in line with their different needs. The Commission as an institution with the mandate to promote, protect and monitor human rights has also made an imprint in this space. The Commission recently added Instagram (@sahrcommission) to already existing platforms such as Twitter (@SAHRCommission), Facebook (SA Human Rights Commission) and YouTube (SAHRC1) channels.

With almost 100,000 Twitter followers, 30,000 Facebook followers, and 1,300 YouTube subscribers, the Commission has a broad base with which to communicate and

disseminate information. The addition of Instagram towards the end of the 2022-2023 period is aimed at broadening reach of the work of the Commission in an effort to align with the new mission statement to empower all to honour and assert human rights through effective promotion, monitoring, and protection.

The Commission also prioritised social media engagements and responses as part of building a more timeous two-way communication to increase service delivery and access to information. As such, the Commission managed to engage more with stakeholders on various human rights topical issues.

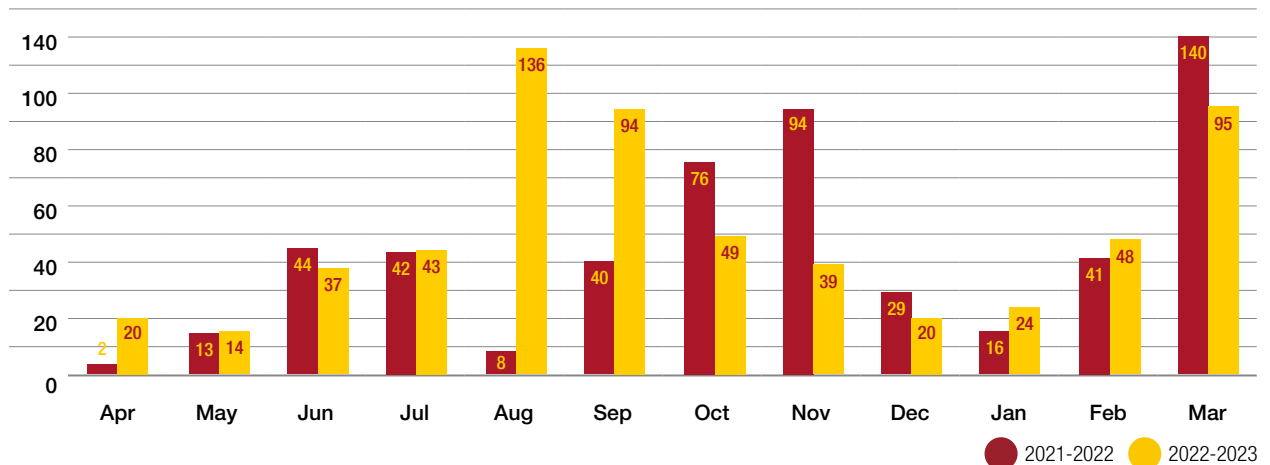
FACEBOOK

During the 2022-2023 financial year, 504 Facebook messages and 115 engagements were posted, totalling 619 messages. As such Facebook messaging for the financial year under review increased by 7.6% as compared to 2021-2022 where the Commission managed to post 575 messaging.

Table: Facebook Activity by Month

Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022
20	14	37	43	136	94	49	39	20	24	48	95

COMPARISON OF FACEBOOK ACTIVITY IN 2021-2022 FINANCIAL YEAR VERSUS 2022-2023 FINANCIAL YEAR



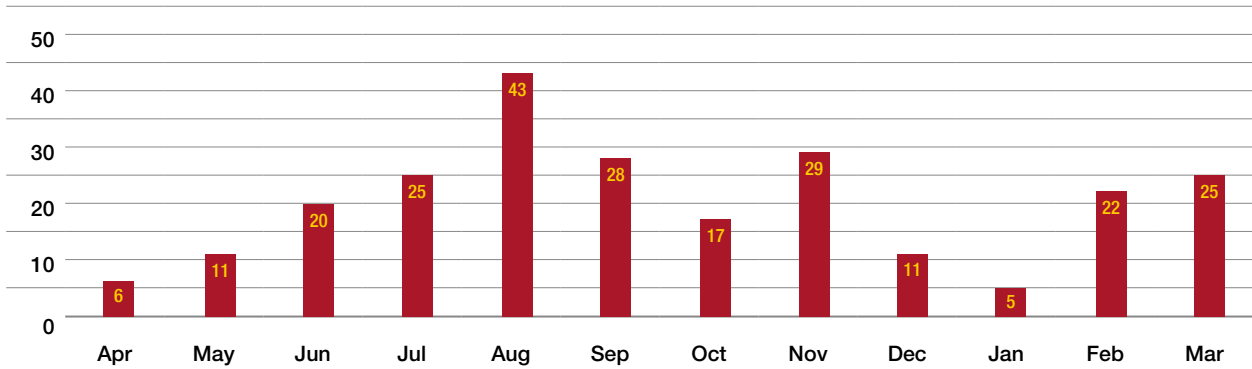
TWITTER

During the 2022-2023 financial year, the Commission's Twitter activity comprised of 1187 tweets. This is an increase of 72% as compared to the 2021 – 2022 financial year. The sharp increase is credited to social media monitoring and assessment to prioritise increased own initiative messaging to counter the high level of disinformation, misinformation emanating from some users on the platform.

Table: Twitter Activity by Month

Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Total
45	13	84	139	270	141	79	48	32	42	31	137	1187

COMPARISON OF TWITTER ACTIVITY IN 2021-2022 FINANCIAL YEAR VERSUS 2022-2023 FINANCIAL YEAR



YOUTUBE

During the 2022-2023 financial year, 69 videos were uploaded on the Commission’s YouTube page (SAHRC1) as compared to 115 in the 2021-2022 year, resulting in a percentage reduction of 66.6%. It must be re-emphasised that the sharp increase of YouTube messaging in the 2021-2022 year was as a result of the Commission’s shift to host most of its events online due to the COVID-19 restrictions. However, when compared to previous years before COVID-19, YouTube uploads on the work of the Commission continue to be on the upward trajectory. The YouTube channel currently sits on 1.2k subscribers, 648 total video uploads and 140,531 total views. The nature of events, live streaming, embedding of streams on the website, and other social media pages of the Commission help to drum up interest on the YouTube channel.

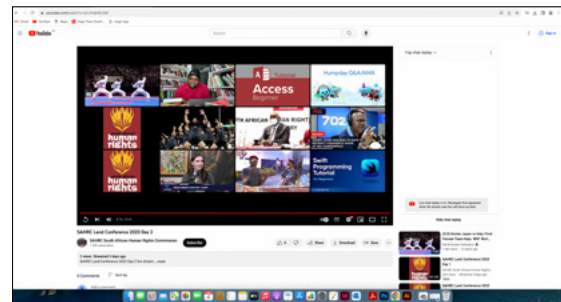
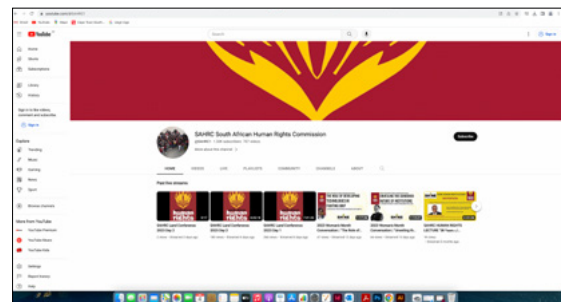


Table: Number of SAHRC YouTube Uploads

Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022
0	20	3	2	1	20	38	10	3	0	8	10

COMPARISON OF YOUTUBE ACTIVITY IN 2021-2022 FINANCIAL YEAR VERSUS 2022-2023 FINANCIAL YEAR

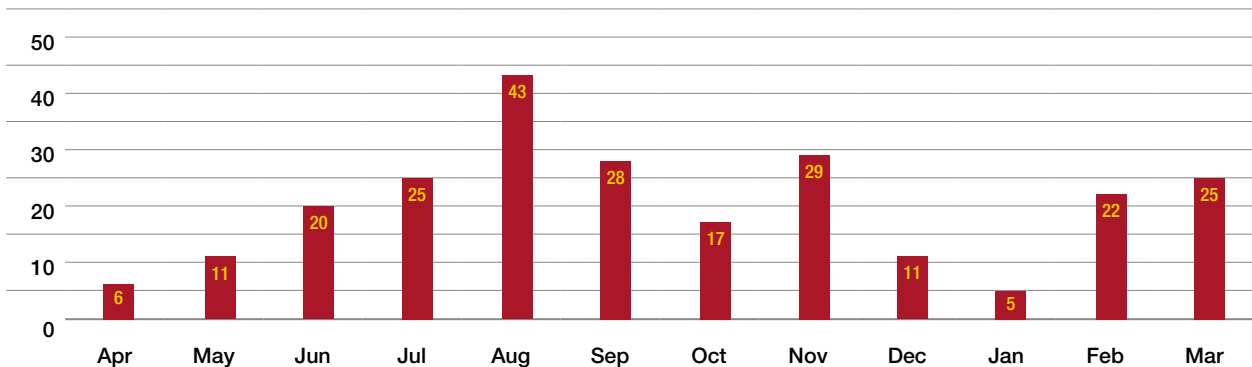


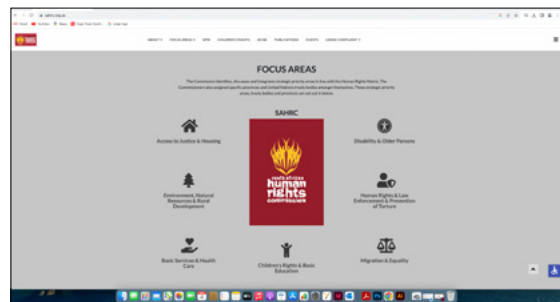
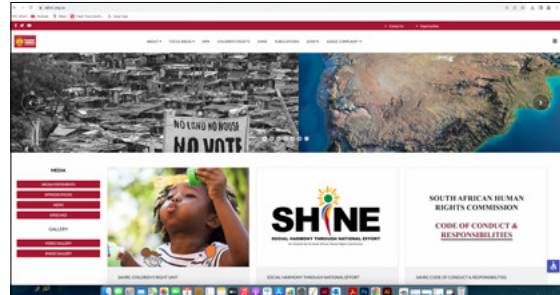
Table: Number of Web Uploads

Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Total
34	34	41	53	72	56	29	54	17	18	32	40	480

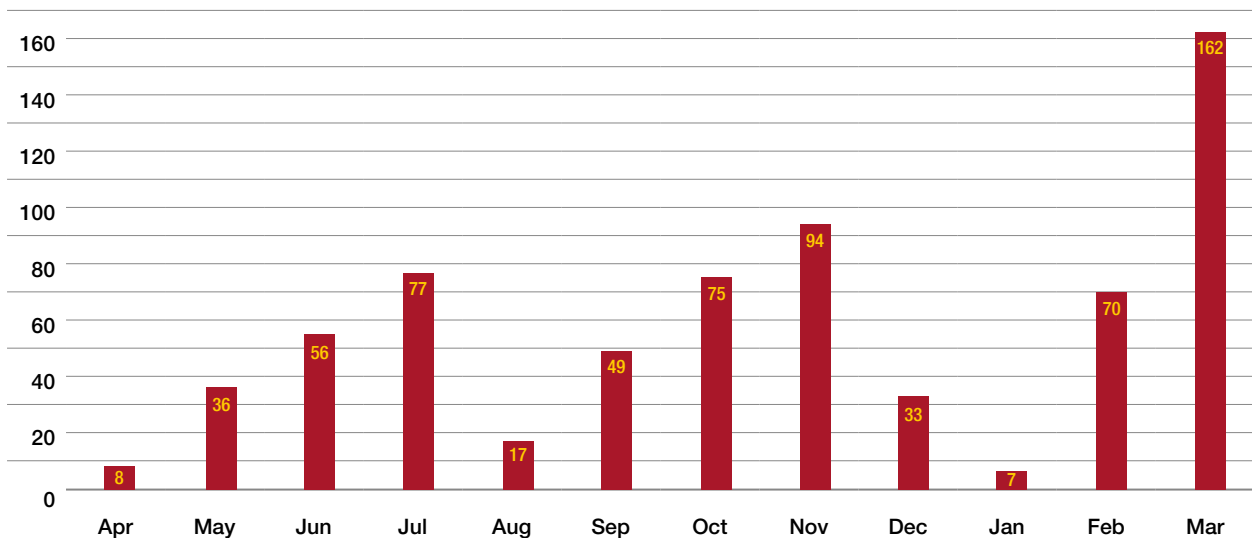
WEBSITE

The Commission’s website (www.sahrc.org.za) is now disability friendly having been upgraded during the 2022-2023 financial year to respond to disability needs. As a result, stakeholders with special needs are now able to increase and decrease text size, increase and decrease text spacing, invert colours, add grey hues, underline links, enable big cursor, enable reading guide, enable text to speech and enable speech to text (form input).

The website was regularly updated with a total of 480 items, as compared to the previous year with 278, resulting in an increase of 72.6 %. The website updates increased as a result of activities such as the high number of media engagements, reports and human rights events undertaken by the Commission, all of which were published on the website.



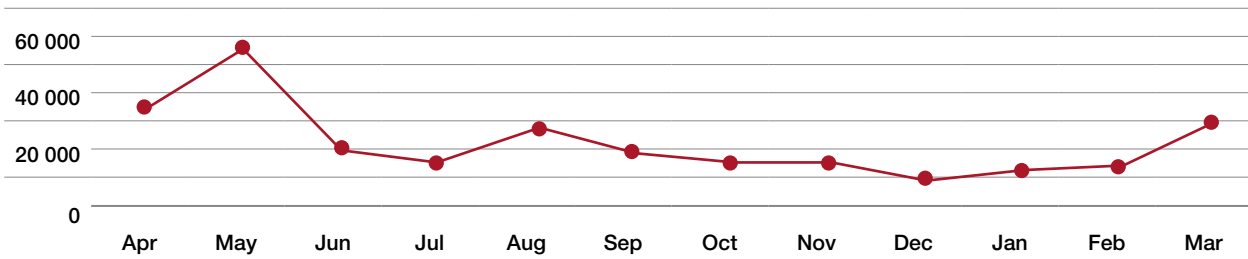
COMPARISON OF WEBSITE ACTIVITY IN 2021/2022 FINANCIAL YEAR VERSUS 2022-2023 FINANCIAL YEAR



WEBSITE PAGE VIEWS

The Commission’s website recorded 544,432 page views as compared to 749,512 the previous year, a decrease percentage of 27.36%. However, it must be emphasised that 544,432 page views are indicative that stakeholders still find the website as a useful tool to search for content on human rights.

COMPARISON OF TWITTER ACTIVITY IN 2021/2022 FINANCIAL YEAR VERSUS 2022-2023 FINANCIAL YEAR



The website remains a useful information hub not only in South Africa but around the world. As indicated in the figure below, in the top 10 annual user category for the year 2022-2023, the top 3 were South Africa with 214, 354; the USA with 7,333; and the United Kingdom with 1,797.

Country	Users	% Users
1. South Africa	214,354	88.20%
2. United States	7,333	3.02%
3. United Kingdom	1,797	0.74%
4. India	1,282	0.53%
5. Philippines	1,275	0.52%
6. China	1,235	0.51%
7. Germany	1,014	0.42%
8. Canada	824	0.34%
9. Nigeria	798	0.33%
10. Japan	747	0.31%

214, 354 Page views by visitors in South Africa demonstrate that the website is still an effective source of information in the country.

1. Gauteng	128,737 (58.58%)	123,977 (58.75%)	181,733 (60.47%)
2. Western Cape	40,318 (18.35%)	38,877 (18.42%)	53,119 (17.67%)
3. KwaZulu-Natal	30,471 (13.87%)	29,360 (13.91%)	38,602 (12.84%)
4. Eastern Cape	6,878 (3.13%)	6,535 (3.10%)	9,041 (3.01%)
5. Limpopo	4,020 (1.83%)	3,720 (1.76%)	5,440 (1.81%)
6. Free State	3,464 (1.58%)	3,239 (1.53%)	4,886 (1.63%)
7. Mpumalanga	2,153 (0.98%)	1,985 (0.94%)	2,814 (0.94%)
8. North West	2,067 (0.94%)	1,945 (0.92%)	2,836 (0.94%)
9. Northern Cape	828 (0.38%)	705 (0.33%)	1,150 (0.38%)
10. (not set)	809 (0.37%)	696 (0.33%)	925 (0.31%)

Table: Total Number of Web Users

Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023
33198	53615	19846	15426	26309	18498	15989	14636	8890	11855	14371	28071

Overall, the website registered 242, 049 users in the 2022-2023 financial year as compared to 385,949 in the 2021-2022 year, to 242, a percentage decline of 37.28 %. Even though there is a percentage decline, however constant management of the website and updating still contributed to making the Commission’s website a preferred source of online human rights information.

ONLINE COMPLAINTS:

The website recorded a total of 2459 online complaints. Of the total complaints received, 104 were complaints on behalf of organisations, 390 on behalf of another person and 1965 own complaints. The advancement of digital technology makes online complaints a user-friendly tool to lodge complaints. Users are able to lodge complaints on cell phones and computers thereby bypassing the need to print and manually fill complaint forms.

3.5.1. OPINION PIECES

The Commission publishes opinion pieces on various human rights topics to steer debate, provide guidance and offer solutions on how best to address current challenges and trends. During the 2022-2023 financial year, the Commission authored 12 opinion pieces, as compared to 6 in the 2021-2022 year, a percentage increase of 100%. Opinion pieces authored were published in daily and weekly newspapers, and online publications. Majority of opinion pieces published were linked to the Conference on Local Governance and the Social Harmony National Effort (SHiNE) where in both events the Commission extended calls to staff members to author pieces. As such, some of the opinion pieces listed below are from emerging voices, which is part of the Commission’s strategy to broaden human rights discussions.

Table: Type of Print Media and Number of Stories

Date	Headline	By-line	Publication	Online Link
2022/08/29	The sphere of local government cannot be afforded to fail	Commissioner Philile Ntuli and Peacemore Mhodi	Mail & Guardian	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3244-local-government-cannot-be-allowed-to-fail
2022/08/30	A worrying trend as service delivery challenges continue to plague SA	Wisani Baloyi	Independent Media Online	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3243-a-worrying-trend-as-service-delivery-challenges-continue-to-plague-sa
2022/08/30	SA’s rural areas and smaller municipalities need national support to tackle poverty	Yuri Ramkissoon	Daily Maverick	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3242-sa-s-rural-areas-and-smaller-municipalities-need-national-support-to-tackle-poverty
2022/09/05	Poverty, human rights and importance of sound financial management	Thembelihle Links	Independent Media Online	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3241-poverty-human-rights-and-importance-of-sound-financial-management
2022/09/22	A nation’s ‘uneasy’ relationship with the unity dream	Ntombenhle Ngwane	Independent Media Online	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3287-a-nation-s-uneasy-relationship-with-the-unity-dream
2022/09/24	Social harmony through national effort is the way to forge a nation this Heritage Month	Deputy Chair Fatima Chohan	Independent Media Online	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3282-social-harmony-through-national-effort-is-the-way-to-forge-a-nation-this-heritage-month

Date	Headline	By-line	Publication	Online Link
2022/10/15	Schools moot court competition a conveyor belt for a human rights-conscious population	Commissioner Andre Gaum	Mail & Guardian	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3336-schools-moot-court-competition-a-conveyor-belt-for-a-human-rights-conscious-population
2022/11/24	Mental health challenges are worse for those in poverty	Chairperson Bongani Majola	Mail & Guardian	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3372-mental-health-challenges-are-worse-for-those-in-poverty
2022/12/28	Do the amendments to the law strengthen SA's fight against GBV?	Deputy Chair Fatima Chohan	The African	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3401-do-the-amendments-to-the-law-strengthen-sa-s-fight-against-gbv
2023/02/16	Women in prison deserve better treatment	Nokwanda Nzimande (co-author)	Health-e News	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3448-women-in-prison-deserve-better-treatment
13/03/2023	GBV at the click of a button: even online, misogyny is out of line	Eileen Carter	Sunday Times Online	https://www.timeslive.co.za/sunday-times-daily/opinion-and-analysis/2023-03-12-opinion--gbv-at-the-click-of-a-button-even-online-misogyny-is-out-of-line/
2023/04/04	Towards a functional local government: Tools to end a crisis	Commissioner Philile Ntuli	News24	https://www.sahrc.org.za/index.php/sahrc-media/opinion-pieces/item/3486-towards-a-functional-local-government-tools-to-end-a-crisis

In summary, the communications section of this report has highlighted the various media and communication tools that the Commission utilised to reach out to not only the South African, but global audience in promoting a human rights culture.



4. Conclusion



This report illustrates that in the main, the Commission made significant strides in executing its promotion mandate to create awareness and understanding of human rights in society, through advocacy and communications related activities. The Commission gradually recovered from the uncertainties of the COVID-19 pandemic and fulfilled its promotion mandate. An immediate outcome of awareness initiatives is that the newly acquired information contributes to positive understanding of issues, rights and responsibilities and gives participants an opportunity to reimagine the importance of human rights and possible ways that these rights could be achieved.

The Commission strengthened and cemented relationships with a broad range of partners in the dissemination of advocacy messages through commemorative key calendar days and dissemination of educational materials. The strategic partnerships with community human rights champions continue to assist the Commission in extending its presence and services into communities in need of its services.

The successful implementation of the National Schools Moot Court Programme is contributing towards active citizenry and social justice in a young generation as the country's future leaders. The Commission's strategic engagements with the leadership at local and provincial government level have cemented a foundation for cooperative governance on key areas for intervention, to improve access to basic socio-economic rights. Other stakeholder engagements have revealed key areas for intervention around equality, with emphasis on inclusivity and tolerance of others.

The Commission substantially expanded its overall visibility, raised its profile across the country through varied mediums of communication by reporting on the work of the Commission, generating substantive coverage of the Commission's position on a range of topical human rights issues and contributing to social conversations on human rights. These consistent real-time engagements reflect increased public interest and engagement in human rights. The Commission is keeping abreast of technological advancements by actively utilising social media platforms and tools. The development of a social media policy and launch of the social media Charter are positive contributions in this space.

Whilst the Commission made significant progress in promoting awareness and understanding of human rights, the continued human rights violations, barriers to the enjoyment of basic socio-economic rights and the general fragility of human rights remain cause for concern. However, these factors can only spur the Commission to strive to do better. The Commission acknowledges the tireless efforts of the broad range of partners it works with and will continue cultivating relationships for a coordinated approach in entrenching a culture of human rights within society.

In line with the Social Harmony National Effort concept, the Commission calls upon every individual to introspect and commit to show respect, tolerance and acceptance of our diversities and contribute positively to building a human rights culture.



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