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567 CAPETALK

The station's programming is talk-back based, broadcast in English. The only commercial talk radio station in the Western Cape on the AM frequency, it provides credible and relevant information, news, in-depth interviews, current affairs, analysis and listener interaction in each show.



CSI POLICY

The cornerstones of the 567 Cape Talk CSI philosophy are visibility in the community and social responsibility. Initiatives are stimulated by the question: "How can the station make a positive contribution in the community?"

CSI INITIATIVES

Community Service

The station assists various charity organisations through public service announcements (PSAs). Total airtime value of these

announcements for FY2007/08 is R702 184.87.00. Total value of features/interviews/outside broadcasts is R9 579 336.50.

GPS Navigation Systems for the Cape of Good Hope SPCA
The popular American Animal Cops Program came to film in Cape Town in February 2008. The shows followed a number of SPCA inspectors rescuing animals in the various communities in and around Cape Town. They receive an average of a 120 calls a day for animals to be rescued, however, the inspectors often arrive last at the scene due to lack of navigation system. Grant Wells, a Sound Engineer for Animal Planet, appealed for 11 GPS Systems for the SPCA on 567 CapeTalk, which went along way in helping the inspectors save animals. Listeners donated money to the Cape of Good Hope SPCA so that the

organisation could purchase the navigation systems. The show was aired on DSTV on channel 264.

Greater Good South Africa and Do-It-Day

Greater Good SA is an online social market place for people who want to make a difference. Their aim is to help SA citizens and businesses to find non-profit organisations whose work interests them and assist these givers in supporting the organisations of their choice in ways that make a real impact. Do-It-Day is an annual campaign that aims to take South Africans out of their routine and get them to work with an organisation for a day. 567 Cape Talk continues to support this campaign with PSA's, interviews with the organisers leading up to the day and after the day, as well as by encouraging our listeners to participate in some way on the day.

Lisa's Live Studio Audience

This concept of Lisa's Live Studio Audience formed part of the strategy to make the station more accessible to its listeners. Talk show host Lisa Chait invited listeners to join her, experts and community champions on the subject, relevant to our listeners, in a live studio audience forum for an hour of her show. Listeners were able to interact with Lisa and the guests, both on-air and off-air leaving them with an enriched experience on the topic as well as with the station. The areas covered were:

- Surviving stress,
- Parenting, and
- HIV/AIDS awareness.

Eyewitness News Bootcamp

EWN Bootcamp came about during CapeTalk's sister radio station's Radio Rookies Campaign in 2007. A large number of entrants expressed an interest in being part of the station's news department. The training workshops, which ran over a period of six weeks, was a practical training course conducted in the newsroom making use of resources and staff. Moreover, bootcamp was also about unearthing potential talent, given the dearth in the industry. Our most successful student from the first camp was a travel and tourism student, who worked for us over weekends in between his studies until recently, when he secured a job with Qatar Airways. In 2008 EWN Bootcamp has extended to working with community and campus radio stations. At the end of the examination process top-scoring students will get the opportunity to work in the Eyewitness Newsroom on a part time basis, to gain hands on experience.



ACHIEVEMENTS

Outside Broadcast: Blue Waters Refugee Camp

Aden Thomas hosted the CapeTalk Breakfast Show live from the Blue Waters Resort safety site in Strandfontein on 25 June. The site was opened 27 May, as a result of the xenophobic attacks, to house 600 immigrants from the DRC, Angola, Tanzania, Burundi, Rwanda, Kenya, Mozambique, Bangladesh and Zimbabwe. Aden spoke to Cape Town Mayor, Helen Zille, and to Premier of the Western Cape, Ebrahim Rasool, on the plight of the immigrants and the progress of the reintegration programme as well as to some of the immigrants living at Blue Waters and the NGOs that had been providing meals.

567 CapeTalk Blanket Drive

The station collected more than 19 000 blankets and raised approximately R250 000 in donations from listeners after heavy rains and devastating floods left thousands of people homeless in the Western Cape. Cape Town's Disaster Management and Social Services issued a plea to the station to assist with the 10 000 people, who had been displaced after 50 mm of rain had fallen over the peninsula. Loyal listeners and corporates opened their hearts and pockets and within three hours on the CapeTalk Breakfast Show, the target of 10 000 blankets had been reached. Pledges and blankets kept streaming in throughout the day and finally more than 20 000 blankets were delivered to HDI Support. The monies collected were used to purchase much-needed non-perishable baby food.

Moonstruck with BP Express

The 8th annual 567 CapeTalk Moonstruck took place on Clifton 4th beach on Saturday, 9 February and was attended by over 6 000 people, making this the best attended Moonstruck concert. In a break from previous years, an 8-piece session band performed classic songs from the 70s and 80s by the Bee Gees, Queen, Elton John, Billy Joel, Clout, Credence Clearwater Revival and many more. Additional entertainment was provided by amaAmbush Marimbas. Presenters Aden Thomas, Redi Direko, Lisa Chait and Kieno Kammies were the evenings MCs. The station's charity partner, the NSRI, proved the success of the evening by raising over R30 000.00 in funds through the evening (a 60% increase over previous years).

567 CAPETALK SPCA WIGGLE WAGGLE WALK-A-THON

The annual Wiggle Waggle Walkathon was held on Sunday 18 November 2007 in Tokai. It was a day many 4-legged canines will be barking about for a long time. The rush to enter, with a queue winding down the road proved that the event has certainly become the canine event of the year in Cape Town. The Cape of Good Hope SPCA raised approximately R150 000 from entries, sponsorship and donations, which was put to good use towards the SPCA sterilization programme. Despite the heat there were no casualties, and the event attracted over 4 000 walkers and their pets.