

Primedia Crime Line



"The high volume of tip-offs which Primedia's Crime Line is receiving shows that South Africans are fed up with criminals and are now blowing the whistle. The response from across South Africa has been fantastic."



Yusuf Abramjee, Primedia's national anti-crime initiative manager.

At the beginning of June 2007, Primedia Limited announced the launch of one of the largest private initiatives of its kind in the world – the multi-million rand national anti-crime campaign, Crime Line, which gives members of the public the opportunity to blow the whistle on criminals in South Africa.

The launch, attended by Safety and Security Minister, Charles Nqakula, national police commissioner Jackie Selebi, and South Africa's top police chiefs, saw the opening of the initiative's data centre at Primedia Place, Primedia Limited's head offices in Sandton.

Based on the international Crimestoppers system, the campaign encourages members of the public to send their tip-offs about crime or suspected criminals by SMS to 32211 (at a cost of R1 per SMS), or via the www.crimeline.co.za website. The centre passes on all information gathered, anonymously, to the SAPS for immediate follow-up. From time to time, the campaign will also zoom in on wanted criminals and focus on certain priority crimes and cases, depending on where the police's need for information is.



(Seated, from left) Primedia CEO, William Kirsh, national police commissioner Jackie Selebi, and Safety and Security Minister, Charles Nqakula, at the launch of Primedia's Crime Line. (Primedia's ADCO CEO, Kuben Pillay, and Paul Nkuna, chairman of Primedia Ltd, look on.)

Through its media companies, Primedia Limited will be investing R50m in advertising and editorial space to support this initiative. The SAPS has pledged a further R25m.

The first arrest resulting from a Crime Line tip-off took place just over 48 hours after the campaign went live, with an armed robbery suspect being taken into custody in the early hours of the morning.

Crime Line's successes include the recovery of stolen motor vehicles, seizure of drugs, arrest of people in connection with drug peddling, rape, armed robbery and counterfeiting, and the busting of a multi-million rand counterfeit DVD operation.

After only three months, 151 arrests had been made thanks to information from Crime Line, and R12,1m worth of stolen goods, fake DVDs and drugs had been seized.

In a cabinet meeting held on 22 August, 2007, government commended Primedia and the SAPS for the initiative, as well as those members of the public who had come forward with information.



Perumal Naidoo (SAPS provincial commissioner of Gauteng), Magda Stander (deputy national commissioner), Primedia's anti-crime initiative manager, Yusuf Abramjee (group head of news and talk programming at Primedia Broadcasting) and Primedia's CEO, William Kirsh, celebrate Crime Line's 100th arrest.