



PSiRA

Private Security Industry Regulatory Authority

Dear Valuable Stakeholder

The Director of PSiRA Mr Manabela Chauke announced in a number of stakeholder meetings held last year, our commitment in ensuring that we increase compliance levels in the industry. One of the initiatives highlighted as priority area was the educational campaign for the public and consumers of private security.

Towards the end of last year in October 2016, PSiRA ran an awareness campaign on DSTV channels and to intensify the awareness campaign, we have also placed the commercial with SABC TV channels. The campaign will run as per the schedule below.

Audience : Adults 15+ years U:34147(000) S:8260 (ADS15)						
Day	Date	Station	From	To	Plan Title	Dur
Sat	2017/02/11	SABC1	23:10		RAW SILK	30
Mon	2017/02/13	SABC1	19:20		XHOSA/ZULU NEWS	30
Mon	2017/02/13	SABC1	22:50		GOSPEL GOLD	30
Tue	2017/02/14	SABC1	17:20		DAILY THETHA	30
Tue	2017/02/14	SABC1	17:50		NDEBELE/SISWATI NEWS	30
Thur	2017/02/16	SABC2	17:50		NDEBELE/SISWATI NEWS	30
Thur	2017/02/16	SABC1	17:50		DAILY THETHA S1	30
Sun	2017/02/19	SABC1	23:20		KULCHA KWEST	30
Tue	2017/02/21	SABC1	17:40		ISPANI	30
Thur	2017/02/23	SABC1	22:20		YILUNGELO LAKHO	30
Sun	2017/02/26	SABC1	10:10		MZANSI INSIDER	30
Mon	2017/02/27	SABC1	23:20		DAILY THETHA S1	30
Sat	2017/02/12	SABC2	7:40		MORNING LIVE	30
Mon	2017/02/13	SABC2	22:40		THE BANTU HOUR	30
Wed	2017/02/15	SABC2	22:40		SOUL'D OUT SESSIONS	30
Fri	2017/02/17	SABC2	13:25		7DE LAAN	30
Mon	2017/02/20	SABC2	8:10		MORNING LIVE	30
Sat	2017/02/25	SABC2	7:50		MORNING LIVE	30
Mon	2017/02/27	SABC2	23:40		NAVY NCIS S12	30
Mon	2017/02/13	SABC3	12:11		TRENDING SA	30
Thur	2017/02/16	SABC3	1:40		ISIDINGO	30
Fri	2017/02/17	SABC3	6:50		EXPRESSO	30
Sat	2017/02/18	SABC3	18:40		NEWS @ 18:30	30
Sun	2017/02/19	SABC3	18:40		NEWS @ 18:30	30
Mon	2017/02/20	SABC3	12:11		TRENDING SA	30
Mon	2017/02/20	SABC2	22:10		TRENDING SA	30
Tue	2017/02/21	SABC3	15:20		MELA	30
Wed	2017/02/22	SABC3	17:25		AFTERNOON EXPRESS	30
Thur	2017/02/23	SABC1	11:55		LARGER THAN LIFE WITH JASON GOLIATH	30
Thur	2017/02/23	SABC2	22:20		TRENDING SA	30
Fri	2017/02/24	SABC1	18:50		NEWS @ 18:30	30
Mon	2017/02/27	SABC1	9:50		TRENDZ	30
Tue	2017/02/28	SABC1	6:40		EXPRESSO	30

Sent on behalf of PSiRA Management by:
Communications