



the sandf

Department:
Defence
REPUBLIC OF SOUTH AFRICA

MEDIA INVITE

DATE: Monday 11 August 2014

EMBARGO: None

SUBJECT: CHIEF OF THE SA ARMY MEDIA BREAKFAST: 14 AUGUST 2014

In order to enjoy public confidence and ensure accountability to a democracy, it is important for any military organisation to communicate its actions, intentions and successes to the citizens to fully understand the organisation's mandate. To this effect, the Chief of the SA Army, Lieutenant General Vusimuzi Masondo will host and address media personnel in a form of a Media Breakfast that will be held at SA Army College on 14 August 2014 to unpack issues of particular interest to the media and the general public. The event is aimed at educating citizens about activities of men and women in uniform in peace time, and to ensure that citizens are afforded a fair opportunity to participate in democracy and enjoy lasting legitimacy.

Of importance, the Chief of the SA Army will deliberate on the developments made thus far within the organisation, the current state of the SA Army, and map up the new path for the SA Army to meet future requirements as spelt out in the Defence Review 2014. This unarguably affords the media personnel an ideal opportunity to engage with the SA Army senior leadership on any matters that require explanation. The day will start off with a formal briefing by the Chief of the SA Army, and a coordinated interaction session which later the exclusive interviews with the Chief of the SA Army or any member of the Army Command Council will be conducted in separate venues to generate maximum understanding between the media as an important stakeholder to the Department of Defence.

News Editors, Journalists and Military Reporters are invited to join the SA Army in its efforts to mobilise the public to rally behind our democracy.

Ends

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