



PRESS RELEASE

e.tv broadcasts The Values Campaign: positive stories on South Africans

Free-to-air channel e.tv is currently broadcasting a series of inserts, which focuses on the positive and dynamic stories that unfold in South Africa every day.

The focus of the campaign is to determine, *what does it mean to be a South African?* The point of departure is to build a sense of 'South Africanism', or a South African identity.

Two-minute profiles will introduce viewers to the unseen and unsung heroes – and the courageous people of South Africa.

All the inserts will focus on '*A day in the life of...*' starting with a description of who the person is and what they do for a living.

They are filmed throughout a typical day, telling a specific individual's story, while working. These profiles are aired on e.tv at different times of the day.

A wide range of job categories throughout South Africa will be covered over a nine-month period.

The respondents are from all parts of South Africa and include bus drivers, businessmen, shop assistants, spaza owners, to mention a few (see full list below).

"We have diverse cultures in our country. Our cultural, religious and social values differ in certain areas and to explain to someone who South Africans are is often difficult because of our mixed backgrounds," says Donfrey Meyer, Executive Producer of the programme.

"We hope a pattern emerges whereby we notice that regardless of race, sex, or creed, South African values are the same," says Meyer.

- Tell e.tv what it means to be a South African. Send your comments to southafricans@etv.co.za

Below is the list of Job Categories

Rural farmworker
Mine worker
Refuse removal worker
Cleaner
Domestic worker
Garment worker
Petrol attendant
Dock worker
Fisherman
Security guard
Construction worker
Postman
Train driver
Minibus taxi driver
Traffic cop
Policeman
Soldier
Bus driver
Nurse
Teacher (rural)
Teacher (urban)
Fireman
National Parks ranger
Shop assistant
Student
Spaza shop owner
Shop owner (formal)
Home Affairs official
Social worker
Call centre operator
Cabin attendant
Receptionist
Secretary
Salesman
IT Technician
Electrician
Plumber
Magistrate
Prosecutor
Lawyer
Businessman
Stockbroker
Doctor
Journalist
Professor
Accountant
Farmer
Local councillor (rural areas)
Craftsman
Cleric