

March 2018

## **MEDIA REPORT ON LISTERIOSIS OUTBREAK AS OF 6 MARCH 2018**

### **Preamble**

The Minister of Health on 4 March 2018 announced at about 2pm the recall of processed meat products manufactured by Enterprise (a division of Tiger Brands and Rainbow (a division of RCL Foods). Immediately after, a draft response was prepared, which after approval was disseminated to the media, and also posted on the CGCSA website. In addition, it was distributed to relevant CGCSA stakeholders.

### Media Response

Predictably and inevitably, media interest in the issue was spontaneous and still is. CGCSA as an interested party received numerous requests from the media – print and broadcast – for interviews and further comment. It was decided that subject expert, Matlou Setati, would be the spokesperson for CGCSA. In all, 10 media engagements had been held as of 10am, 6 March 2018.

Below is an updated report to the one sent on 5 March 2018 on media interviews organised and held for Matlou Setati.

### 4 March 2018

1. CGCSA media statement was disseminated to the following: The Star, Business Day, Business Live, Business Report, Fin 24, Classic FM, Radio Jacaranda, Eye Witness news, eNCA, SABC Radio and Business News Desk, Food Stuff ZA, eHealth News, Cape Argus, IOL, Sowetan, ANN7 and New Age
2. SABC requested for a “Morning Live” interview, which was arranged and confirmed for 5 May 2018.
3. ANN7 telephonic interview 6.30pm
4. The Star newspaper mentioned CGCSA statement in their lead article on the product recall

### 5 March 2018

1. SABC “Morning Live” (7am) <https://youtu.be/78AMVajwRIg>
2. Radio Motsweding telephonic interview (12pm)
3. Jacaranda FM telephonic interview (12.20pm)

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4. SAFM telephonic interview (12.40pm)
5. Classic FM recorded telephonic interview (2pm)
6. Khaya FM telephonic interview (6pm)
7. Motsweding FM interview/listener call-in (6.30pm)
8. BDTV Live telephonic interview (7.10pm)

6 March 2018

1. eNCA will hold a live studio interview (9.30am)  
<https://www.facebook.com/eNCAnews/videos/1200096330127030/?ref=tahoe>

This report will be updated as and when there are material additions.

Ends

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