

VAYA Update

15 August 2017

Vaya amplifies the voices of marginalized people and makes them heard.

Vaya the movie and accompanying print will be launched in October 2017. An exciting campaign to ensure maximum reach, publicity and awareness is being planned in partnership with Times Media Film and Bookstorm Publishers. The Vaya multimedia campaign will act as a popular springboard for a wide ranging conversation in the media, schools, civil society organisations and the general public. Community viewings in collaboration with Planact have already been held in Soweto and Middelburg.

How do we shape and remake the city so that it provides a real home to all who come here in search of a better future?



Vaya has won a string of awards which include Best Screenplay at the Africa Magic Viewer Choice Award and Best South African Film at the Durban International Film Festival. From left to right David Majoka, Anthony Mafela, Madoda Ntuli and Tshabalira Lebakeng proudly show their award.

MULTIMEDIA CAMPAIGN PLAN

Exciting plans are underway. These include:

1. Film to be released in cinemas countrywide on 27 October and on MNET TV early 2018.
2. Media partners including City Press and Sunday Times to run in-depth stories.
3. Partnership with major radio stations include Kaya FM, as well as smaller student and community radio stations.
4. Promos and behind scenes story flighted on MNET in run up to release.
5. Stories in Community and online newspapers including GroundUp.
6. NGO partners to use Vaya Media in community dialogues and learnings. These include Fundza (mobile reading App), Planact and Isandla Institute.
7. There will be a far reaching social media campaign on instagram, facebook and twitter.
8. Further community viewings in collaboration with Planact at learning events to be held.

VAYA PRINT COMPONENT

The Vaya print component is designed to have popular appeal to reach new audiences, and to be a tool for learning in schools and NGOs. It will leverage the popularity of the film to create awareness and new insights into how people live on the margins of the city. It highlights the current debates on urban development.

The book includes personal stories, photographs, analysis and debate, talking points for discussion and innovative interactive activities on how to use stories and social media for community action and social justice. It will be distributed in bookstores; electronically as a downloadable PDF for NGOs and reversioned into shorter formats on social media (facebook, twitter, Instagram) Approximately ten social justice organisations were consulted in the development of the material.

