

SABC and ONE.ORG launch Strong Girl campaign

The South African Broadcasting Corporation (SABC) and international advocacy organisation, ONE.ORG ([@ONECampaign](#)), have joined forces to kick off the [Strong Girl campaign](#).



The campaign aims to promote the mainstreaming of African women's development needs at the upcoming UN General Assembly meeting in September in New York.

The Strong Girl campaign includes a countrywide competition to find a Strong Girl, defined as a woman who has achieved her full potential and is making a significant impact in her community. From now until 4 September, SABC listeners can nominate their Strong Girl to SABC radio stations via SMS text message. The winner will have an opportunity to accompany ONE.ORG and SABC to New York in September for advocacy activities during the UN General Assembly.

The campaign will also elevate discussions on critical issues that affect the progress of South African women and girls, drawing inspiration from the June 2015 African Union Declaration on Women's Empowerment and Development.

Access to justice

Experts, government leaders, thought-leaders and celebrities will lend their voices to address issues relating to health, education, political and economic opportunity, as well as access to justice in the face of gender-based violence.

The Strong Girl campaign takes its name after a song of the same title. Produced by ONE.ORG earlier this year in support of the 2015 African Union Year of Women's Empowerment, Strong Girl is a rallying call for African leaders to provide women and girls with all the tools they need to reach their full potential, and to help lift their communities out of poverty.

It features nine of Africa's most talented female artists, including South Africa's Judith Sephuma and Blessing, Nigeria's Yemi Alade and Waje, Zimbabwe's Selmor Mtukudzi, Mozambique's Gabriela, Tanzania's Vanessa Mdee, Kenya's Victoria Kimani and Gabon's Arielle T.

Opportunity for listeners

"The Strong Girl campaign will give SABC listeners from across the country an opportunity to reflect on the challenges that women face daily, and rally their voices to become part of the solutions sought by the campaign. The SABC will utilise its 19 radio stations, with Channel Africa leading the awareness of the campaign because of its ability to tap into African audiences," SABC chief executive officer, Frans Matlala, said.

"We are so pleased to be partnering with a public broadcaster to bring into focus the critical issues that hold back the progress of women and girls not just here in South Africa but also on the rest of the continent," Dr. Siphso Moyo, executive director of ONE Africa, said.

"Our view is that a successful fight against poverty, begins with targeted investments across all sectors including health, education, and political and economic opportunity (such as in agriculture), that will provide tools for women and girls to escape poverty and prosper."

Radio Station	Short Code (Rate R1,00)
Ukhozi FM	33126
Lesedi FM	34708
Motsweding FM	33766
Thobela FM	34768
Ligwalagwala FM	34765
Metro FM	34764
5FM	34555
SAFM	34766
Good Hope	45877
Tru FM	34769
Lotus FM	33015
Radio 2000	33016

Radio Station	Short Code (Rate R1,50)
Channel Africa	3762 or email info@channelafrica.org
RSG	34024 or email girl@rsg.co.za

X-K	33721
Umhlobo Wenene FM	33014
Mughana Lonene FM	33129
Phalaphala FM	33127
Ikwekwezi FM	33017

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