

# SchoolMedia expands into Botswana

SchoolMedia, which serves as a platform for organisations such as Rotary International to get its branding and messaging into schools in Southern Africa, has expanded provincially and into Botswana.



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Headed by the 21-year-old Khethi Ngwenya, this expanded territorial reach means that the company is now able to place media in schools for clients in a number of South African provinces, as well as in other African countries.

## Assisting Rotary

The Rotary International District 9400 campaign saw SchoolMedia ensuring that the client's message was targeted not only at learners across the extended region, but at parents and teachers too. The aim of the campaign was to increase the membership of Rotary International among communities. It is also aimed at inviting scholars to form Rotary Interact clubs with these clubs undertaking projects in their local communities. Rotary clubs in parts of South Africa, Botswana and Swaziland nominated the schools.

Centurion College in Johannesburg was the first school that it launched the campaign in, in October 2012. Rotary International District 9400 blossomed from there, reaching other Gauteng schools such as St Francis College in Benoni, Sibonile Primary School in Vereeniging and Pinedene Primary School in Vanderbijlpark.

Boosted by the platform, the campaign also made its way into other provinces at schools such as Yingisani School for the Deaf in Tzaneen, Pepps School in Polokwane and Rainbow School in the North West.

## Ready for Africa

A significant addition to reach was the campaign's entry into schools in Botswana, opening up its opportunity to grow its reach into Africa. This is further evidence of the company's commitment to providing its partners with a platform that makes information accessible to the youth throughout South Africa and southern Africa.

With an understanding of what information is relevant and accessible to youth, the platform serves its partners by imparting valuable information on issues such as furthering one's education, environmental awareness, crime and sports development as well as pertinent company and product information. Driving to spread these messages, as far and as wide as possible its aim is to connect communities, one school at a time while providing a unique platform to advertisers.

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