

# Showcase 2010 stories, CNN TASK tells media



By [Issa Sikiti da Silva](#)

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CNN TASK (Tourism, Advertising Solutions and Knowledge) this week urged journalists and editors across the African continent to showcase the 2010 FIFA World Cup games and tourism stories as they are critical to foster the culture of knowledge of the continent, which is mostly seen by the west as a place of despair, violence and poverty.



Anita Mendiratta

"As the global media descends on South Africa for the 2010 event, it is critical for the media to take to heart that the story of these games is the first chapter of the story of the nation's future," Anita Mendiratta, CNN International strategic advisor and CNN TASK group lead consultant, told [Bizcommunity.com](#).

## Focus on, off the field

"Focus needs to be both on and off the field, responsibly showcasing the host nation as a place, as a people, as an economic force for the continent and as a member of the global community - in a way which leverages the massive exposure, which it will probably never experience again.

"And this exposure, which it will receive from the first match to the final, will help build the country long after the FIFA World Cup and its fans have moved on," Mendiratta added.

"For all those who truly want to see South Africa and Africa succeed in the future, especially the global media, this is their chance to play a part in that vision."

## Inform, inspire and invite

It is estimated that more than 15 000 journalists will flock to SA to cover the 2010 event, which is being hosted in Africa for the first time.

However, with only 104 days to go before the kick-off, negative sentiments against SA and Africa are running high in the western world, mostly fuelled by western media and their soccer bosses who believe that hosting the world's biggest soccer event in Africa is a 'mistake'.

Mendiratta said media need to inform, inspire and invite audiences across the globe to be a part of the 2010 games - and all that they represent for the nation of South Africa and the continent of Africa.

"Media play an invaluable role in turning questions into confidence, targets into ticket sales, speculation into success and hopes into history."

## Three critical stages

Established three years ago, CNN TASK is a fully complimentary, custom-made client service focused on assisting clients in the creation of impactful solutions for their tourism communications strategies and programmes.

The unit offers clients insight, information and intelligence to enhance their nation, business and brand building efforts, as well as assist in navigating through travel and tourism crisis-related issues.



This week at the United Nations World Tourism Organisation (UNTWO) 2010 Summit held in Johannesburg, CNN TASK showcased the critical role of media in ensuring that mega-events are a success based on the following three critical stages of event activation: pre-event, event coverage and post-event.

Mendiratta explained: “These three stages are of great importance for South Africa and Africa as the 2010 FIFA World Cup is being played on the African continent for the first time - a part of the world relatively unfamiliar to global footballers and a long-haul journey for football fans wanting to see the beautiful game's greatest event live.

## Play a proactive role

“As a result, a number of psychological barriers need to be addressed regarding, for instance, destination and access, games infrastructure readiness, quality experience delivery, opportunities for enjoyment of the destination beyond the games, safety and security.”

As the tourism and travel sector has become a vital source of employment, revenues, investment, trade and unity for destinations, it is important that the media communicate the importance of the 'tourism economy', Mendiratta said.

“The media has to play a proactive role in building understanding, appreciation and support for a sector previously undervalued for its contribution to economic, social and political growth and development, but now recognised as a vital source of upliftment from poverty and isolation within the global community.”

For more information, go to [www.cnnmediainfo.com/task](http://www.cnnmediainfo.com/task).

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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