



We develop the South African Agriculture Industry.
Ons ontwikkel die Suid-Afrikaanse Landbou Industrie.

FARM MURDERS MEDIA GUIDELINES

Every farm attack, and even more so a farm murder, is usually traumatic and extremely disruptive and no-one can really prepare for it. This makes farm attacks and murders, as well as the impact thereof on the farming community and broader South African population, a very serious matter, causing much emotion on the part of the public, and for this reason remain a priority for Agri SA and its provincial organisations.

A media statement issued after a farm murder must be drafted with sensitivity and should reflect the true facts.

The document contains some guidelines that should be followed when issuing such a statement:

1. A media statement must be issued in accordance with the set procedures of each provincial organisation when a farm murder has occurred.
2. It is crucial that the correct information be provided to the media as soon as possible following the murder. Farm attacks and murders enjoy priority in the media, remain newsworthy and such news is disseminated rapidly. It is important therefore to provide the correct facts.
3. Once the information about the murder and the relevant details become available, it must be forwarded to Agri SA in writing.
4. Agri SA will then, in consultation with the relevant provincial organisation and in support of the organisation, also issue a media statement.
5. The following information should be included in the media release:
 - Name and surname of the victim.
 - District where the victim resided.
 - Particulars of the murder, the number of suspects and how they had gained access.
 - How the murder will affect the community and workers.
 - The effect thereof on food production.
 - Calling on the police to arrest and prosecute the suspects swiftly.
 - If the date and time of the funeral are known, calling on South Africans to observe a minute of silence during the funeral.
6. The statement is issued in the name of the chair of the Centre of Excellence: Rural safety, naming a contact person in the relevant province.
7. A statement can also be issued in the name of the president when he requests that such a statement be issued.

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