

WORKERS

Impact of positive media coverage for PSA

STREETS!



During a nationwide strike, the media plays a crucial role in communicating information. The media has the power to shape public perception of labour activity, with an impact on strike involvement.

The PSA continued to maintain a strong presence in local and national media during 2022/23. The weeks leading up to the nationwide Public Service strike were promoted through various pickets and constant updates to members via social media, electronic newsletters, media statements, and ballots.

When the PSA embarked on the nationwide strike on 10 November 2022, the Union captured the nation's attention, making an impact across television stations, radio stations, and online media channels.

Between September and December 2022 when strike preparations started, the PSA's print-media coverage increased by 96 to 358 clips, broadcast coverage increased from 577 to 1 271 clips, and online media coverage increased from 165 to 659 clips. The total combined clips for all media coverage during this period, excluding social media, was 2 288 clips.

It is evident that the media attention surrounding the PSA prior to and during the nationwide strike had a significant and positive impact in promoting the robust message that was sent to government as employer. The PSA will continue to demonstrate its power in the protection and promotion of members' rights and interest.