Report of the Public Relation Committee 2013
to the Annual General Meeting of the DSJ

The DSJ PR-Team – they write, organize, advertise, everything to present the DSJ in a positive light in the public eye. Our staff member, Gaby Ullmann who rushed around to get things done over many years, retired in June 2013. Savo Ceprnich’s PR-Team received additional support through Katrien Schöttler. Together they informed about the latest developments and events at the DSJ, making professional use of the new media. The DSJ website, Facebook, twitter, the Communicator informed immediately and effectively to the outside world but also internally to the DSJ community. The young team intensified the efforts for an Alumni data base, worked closely with School Management, the Board of Directors, the teachers and the PRC to present the DSJ with all its qualities. They organized and advertised School events innovatively. The successful efforts of Mr Ceprnich to help organize and advertise the 2014 Olympics of the German Schools in Southern Africa were one of the major events. First preparations for the 125-Year-Celebration in 2015 are already under way.

Open Day – many visitors could experience DSJ-School life on the annual Open Day. Learners, teachers and DSJ staff presented in actual lessons and numerous activities around the topic “Daily life at the DSJ” how the DSJ works. The visitors could thus gain a professional insight into daily School life – a great success! We showed them what we do best: School.

German Weeks – even the robots could dance. At the closing event of the “German Weeks” in October 2013, many German companies and exhibitors presented themselves and their innovative products and offers at the Deutsche Internationale Schule Johannesburg. An initiative by the Department of Foreign Affairs, the German Weeks informed about study and work opportunities in Germany, presented by the Deutsche Akademische Austauschdienst (German Academic Exchange Service, an exchange programme for students and graduates) and the Alumni-Portal Germany with their ‘job market’. The German Ambassador in South Africa, his Excellency Dr Horst Freitag, invited to a cocktail party in the evening.

Schulbasar 2013 – one of the most successful of the past years. Many visitors enjoyed culinary specialties, as well as roundabouts, the Theatre Café, live music and much more. Parents, teachers and learners helped many hours at the stalls and the beer tent. “Public Viewing” of the Champions League Final between Bayern Munich and Borussia Dortmund crowned the end of this special day.

Family Day – The ›Six-a-side‹- soccer match, the fun run and the many colourful stalls – it was these traditional activities which made for a wonderful Family Day in October. The PRC in cooperation with the FuF (Freunde und Förderer der DSJ, friends and supporters of the DSJ) once again had organized. Great, many thanks!

Hooting was allowed – actually, supposed to, to support Kwanele-Kwanele noisily. Every Friday before School started, learners, teachers and parents of the DSJ and
our neighbour, McAuley House School stood in silent protest in front of the two schools to condemn violence against children and women. Kwanele – Stop!

**Rhino Day** – with Ronnie, the Rhinoceros. The Regenbogen-Kids drew attention to the brutal poaching of rhinos in South Africa with their life-size DSJ-Rhino in front of the School. Inside, the outline of a rhino was made from tape to be filled with donations. Oliver Mengel, 3c, collected a lot of money with the sale of his homemade muffins to support Save the Rhinos. The DSJ now proudly bears the title „Rhino School“. A special Thank You goes to the teachers, Sabine Anderson and Rashika Nowbotsing, who initiated this activity.

**There is always something happening** - at the DSJ. Numerous sporting events, successful team and individual wins and a lot of cultural activities. The learners and teachers of the DSJ offered a wide variety from theatre plays, e.g. “The Picture of Dorian Grey” to music evenings of the Primary School or the Christmas Concert of the Regenbogen-Kids. The Fashion Show, the Future Evening, or the Spielfest.

**Susanne Winter**  
For and on behalf of the Public Relations Committee