

ANC refuses to unban DA's PE #JordaanBillboard

NEWSWATCH: Political messages have dominated outdoor advertising this year, with the #ZumaMustFall banner in Cape Town [intriguing all](#) due to its anonymous origins. Now the city in question is PE with former FIFA man - now mayor of the city - in the spotlight, but this time we [know it's the DA](#) behind the messaging.



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Political power plays are making headlines again, with outdoor ad news dominated by one thing this weekend: The ANC-run Nelson Mandela Bay municipality “ordered a DA billboard to be removed”, reports IOL.

[EWN](#) confirms that nobody claimed responsibility for the billboard at first and that it contravenes municipal by-laws.

Now, the [Democratic Alliance](#) website explains that Jordaan had not complied with the party’s Letter of Demand to unban its billboard that states: “Danny Jordaan, proudly brought to you by Jacob Zuma,” by 5pm on Friday.

As a result, the [party reports](#) it will file an urgent interdict in the Eastern Cape High Court.

According to [TimesLive](#), mayor Danny Jordaan says he’s “done enough for the ANC to win PE, expecting to earn about 55% of the municipality’s votes – this despite having dropped under the 50% mark in the provincial ballot in 2014.

And “with the possible exception of a billboard that the mayor ordered removed, the African National Congress on Thursday celebrated that “major roads, freeways and arteries in and around the city are emblazoned with the ANC’s mobilisation campaign posters”, [adds BusinessDayLive](#).

Interesting times as the political debate catches fire in the run-up to August’s elections... Follow the social commentary with the #JordaanBillboard hashtag.