



2013

COMMUNICATION PROTOCOLS FOR THE STATE FUNERAL OF PRESIDENT NELSON ROLIHLEHLA MANDELA

1. BACKGROUND

- 1.1. The honour of a state funeral is granted by law and are held for Presidents (elect, sitting, and former), as well as important individual, anyone deemed of national significance by a sitting President.
- 1.2. While tradition and protocol greatly influence the funeral planning, the exact sequence of events is largely determined by the family of the deceased.

2. INTRODUCTION

- 2.1. The following protocol is intended to provide the framework for communication during the State Funeral. These protocols provide guidelines for government departments and the media.

3. GOVERNMENT COMMUNICATIONS

- The Government Communication and Information System (GCIS) execute its responsibility guided by the State Funeral Manual. This responsibility specifically relates to media liaison, creative product development and co-ordination of all communication.

The GCIS will be responsible for the following:

3.1. *Media Liaison*

- The GCIS will be responsible for the coordination of media liaison activities assisted by other communicators.
- The Host Broadcaster for the State Funeral is the SABC (all broadcasters will receive the feed from SABA).
- GCIS will assist and manage the process of the accreditation of media, identifying camera positions (for electronic, print and broadcast media) in a fair and equitable manner.
- The GCIS is also be responsible for setting up and managing media centres to accommodate accredited media organisations and journalists wishing to cover the State Funeral.

3.2. Creative Product Development

- The GCIS has developed all the relevant creative products for the State Funeral.

These include:

- i. the official photograph;
- ii. the condolence book;
- iii. the Memorial Service and State Funeral Service programmes;
- iv. banners;
- v. the obituary;
- vi. directional signage;
- vii. mobilization leaflets and banners;
- viii. the official DVD;
- ix. the coffee table book;
- x. publications for mass distribution; print, radio and website advertisements/mobilisation, official statements and press releases.

3.3. Co-ordination of all communication

- Communication by government during the State Funeral is coordinated through the GCIS.
- GCIS will provide guidance to all three spheres of government.
- These include:
 - i. announcements,
 - ii. mobilisation of the public,
 - iii. condolence messages in the media,
 - iv. official press briefings,
 - v. official press statements and
 - vi. any other material intended for public consumption.
- Coordination will ensure that government speaks with one, coherent voice. All communication should be channeled through the Spokesperson.

3.4. Media Accreditation

- All members of the media who wish to cover the official State Funeral events will have to be accredited. The media accreditation will take place at the SABC headquarters in Auckland Park.
 - i. **Live accreditation** (All media practitioners will have to physically present themselves to the accreditation centre with their identity documents or passports and press cards).

3.5. When and Who To Contact At The GCIS

- Ms. Phumla Williams (Cabinet and Government Spokesperson)
083 501-0139, or phumla@gcis.gov.za
- Ms. Nebo Legoabe (Media Relations)
- 082453-2874, or nebo@gcis.gov.za

- Ms. Neo Momodu (Media Relations) 079 462-5081, or neom@gcis.gov.za
- Mr Harold Maloka (Content Processing and Dissemination) 082 847 9799, or Harold@gcis.gov.za
Mr Donald Liphoko (Advertising and Media Buying) 082 901-0766, or donaldl@gcis.gov.za

4. HOST BROADCASTER

- 4.1. The **South African Broadcasting Corporation (SABC)** has been appointed the “Host Broadcaster” for all official events related to the State Funeral. In terms of the host broadcast agreement, the SABC is responsible for delivering the pictures and sounds that tell the story of the State Funeral, taking the events into the homes of billions of viewers around the world.
- 4.2. The SABC has experience in broadcasting events of a similar nature including the 2010 FIFA World Cup, COP 17, the 2013 AFCON and the BRICS Summit to mention a few.
- 4.3. The Host Broadcaster function was created because it is logistically impossible for every interested country to send a broadcast production crew to cover the State Funeral. The Host Broadcaster is responsible for producing and transmitting the unbiased live radio and television coverage of the State Funeral. This transmission is called the World Feed.
- 4.4. The World Feed signal is impartial and universally produced so that there is no focus on one particular event or country. The World Feed signal contains graphics, replays and natural sound from the venues, but not commentators, interviews or advertising. Rather, broadcast organisations from across the globe buy the rights to the Host Broadcaster’s World Feed signal. These broadcasters then supplement the World Feed signals with their own specific production elements, using their own play-by-play commentary, on-camera interviews and sometimes even their own cameras. This allows each of the broadcast organisations to cater their specific programming to their own home audience.
- 4.5. The broadcast material for the World Feed is to be owned by the Government of the Republic of South Africa.
- 4.6. While producing the multilateral coverage, the Host Broadcaster is equally responsible for ensuring each of the signatory to the broadcast material acquire the facilities and services necessary for their own unilateral coverage of the events. The Host Broadcaster acts as a liaison with the GCIS to ensure the Host Broadcast requirements are delivered and met.
- 4.7. Media organisations/journalists wishing to have access to Host Broadcast material should contact the SABC.

The feed will be available in the following format:

- a. Satellite specifications
- b. The contact details are: Mr Simon Tebele on 082 644-3104 or tebeles@sabc.co.za.
- c. The SABC is responsible for providing the technical specifications for the World Feed which are also on the SABC website: www.sabc.co.za.
- d. The SABC shall also be responsible for ensuring that all broadcasters wishing to have access to the World Feed sign the requisite agreements which shall spell out the technical specifications, copyright and right of use by the signatories, amongst other things.

5. MEDIA CENTRES

The GCIS is responsible for the following media centres at the following venues:-

5.1. The SABC Mirror Room in Auckland Park, Johannesburg,

- The SABC mirror room is situated at the SABC's head office in Auckland Park and is available for use by the media. The mirror accommodates 40 journalists at a time. Only journalists/media whose organisations do not have offices in South Africa and in particular Johannesburg will be accommodated in the mirror room. This therefore, excludes foreign and local media operating in Johannesburg. These media organisations and journalist will be provided a World Feed/pool feed in their respective offices. Only media/journalists accredited for the mirror room will have access to this facility.
- Accreditation for this facility is at the discretion of the GCIS and upon relevant media having complied with all accreditation processes. Once the NASREC media centre becomes operational the SABC Mirror media centre will cease to operate. All media will therefore be expected to operate from the NASREC media centre.

5.2. NASREC Media Centre

- The NASREC media centre accommodates 1 500 media organisations/journalists in modest facilities that meet the requirements to enable media to transmit host broadcast material to their destinations of choice.
- Only accredited media will have access to these facilities and accreditation will be at the discretion of the GCIS and upon relevant media having complied with all accreditation processes.

5.3. The Nelson Mandela Museum in Qunu

- The Nelson Mandela Museum media centre situation in Qunu in the Eastern Cape accommodates approximately 300 journalists.
- Only media accredited for the use of this media centre will have access to these facilities and accreditation will be at the discretion of the GCIS and upon relevant media having complied with all accreditation processes.

- Given the space constraints in Qunu, media is encouraged to remain in the NASREC media centre where all the World and Pool Feeds will be made available.

5.4. UNION BUILDINGS – Lying in State

- A media centre will be provided on the South lawns of the Union Buildings for the period of the Lying in State.
- Access to the media centre will be announced and communicated to the media at least 48 hours before the Lying in State and only media accredited for the use of this facility will be provided access.
- Accreditation will be at the discretion of the GCIS and upon relevant media having complied with all accreditation processes.

6. LIVE AND STAND UP CAMERA POSITIONS

- Stand up positions will be provided for all the official events related to the State Funeral. GCIS in consultation with the South African National Editors' Forum (SANEF), the Foreign Correspondent Association (FCA) and organized formations representing community media will determine access to the stand-up position.
- This includes discussions and agreement on logistical arrangement such as the number of camera positions to be provided. The organized formations are encouraged to discuss and agree amongst themselves on issues such as access and management of the positions and present a fair and equitable proposal which will be considered by the GCIS.

The contact person for media centres and media consultations is:

- **Ms. Neo Momodu 079 462-5081** or neom@gcis.gov.za

7. GOVERNMENT COMMUNICATION

7.1. Official Announcements

- Information relating to Provincial and Local Government events shall be communicated by the designated Provincial and Local Government Spokesperson and only after consultation with the National Government Spokesperson.
- Provincial and Local Government communication must be done in accordance with the standards prescribed by the National Government.
- The Government Spokesperson will hold daily media briefings at 11h00 at the Union Buildings or at a place to be determined after the demise and will be joined by the representatives of the Mandela family and the African National Congress (ANC).

- Critical and relevant information pertaining to National, Provincial and Local Governments will be communicated at this briefing (**11H00 DAILY**).
- The Premiers and MEC's are mandated to communicate where appropriate and in consultation with the GCIS, identify relevant platforms for communicating key and relevant information with stakeholders.

7.2. Advertisements

- ***No government department, province and municipality shall place advertisements or other related information in print, electronic and broadcast media without consulting the Government Spokesperson and the GCIS.***
- In this regards, only the Presidency shall issue notices and advertorials related to official government events namely, the announcement of the demise, the daily media briefings, the Official Memorial Service, the Lying in State, including condolence messages in national and local newspapers and other media types. No individual national, provincial or local government department may issue and/or publish messages of condolence, except the Presidency and through GCIS.
- Announcements and mass mobilisation relating to Provincial and Local Government events shall be communicated by the designated Provincial and Local Government Spokesperson. Provincial and Local Government announcements must be done in accordance with the standards prescribed by the Presidency and GCIS.
- State Owned Enterprises may advertise condolence messages but only after consultation with the line function government department. In all such communication, only approved products such as the official photograph may be used. The official products can be obtained from the GCIS. The contact person in this regard is Mr Donald Liphoko (Chief Director – Communication Service Agency) **082 901-0766** or donaldl@gcis.gov.za

8. MEDIA

- All media are expected to conform to the Media Guidelines developed by the GCIS relating to host broadcast and pool feed arrangements, the media centres, camera and pool feed positions, accreditation and general conduct.
- Only media accredited for the various venues will be granted access.
- Members of the media travelling with Heads of State or Government will be subjected to normal accreditation procedures as the rest of the media.

- The Official media travelling with Heads of State and Governments will also be subject to the Host Broadcast arrangement that the South African Government has put in place.
- In view of the Host Broadcast agreement, incoming delegations could reduce the number of state or public broadcasters which conventionally travel with Heads of State or Government on such occasions.

9. GENERAL COMMENTS

- The Government of South Africa is committed to providing a dignified communication service associated with the icon and global leader who is the focus of this project. In this regard, all relevant key stakeholders are encouraged to uphold the principles of ***respect and dignity*** in their day-to-day operations.

Issued by: Government Communication and Information System (GCIS)