



PROGRAMME 5: COMMUNICATION SERVICE AGENCY

Purpose: The Communication Service Agency (CSA) provides core communication services to the Government Communication and Information System (GCIS) and other government departments, both in-house and through outsourcing.

Measurable objective: To produce and distribute information through appropriate platforms and mechanisms to reach the intended public.

Apart from the management component, there are three subprogrammes:

- The Directorate: Marketing, Advertising and Distribution manages government's corporate identity, develops strategies for marketing, events management, public relations and advertising, and buys space in the media.
- The Directorate: Product Development develops broadcast strategies for inclusion in campaign and project communication plans, and produces videos and radio programmes for other departments. It also provides graphic design and layout, exhibition design and photographic services.
- The Directorate: Content Development identifies government communication and the public's information needs, and develops a content strategy for individual and transversal campaigns. It also provides editorial services and produces the *South Africa Yearbook* and *Pocket Guide to South Africa*.

SERVICE-DELIVERY OBJECTIVES AND INDICATORS

In 2005/06, the CSA contributed to government campaigns through radio, video and print. In the reporting period, the CSA logged more than 500 requests for communication services.

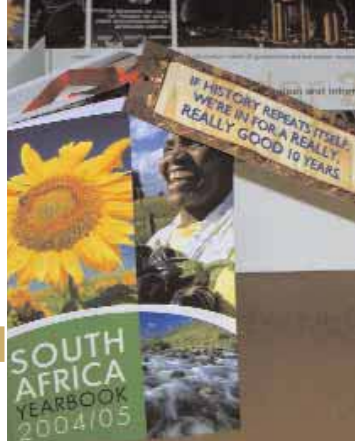
Design and exhibitions

The Design and Exhibitions Unit contributed towards the maintenance, roll-out and proper application of government's corporate identity.

The unit is responsible for information and promotional design for government departments and projects. It also contributed, among other things, to the development of the two national orders publications and State of the Nation Address photo stories.

Government advertising

During 2005/06, advertisements were placed for the following clients: the departments of health, transport, water affairs and forestry, arts and culture, communications, public enterprises, social development, agriculture, justice and constitutional development, labour, public service and administration, housing, correctional services as well as The



Presidency and the National Youth Commission. The most frequent clients were the departments of social development and labour, as well as The Presidency.

The Directorate: Marketing, Advertising and Distribution briefed 206 media briefs to the agency. Some 112 campaigns were implemented. Approximately 1 090 brief revisions were requested out of the 206 briefs submitted (i.e. 1 090 separate schedules were completed at an average of 5,3 per campaign).

Multimedia publicity campaigns around the izimbizo, 16 Days of Activism, State of the Nation Address 2006 and *Vuk'uzenzele* Magazine were also co-ordinated.

About half of the national government departments make use of the GCIS bulk-buying facility. As a result, trends of government advertising expenditure are increasingly matching trends in public media usage, with a focus on those who need government information most, in order to improve their lives.

The distribution of information products through the South African Post Office, GCIS regional offices, libraries, non-governmental organisations, schools, community-based organisations, clinics and multi-purpose community centres (MPCCs) was also co-ordinated during the reporting period.

Publications

The Directorate: Content Development is responsible for the production of the *SA Yearbook* and related products, i.e. the *Pocket Guide to South Africa* and a CD-Rom version of the *SA Yearbook*.

The *SA Yearbook 2004/05* was launched in Pretoria in May 2005. The printing order was 45 000 of which 27 000 were distributed to schools countrywide. The schools' positive response resulted in a decision that this exercise would be repeated in 2005/06. The yearbook was made available on an interactive CD-ROM. The CD-ROM included video footage on aspects such as 10 years of democracy, MPCCs, national orders, etc. The yearbook consists of 23 chapters as well as an addendum containing contact details of government departments, parastatals and missions in South Africa and abroad.

The directorate provides editing services for government clients and was, among others, involved in the development of the State of the Nation Address information products, national orders booklets and material for Youth Day, Women's Month, etc.

During 2005, new print formats aimed at LSM 1 – 6 target publics were introduced, i.e. a five-episode photo story, placed in newspapers and the *Imbizo Junction* booklet – a compilation of all photo story episodes in A4 format with excerpts from the Programme of Action and the *People's Guide to the Budget*. Some 735 000 copies were printed in all languages. The CSA also assisted National Treasury in translating and printing an additional three million copies of the *People's Guide to the Budget*. The 2006 State of the Nation Address was again captured in photo story format in all official languages.



Radio, video and photography

In support of key government campaigns, CSA contributed to extensive multimedia products for example for the 16 Days of Activism Campaign, Youth Month and Women's Month.

The CSA contributed to the video and photographic coverage of the national orders award ceremonies in April and in September 2005, respectively. It provided editing, design and layout services for the production of the ceremonies' programmes. The Directorate: Product Development also produced photo albums and video programmes for The Presidency to commemorate the event.

The photographic unit provides in The Presidency's photographic requirements, ranging from state visits, credential ceremonies, national orders, International Investment Council meetings, the Progressive Governance Summit and meetings with interest groups. The photographic section produced photo albums for attendees of the Progressive Governance Summit held in February 2005.

The unit also continuously upgrades the photographic data of newly appointed ministers, premiers, members of parliament and MECs. In addition, the unit provides photographs to be used in the *South Africa Yearbook*, *Vuk'uzenzele*, departmental booklets, pamphlets, posters, calendars, etc.

The radio unit handles the production of public service announcements, advertisements and live link-ups of government events to 40 community radio stations on the satellite platform. These include the State of the Nation Address one-hour phone-in programmes, the Budget speech, Presidential izimbizo, Cabinet makgotla, Heritage Day celebrations, Women's Day celebrations and Youth Day.

The unit assisted with radio programmes for national and provincial government departments, especially the Department of Social Development to create awareness of grants. Other clients included the departments of home affairs (Lokisa Ditokomane), transport (Arrive Alive), correctional services (special remissions), foreign affairs (inaugural imbizo) and water affairs and forestry (Free State and Northern Cape water summits).

The unit produced five episodes of radio dramas (adaptation of the 2006 photo stories on government's Programme of Action) for broadcast on SABC radio stations.

The CSA also produced three radio adverts for the 2005 municipal izimbizo and the Imbizo Focus Week.

The video unit covers presidential projects ranging from izimbizo, credential ceremonies, and Cabinet makgotla and assists TV broadcasters by providing news and current affairs broadcast material.

Programmes included the launch of community development workers, national orders, women's dialogues, MPCCs, the launch of *Vuk'uzenzele* and TV adverts about the magazine.



Video facilities were provided to a number of client departments, including the departments of public service and administration, trade and industry (dti), correctional services, transport, home affairs, arts and culture, and the National Prosecuting Authority, Road Agency Board, National Youth Commission and Office on the Status of Women.

The unit assisted with the evaluation and selection of production companies to produce the 16 Days of Activism and African Peer Review Mechanism TV adverts.

GCIS' video unit attended the 10th anniversary of Sithengi International Film Festival in Cape Town in November 2005. For the first time, the unit also participated in the Sithengi exhibition.

Transformation of the marketing, advertising and communication industry

In 2005/06, the CSA continued leading GCIS involvement in the process towards the transformation of the marketing, advertising and communication industry. Regular monthly meetings with the industry, through the Monitoring and Steering Committee for the Marketing, Advertising and Communication Industry, were convened. A transformation indaba was convened in April 2005. The draft Transformation Charter and Scorecard for the Industry was finalised and briefing sessions facilitated on the draft charter to the Minister in The Presidency and the Portfolio Committee on Communications in July 2005. Ceremonial signing of the charter took place in November 2005. In collaboration with National Treasury and the Association for Communication and Advertising, the CSA also developed Best Practice Guidelines for the Procurement of Advertising to facilitate participation by emerging Black Economic Empowerment companies in government contracts. The guidelines will be introduced to government communicators, counterparts in parastatals and industry members through workshops.

The charter will be submitted to the dti to be gazetted as a section 12 chapter, giving it legal standing.

Selected medium-term output targets

Subprogramme	Output	Measure/indicators	Target	Actual achievement
Marketing.	Marketing and distribution campaigns.	Number of marketing campaigns.	Six .	16.
	Briefs for advertising agencies and media placement agencies.	Number of briefs for outsourcing advertising and media placement.	11 briefs for outsourcing advertising. 60 media briefs.	10. 206 projects opened (briefs). 1 091 schedules created. 112 projects approved and booked.
	Research on the advertising transformation index.	Research report benchmarked against the previous year's report.	One per year.	One.



Selected Medium-Term Output Targets (continue)

Subprogramme	Output	Measure/indicators	Target	Actual achievement
Product Development.	Comprehensive product development service in support of key government information campaigns.	Relevant audio packages produced for community radio stations; and photographic images and designs developed and produced for government information products.	Five Talk-to-your-Minister shows; at least 40 radio advertisements. 11 video programmes and two advertisements; 66 video coverage events. Photographic coverage of 200 events, including four izimbizo and six MPCC launches, 30 designs/exhibitions.	28 live radio broadcasts of government events to over 40 community radio stations. 26 radio advertisements. 17 recordings of presidential izimbizo, cluster media briefings, four Talk-to-Your Minister shows. 13 video programmes produced, ranging from documentaries, TV adverts, news clips and presentations. Serviced 140 client requests for duplications, Presidential coverage, archive material and advice. Photographic coverage of Presidential izimbizo, MPCCs, Presidential key events, GCIS Budget Vote, New Partnership for Africa's Development, Opening of Parliament, etc. 90 graphic designs.
Content Development.	SA Yearbook.	Produce SA Yearbook and side products on time and within budget.	One research and one launch function; 23 chapters per edition and 20 000 soft cover copies by March 2006; 20 000 copies of the <i>Pocket Guide to South Africa</i> .	One launch function, 23 chapters, circulation: 45 000, including 27 000 for schools. <i>Pocket Guide to South Africa</i> CD-Rom.
	Content development of information products.	Workshops to guide development of information products.	One workshop.	Consultation with the Department of Arts and Culture on review of the <i>Style Guide</i> . <i>The Style Guide</i> updated internally as interim measure. Content development for and editing and proof-reading of various information products.



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To produce and disseminate a magazine that enhances public awareness of

**economic
opportunities.”**
