



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



## **OUTCOME 12: AN EFFICIENT, EFFECTIVE AND DEVELOPMENT ORIENTED PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP**

Compiled by Mndeni Ndwandwe: GCIS

### **Acting Director General of Communications hosted a public sector manager forum on Broadcasting Digital Migration**

On Wednesday 14 July 2015 Government Communication and Information System (GCIS) and Department of Communications (DoC) hosted a Public Sector Manager (PSM) Forum on Digital Terrestrial Television (DTT) at the Horseshoe Inn in Kimberley, Northern Cape. The PSM Forum was addressed by the Acting Director General of the Department of Communication Mr Ndivhuho Munzhelele. The day was characterised by a four phased activity plan approach which was as follows:

#### **Part One: Mall Activation**

GCIS and DoC Officials embarked on an outreach programme creating public awareness about Digital Migration and its benefits to all South African. Officials visited the Northern Cape Mall where they interacted with the citizens and distributed information material on Digital Migration.

#### **Pictorials: GCIS and DoC officials during the mall activation at the Northern Cape Mall**





## Part Two: Taxi rank Activation

Succeeding the mall activation was a taxi rank activation where GCIS and DoC officials visited the Kimberley Taxi rank where they interacted with commuters, taxi rank personnel and ordinary citizens at the nearby shopping complex. This activity was targeted to citizens at the lower LSM which will directly affected by digital migration.

### Pictorials: GCIS and DoC officials during the taxi rank activation at the Kimberley taxi rank





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### Part Three: Media engagement session

Part three of the activities was media engagement session where the Acting Director General of the Department of Communications, Mr Ndivhuho Munzhelele and Dr Fhatuwani Mutuvhi, Chief Director: Digital Migration Programme engaged members of the media about digital migration at the Horseshoe Inn in Kimberly.



Acting DG during an interview after the media session outside the Horseshoe Inn



Acting DG of Communications and Chief Director Digital Migration Programme during the media session



Acting DG of Communications and Chief Director Digital Migration Programme during a radio interview at Teemaneng FM

#### **Part Four: The Public Sector Manager Forum**

The Acting Director General of the Department of Communications, Mr Ndivhuho Munzhelele delivered the keynote address sharing the planned rollout of the Digital Migration project and its benefits to all South Africans. He unpacked in details what the digital migration is, its advantages and economic opportunities it will bring mostly to local film production and those that aspire to get into the industry.

The Acting DG emphasised the need for young South Africans to stand up, organise themselves and make use of these economic opportunities DTT will provide. In his speech, he reiterated the significance of locally developed content in the television industry. “We have realised that South Africans enjoy watching themselves on TV rather than watching foreign content”, he said.

DTT being a topic issue, made this PSM Forum to be unique as it wasn't only attended by Public Sector Managers but also Business sector, Youth structures, representatives from the broadcasting sector and other sectors of society.

The forum was a very interactive session where after the presentation by the Acting DG, attendees got an opportunity to ask questions, raise concerns and positive comments on the subject matter. The Acting DG and his delegates gladly engaged the forum, answered questions, appreciated comments and reassured everyone that the project rollout will be a good success story for all South Africans. Some of the issues raised were:



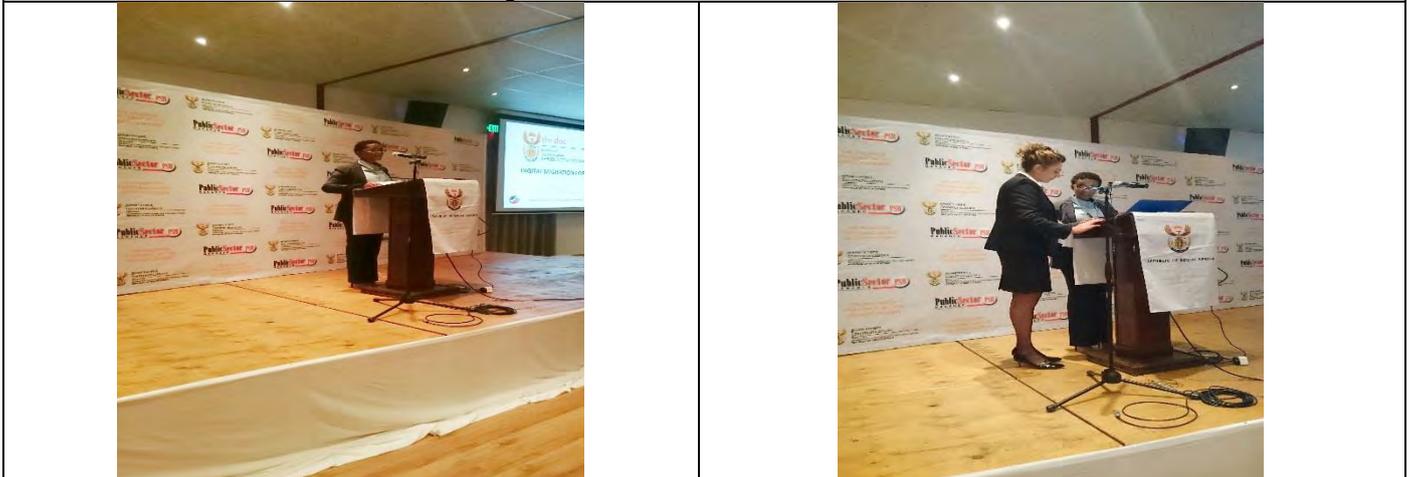
- What happens to people who are already on DSTV services and want to have benefit on DTT?
- Due to the economic spin offs that the migration will bring to the local community, how is department going to ensure that people from other province do not benefit where they do not reside?
- What are the departments' strategies to ensure that the programme reaches the population of the province for people to get information in their own language?
- What measures are in place to protect local economy and that local people get such benefits?
- Local Information centres where citizens can be able to access information at any given time.

All questions were answered and comments responded to. The Acting DG thanked everyone for attending and their participation in the forum. The session was closed on a high note, a network session, diner and departure followed.

### Pictorials: PSM Forum



Arrivals and registration of attendees at the exhibition tables





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Director: Vuk'uzenzele, Ms Doris Simpsons giving the opening remarks of the PSM Forum

Director: Marketing and Distribution, Ms Nicolette Prinsloo and Ms Simpsons ready to start the event



Acting DG giving the keynote address at the PSM Forum on Digital Migration



Attendees listening to the presentation by the Acting DG





Attendees raising questions and comments on the Acting DG's presentation



Acting DG responding to questions and comments

Dr Fhatuwani Mutuvhi responding to questions



Ms Nicolette Prinsloo presenting a gift to the Acting DG