



# GCA BULLETIN 8

**2009 | A Night of African Awakenings**

The beginning of 2009 saw a change in our environment and how the media covered the implementation of the Programme of Action (PoA). It was difficult in the period leading to the general election to reach the media as there were lots of contestations around government's service delivery.

Communicators began competing for attention in a noisy environment with voices that had objectives that were different and often opposing. This period saw a vast array of interests and concerns in a world in which everyday concerns weigh heavily on most people.

Soon government communicators realised that a 1 000 voices speaking without a common message and single purpose will in the end just make a indistinct noise that few will understand. Through various communication forums and other structures, communicators were able to plan and to strategise for communication, in the process implementing a comprehensive communication approach. This integrated planning also assisted communicators in translating government's PoA into strategies that support service delivery within government.

In just a few weeks, on 11 December 2009, government will be awarding those government communicators who were able to wither the storms and succeed in talking to the people. These communication strategists will gather at the biggest event of the year on the calendar of government communicators. What makes things more exciting is the amount of creative work that 2009 witnessed from communicators.

All this work will stand before a new team of judges who will for the first time convene in November to decide on the winners for this year. In assembling this multi-talented team of judges, Government Communications (GCIS) is ensuring that we look at the cream of the crop.

GCIS has tailored the GCA to recognise the hard work done by government communicators and to recognise improved service delivery, innovation and excellence in government communication.

We strongly urge all government communicators to confirm their attendance for a night of African awakenings. This will be a night on which government communicators will be once again making a commitment to excellence in government communication throughout the Medium Term Strategic Framework, 2009 – 2014.

**Come and witness excellence in government communications being awarded – 11 December 2009**



**government  
communications**

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Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA