



GCA BULLETIN 3

2010

THE GOVERNMENT COMMUNICATORS HANDBOOK – A TOOL TO ENHANCE COMMUNICATION FOR BETTER PERFORMANCE AND PLANNING

The *Government Communicators' Handbook* is designed to assist government communicators with easy reference tips and practical guidelines on issues that they will come across in the performance of their daily duties. This guide helps to assist government communicators to locate themselves within the overall government communication system in a rapidly changing environment. The handbook intends to ensure that communicators are at the cutting edge of their profession and that they do not apply outdated strategies and approaches on issues requiring new updated tactics.

As per the findings of the 2005 and 2008 research, the handbook is an integral part of government communication. The current communicators' handbook expands on all its topics and includes more case studies and practical examples to appeal to its readers and offers more research on the topics covered. Communicators can expect to get guidance about media, advertising and distribution strategies; communication research; campaign development; and Development Communication. The toolkits in the handbook provide useful tips and ideas to help strengthen departments and offer an understanding of the communication environment within government.

The current handbook blends well with the Government Communicators' Awards (GCA), a unique and a humble reminder to all communicators that government communication is a vital component in the pursuit for excellence. Through the *Government Communicators' Handbook*, communicators will be able to recognise the centrality of the profession and its importance in support of service delivery by government. The handbook forms an integral part of good governance and improved communication of government messages to ensure that the public knows what government is doing to better their lives.

Those communicators who are able to use the communicators' handbook thoroughly, will surely be better conduits of information about government and the services it provides to the people.

The handbook will assist government to recognise the most diligent, committed, thorough and organised communicators. These are communicators who strive to achieve better and improved communication and encourage each other to work towards professional excellence at all times.

With the latest copy of the handbook to be released by the end of April 2010, let us ensure that every communicator receives a copy, let's share and build a strengthened communication system. The handbook will enable communicators to be competitive within their profession and ensure that we live up to the Constitution, which guarantees that people have the right to know and have access to information. It is such communicators who know their role and strive for excellence who will be recognised by government on 10 December 2010 at the ninth GCA event.



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA