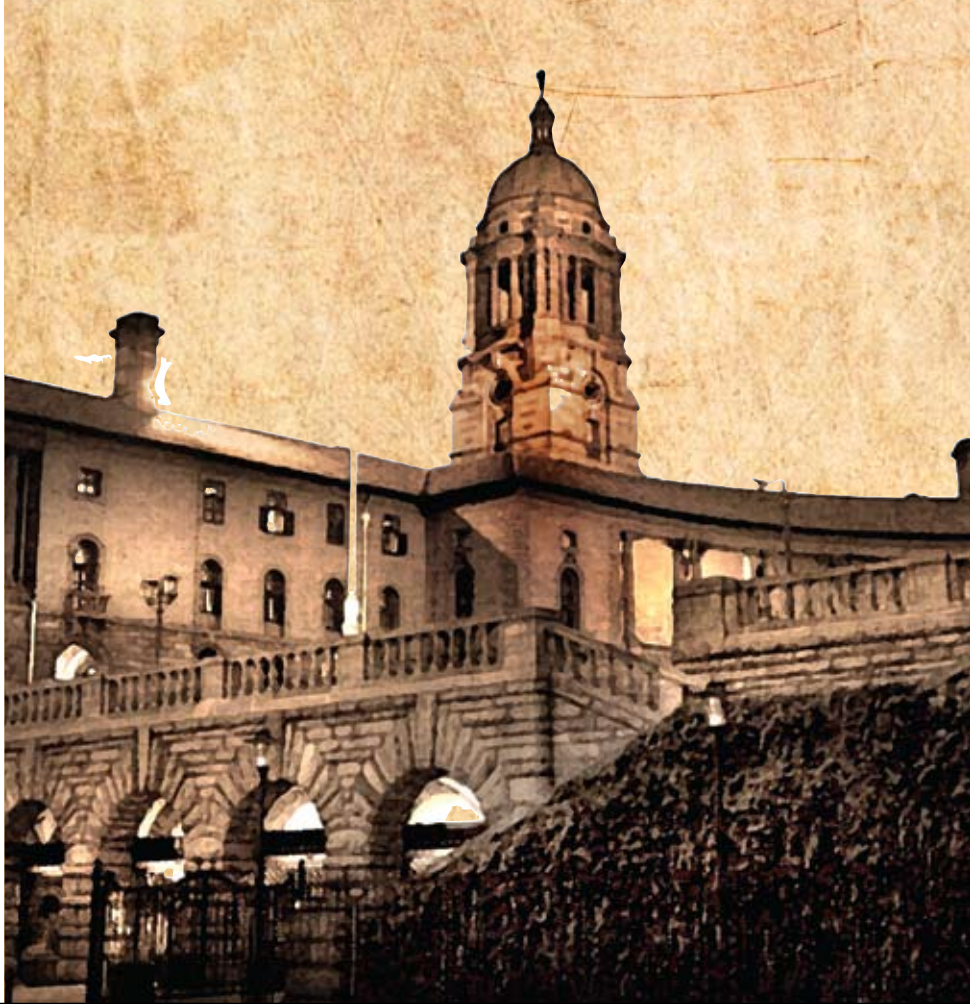


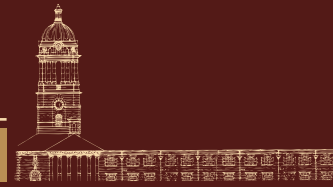
# CHAPTER I

## ABOUT THE GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM (GCIS)



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



## ABOUT THE GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM (GCIS)

### 1.1. Legislative mandate

The GCIS was established in terms of Section Seven (subsections two and three) of the Public Service Act, 1994 (Act 103 of 1994), as amended, and officially launched on 18 May 1998.

The GCIS is located in The Presidency and is responsible for setting up the government communication system and continuously working with the rest of government to communicate and inform the public about the policies and programmes of government aimed at improving their lives. The Chief Executive Officer (CEO) of the GCIS attends Cabinet meetings and is the official government spokesperson.

### 1.2. GCIS strategic support

In supporting government to implement its activities, the GCIS offers a variety of key strategic services.

- **Media bulk-buying**

*Cabinet Memorandum no 8 of 1998* mandates the GCIS to facilitate placement of all national government campaign advertising through the media bulk-buying contract approved by National Treasury.

This authority was delegated to the GCIS, taking into account the recommendations of the *Communication Task Team (Comtask) Report* that government was not taking advantage of the benefits of economy of scale realised through coherent and centralised government media bulk-buying. Ad hoc advertising by national government departments resulted in government resources not being utilised cost-effectively and efficiently.

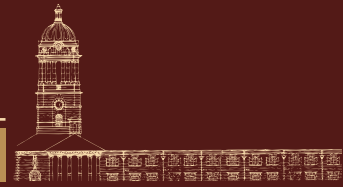
The GCIS was mandated to develop guidelines on the equitable distribution of advertising expenditure for government. A document entitled, *Guidelines on Equitable Distribution of Advertising Expenditure by Government*, was developed by the GCIS and shared with all directors-general early in 2005 to ensure that government departments understood the rationale behind the centralisation of media planning and buying in government.

- **Media monitoring and content analysis**

The GCIS monitors and analyses media coverage of government's programmes and policies. It also conducts ongoing, quantitative analyses of media opinion-forming and agenda-setting. Media content analysis contributes towards improved understanding of the media landscape – an outcome that contributes towards enhancing the presentation of government's policies and programmes.



## CHAPTER I



This monitoring and content analyses enable the GCIS to:

- make decisions on interventions in the media environment
- inform government’s communication strategy
- assist other government departments and agencies with analysis of the communication environment relevant to the programmes and campaigns of government
- assess the effectiveness of government communication messages.