



CHAPTER 9

PUBLICATIONS

Publications



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



PUBLICATIONS

9.1. Official publications deposit and publication reference numbers

The Government Printing Works (GPW) provides a printing service to national government departments and provincial administrations. The GPW also plays a role in allocating the following identification numbers on the published official publications:

- ISBN (International Standard Book Number)
- RP (national departments' annual reports' number)
- PR (provincial departments' annual reports' number).

The GPW obtains a group of ISBNs from the National Library of South Africa for allocation to newly published publications during the year. RP and PR numbers are required by the Auditor-General's office for reference purposes and are allocated to the national and provincial departments' annual reports by the GPW.

Heads of communication (HoCs) are responsible for ensuring that official departmental publications comply with the requirements of the Official Publications Deposit, and that the appropriate identification numbers such as ISBN, RP and PR are allocated to official publications.

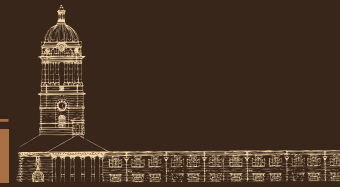
9.2. Publication strategy

All departmental marketing publications – brochures, newsletters, reports, magazines, newspapers – must be based on the marketing strategy approved by the HoC.

Departments should only produce publications if there is a legitimate public benefit in doing so, or if the public requires specific information that is best communicated through a publication.

TO NOTE:

- The procurement and appointment of external service-providers used in the production of publications must be in accordance with government procurement processes.
- All publications must conform to departmental corporate identity standards.
- Publications must be printed with due regard for the language preferences of the intended audience, and according to plain language requirements.
- The size and style of typefaces and other design elements used in the publication must serve to promote effective readability.
- Publications must not bring the department into disrepute by virtue of their content, whether it is the quality of the written content or the quality of any photographic images or other graphic material.
- It is the responsibility of the HoC to ensure that publications produced by the department respect the relevant copyright and privacy requirements.



9.3. Publication on the Internet

Publications produced by the department should be made available on the department's Internet site in PDF format unless the HoC determines not to publish it on the website because of the:

- high publication costs relative to the benefit of electronic accessibility
- high publication complexity
- low suitability for web delivery.

9.4. Government Communication and Information System (GCIS) publications

9.4.1. BuaNews

BuaNews is an online government news service that provides the latest information on government-related activities with specific focus on the implementation of the Programme of Action (PoA).

9.4.1.1. Benefits for communicators

Given the appreciation of the quality of BuaNews stories, communicators tend to benefit by having their activities covered and known by all communities.

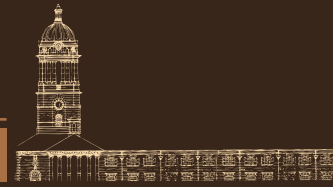
- BuaNews stories are covered in community, mainstream and international media.
- Internet website utility of BuaNews locally and internationally is very high, with most sites locally recognising and using BuaNews articles, including linking to the BuaNews website.
- Increased international utility has been enhanced via strategic news agreements with partners such as Xinhua news agency, IRNA (Iran), SANA (Syria); Prensa Latina (Cuba); United Press International (Washington); Tanjug (Serbia) and the Nam News Network (Malaysia).
- Apart from media pick-up, pick-up by publishers such as Maskew Miller Longman and Lingua Franca has increased with BuaNews articles published in high school textbooks. There is an appreciation from this sector for the simple language BuaNews uses, accuracy of information, topics explored and quality of content.
- The number of visits to the online website increased from 500 hits in July 2005 to approximately 500 000 hits by December 2009.

Government communicators in all three spheres can send statements, speeches, advisories, alerts and releases to newsfiles@gcis.gov.za to ensure that these are picked up by BuaNews journalists.

Visit the BuaNews website at www.buanews.gov.za or contact 012 314 2449.

9.4.2. Vuk'uzenzele

Vuk'uzenzele is a free government magazine published six times a year by the GCIS. It is a multilingual magazine launched in September 2005 and since then more than 20 editions totalling 28 million copies have been produced



and distributed countrywide. The core function of *Vuk'uzenzele* is to meet the need for public information about socio-economic opportunities, especially among those with less access to mainstream media, as well as creating awareness of government programmes in general.

Even though the magazine is intended to meet the information needs of all South Africans, the core target market for the magazine is LSM 1 – 5. The magazine boasts a circulation of 1,6 million for the five editions produced in May, July, September, November and January each year and with one edition with a print run of two million. The five editions consist of 32 pages while the one edition that comes out in March consists of 48 pages as it incorporates the State of the Nation Address and highlights of the PoA.

9.4.2.1. Benefits to communicators

- It is multilingual.
- It reaches those corners of the country that normal advertising doesn't reach.
- The magazine is distributed in all nine provinces covering the rural, deep rural and peri-urban areas where the majority of the recipients fall within the LSM 1 – 5 group.
- It provides public education on issues of government communication campaigns. The magazine carries regular pages that include health issues, credit, crime, fun and letters page, role-model features, etc.
- It is reaching a huge sector of South Africa's people – mainly the poor – largely ignored by mainstream media. Feedback and research show that it is keenly read and deeply appreciated.
- It is a platform that integrates government's various messages directed at especially the poorer sections of our society.
- By so doing, it extends the reach of each department.

Clearly, it can make a significant difference to the work of government communicators. *Vuk'uzenzele* needs your input as it is the only magazine that can extend the reach of your communication.

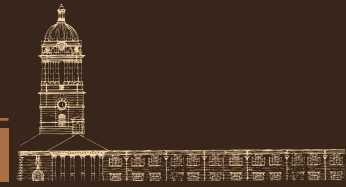
9.4.2.2. Contributions

Your contributions can be in the form of paid-for advertisements (we pay particular attention to making sure that adverts are well designed and written for the readers of *Vuk'uzenzele*) and information for articles by our journalists (who are trained to write in a style that our readers like).

9.4.2.3. Recognising stakeholder needs

Vuk'uzenzele is also available in Braille and online. The online version can be accessed at www.info.gov.za/vukuzenzele.

The magazine dedicates five pages to advertisers from both the public and private sector to profile their products and services at a market-related rate (prices are negotiable). You are also welcome to sign up for the advertise-



ment placement for a year. *Vuk'uzenzele* has been registered with the Audit Bureau of Circulations of South Africa (ABC) since June 2007.

Vuk'uzenzele is a platform to communicate government's programmes through articles of which the departments will be acknowledged via byline and through paid advertisement placement.

Your contribution can be forwarded to the Chief Director: *Vuk'uzenzele*, Rafiq Rohan, at 012 314 2159 or rafiq@gcis.gov.za and the Director: *Vuk'uzenzele*, Dorris Simpson, at 012 314 2826 or dorris@gcis.gov.za.

Vuk'uzenzele – Let's make it happen.

9.4.3. South Africa Yearbook

The *South Africa Yearbook* is updated annually by the GCIS to provide a comprehensive account of programmes and policies of the South African Government and serves as the official reference on the work of government departments over a given period of time.

It also captures highlights in the history and evolution of our country and showcases the achievements of South Africa and its people.

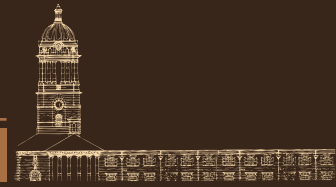
The *South Africa Yearbook* is a useful information resource for government communicators, researchers, public relations specialists, business, tourism, journalists, marketers, visitors, educators, learners and the general public of South Africa.

Given its wide reach, and its objective to serve as the official record of the work of government, it is imperative for government communicators to play an active role in updating and enriching the content of the *South Africa Yearbook*.

Each year, government communicators across all departments are given an opportunity to revise the content of the section/s of the publication that applies to their respective departments.

The GCIS prints 45 000 copies annually around the end of the financial year. It is distributed to schools and other educational institutions across South Africa at no cost. Copies of the *South Africa Yearbook* are also distributed internationally to embassies and missions across the world. Free copies can be obtained from the GCIS, provided that they are not used for retail purposes and also pending stock availability.

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To obtain a copy of the *South Africa Yearbook 2009/10*, *Pocket Guide to South Africa 2009/10* or CD-Rom, or for more information, kindly contact the Editor, Delien Burger, tel: 012 314 2410 or delien@gcis.gov.za.