

### 11. PUBLICATIONS

#### 11.1. 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.

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.

#### 11.2. Publication strategy

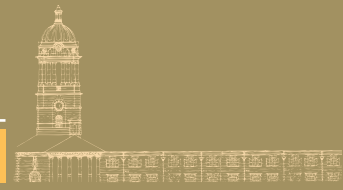
All departmental marketing publications – brochures, newsletters, reports, magazines, newspapers – must be based on the marketing strategy approved by the HoC.

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 copy-right and privacy requirements.





### **11.3. 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.

### **11.4. Government Communicators' Web (GCF web page)**

The Communicators' Web or GCF web page is an electronic information platform for government communicators that offers updated information affecting government communicators and contains important contact information. It enables them to access documents such as minutes, presentations, resolutions and other interesting material that relates to the GCF and relevant information associated with the profession.

### **11.5. SAnews Agency**

If you are in government and familiar with the different products and platforms that exist in our communication space – then you would no doubt have noticed the re-branded SAnews.gov.za.

The South African Government News Agency, formerly known as BuaNews, changed its branding to update the agency's identity and enhance online searches.

Snapshots of government's extensive PoA and how this improves the lives of individuals and communities will remain the core of the rebranded news agency and can now be found at [www.sanews.gov.za](http://www.sanews.gov.za).

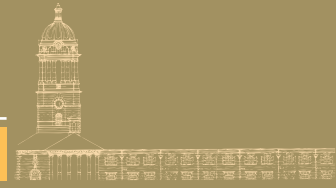
SAnews.gov.za services the right of all South Africans to information about the policies of government and activities of political principals and senior officials in the administration.

From one of the smallest newsrooms in the country, SAnews.gov.za produces hard news and human-interest features, carries loads of exciting pictures, video content on YouTube and can be joined on Facebook and Twitter.

To cast its net further, reciprocal agreements with a range of government news agencies in other parts of the world have been signed to strengthen the flow of information between South Africa and its international partners.

International news cooperation agreements signed include that with the Nam News Network (Malaysia), Xinhua (China), Prensa Latina (Cuba), Tanjug (Serbia), UPI (Washington), , IRNA (Iran), SANA (Syria), the Cyprus News Agency (Greece), The Ukrinform (Ukraine), Azertac (Azerbaijan); Agenzia Giornalistica Italia (Italy); Le Matinal





(Mauritius); The Independent Daily (Mauritius); The Himalayan Times (Nepal); The Annapurna Post (Nepal) and the Anadolu news agency in Turkey.

### **How communicators can use SAnews**

Government communicators can take advantage of this platform and use it strategically as part of their everyday communication arsenal. Articles and feature stories on SAnews.gov.za amplify the government voice and make the government position visible in the communication environment.

Communicators wishing to alert the agency to their events and programmes are invited to email SAnews at [news-files@gcis.gov.za](mailto:news-files@gcis.gov.za).

### **11.6. Vuk'uzenzele**

*Vuk'uzenzele* is a government newspaper that focuses on communicating government programmes and policies, including socio-economic opportunities created by government programmes, and how to access these opportunities.

The newspaper covers among others:

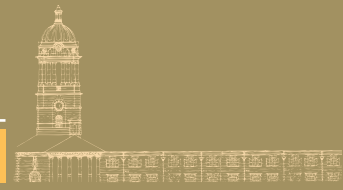
- government service-delivery projects
- practical information on how to access these opportunities created by government programmes
- government programmes and campaigns in all spheres of government
- updates and developments on the five key priorities of government, including the Infrastructure Development Programme
- community development initiatives
- public-private partnership campaigns
- carries Employment News that features learnerships, job creation related features, internships and bursary opportunities and public sector vacancies
- international relations and perspective features
- sport and light entertaining features.

It has a print run of 1,7 million copies which are distributed in all nine provinces, in large part door-to-door in deep rural, rural and peri-urban areas. Advertising in *Vuk'uzenzele* newspaper will carry free adverts, especially government recruitment advertising.

The newspaper is published in all official languages, but the majority of the print-run is in English. It is a free publication published once a month.

The newspaper is also published in Braille for the visually-impaired groups and individuals with the web-version of the newspaper available through the website and it caters for those with access to the Internet.





### 11.7 Public Sector Manager (PSM) magazine

The PSM magazine, which is published monthly, is aimed at middle and senior managers in the public sector. It is intended to meet the information needs of managers in government, state-owned enterprises and Chapter 9 institutions.

The core focus of the magazine is to showcase the good work that is produced by the work force in the public sector and it also serves as a platform through which to share knowledge and best practices within the public sector. The magazine is the only one of its kind catering for public sector/government managers and is published under the pay-off line: The magazine for public sector decision-makers.

The magazine carries and features among others:

- articles and information on various topics including some of today's most pressing public sector topics, from human capital and technology to finance and procurement
- columnists, need-to-know features, interviews with political principals and senior public sector officials, profiles of government and public sector executives, examples of public sector innovation and some lifestyle articles
- lifestyle articles include business travel, leisure travel, vehicles, food and drink, style, real estate and health
- latest conferences and exhibitions including other significant upcoming events in the public sector.

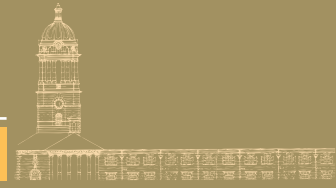
### 11.8 The GovComms

**GovComms** – a quarterly newsletter for government and public sector communicators – is a supplement to the PSM magazine. The newsletter focuses mainly on communication and media-related activities and initiatives, including new developments and the latest trends in the industry.

The unique selling point of the above and why government departments should use this platform is that these are the only publications that integrate information that is dispersed across departments, including provinces, and packages the information in a clear and practical manner.

Communicators are urged to contribute both editorially and also through paid-for-advertising in case of PSM magazine on a monthly basis. Editorial content will be carried at no cost to the departments and in cases where communicators contribute articles, they will be credited.





### **11.9 South Africa Yearbook (SAYB)**

The SAYB 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 SAYB 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 SAYB.

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 SAYB 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.

The *Pocket Guide to South Africa* is a quick-fact, easy-to-read publication that is largely based on information contained in the latest edition of the SAYB. A total of 20 000 copies are printed annually.