Programme 2: Policy and Research

Aim

The Programme keeps GCIS informed of the environment within which government is communicating through monitoring trends. It enables GCIS to stay abreast of developments relating to communication, information and the media, including in the Southern African Development Community (SADC) as well as trends relating to the development and implementation of government policy. Having managed the policy process towards the establishment of the Media Development and Diversity Agency (MDDA), it continues to render support to the Agency.

Policy monitors and develops media, communication and information policies, while monitoring the development and implementation of government policy as a whole from a communication perspective. It also carries out GCIS responsibilities towards the MDDAand SADC.

Original Targets set in the Medium-Term Expenditure Estimate			Report against Targets
Subprogramme	Output	Service-Delivery Indicators	Status
Management	Strategies for communication	Number and quality of communication strategies produced	Communication strategies were developed in the context of campaign project teams and clusters, as well as for departments when requested
Policy	Establishment of the MDDA	MDDAestablished and functioning	MDDAestablished in October 2002
Research	Communication research advice service to government	Usage of GCIS communication research advice for effective and improved communication	Input for the Cabinet *Lekgotla* and a research presentation at the Government Communicators Forum were done. Post *Imbizo* research results were presented to the *Imbizo* Co-ordination Team

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Research assesses the information and communication needs of government and the public and evaluates government's communication initiatives and products.

MAIN HIGHLIGHTS FOR THE YEAR UNDER REVIEW:

- Policy supported the legislative process, which culminated in the passing of the MDDA Act in June 2002 and then contributed to the MDDA becoming operational after the appointment of the Board by the President in December 2002.

- It co-ordinated the establishment of the SADC Media Awards National Adjudication Committee Task Team.
- The Research Programme oversaw the baseline survey on the advertising and marketing industry for input into the Parliamentary Hearings on the subject in November 2002. It implemented the Tracker research mechanism for continuous assessment of the communication environment and evaluation of the reach and impact of government communication efforts. It managed post-Presidential *Imbizo* research.

- Media monitoring and analysis were done on, among others, major communication events such as the State of the Nation Address and Parliamentary Briefing Week, the Budget Speech, the World Summit on Sustainable Development as well as on a regular basis for the GCIS Secretariat, and for pre-Cabinet and Cluster meetings.
- Policy assisted the Communication Resource Centre in establishing its processes and for reporting on the international media environment.

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