

# Programme 3: Government and Media Liaison

## Aim

**Government and Media Liaison** aims to ensure comprehensive and coherent liaison between the mass media and government by supporting government communicator's Clusters, convening co-ordination forums and building the communication capacity of government departments. There are four subprogrammes:

**National Liaison** ensures that national departments develop subsidiary communication strategies in line with the national communication strategy adopted by Cabinet each year, and monitors the implementation of those strategies. It also provides support for the operation of the communicators Clusters.

**International and Media Liaison** provides media liaison services on behalf of government, both inside the country and

internationally, and maintains working relations with various media institutions. It co-ordinates international communication in collaboration with other stakeholders.

The **News Service** provides development information to community and mainstream media.

**Client Training Services** co-ordinates training services to government communicators at national and provincial levels and aims to extend this to local government level.

### MAIN HIGHLIGHTS FOR THE YEAR UNDER REVIEW:

The programme was responsible for:

- ensuring that all Cluster strategies were completed in time, submitted to DG Clusters for ratification and presented to

Cabinet Committees for approval. The implementation process was also monitored.

- convening government communicators' co-ordinating forums, including the Government Communicators Forum (GCF), which was held four times, pre-Cabinet meetings, held twice a month as well as monthly meetings of the GCIS Secretariat and provincial Heads of Communication. Regular meetings were also hosted for Media Liaison Officers (MLOs).
- launching the Presidential Press Corps
- enhancing the operations of BuaNews towards becoming a fully-fledged government news agency
- developing unit standards for training in government communication
- conducting a number of briefings with the media for Ministerial Clusters as well as for individual departments.

Original Targets set in the Medium-Term Expenditure Estimate			Report against Targets
Subprogramme	Output	Service-Delivery Indicators	Status
Management	Strategic support to government communication Clusters.	Cluster communicator meetings mirroring the Interministerial Cabinet Committee Clusters	<ul style="list-style-type: none"> <li>Facilitated meetings of communication clusters</li> <li>Attended meetings of the IRPS DG Cluster and negotiated attendance of Cabinet committee meetings by Heads of Communication Clusters</li> </ul>
National Liaison	Co-ordinated communication	Convene co-ordination forums	Convened four GCF meetings, monthly meetings between Provincial Heads of Communication with GCIS Secretariat, pre-Cabinet meetings twice a month as well as regular MLO forums
	Information and planning are achieved in a comprehensive and coherent fashion	A managed electronic calendar of government communication and the GCF web page	Regular updating of electronic calendar including the Intranet and Extranet
	Publication of information/analysis	Publication of <i>Bua Magazine</i>	The Magazine was produced quarterly
International and Media Liaison	The provision of effective communication capacity to foreign missions	Effective, dedicated and trained information officers in foreign missions	Facilitated appointment of country managers based in missions in key countries. Managers were appointed in the United Kingdom and United States

Subprogramme	Output	Service-Delivery Indicators	Status
	The provision of media liaison services on behalf of government, in co-operation with departments and Ministries	Effective and timeous media liaison	Services were regularly provided as requested
	Information briefings	Successful briefing weeks at opening of Parliament Post-Cabinet briefing	Media briefing weeks in February after State of the Nation Address as well as in July after the second Cabinet <i>Lekgotla</i>
News Service	An electronic calendar of public events in government	A daily reading and writing facility for government communication leadership	Regular updating of the electronic calendar
	News dissemination	Number of users on the daily on-line service	Grown BuaNews into a credible government news source
Client Training Services	Co-ordination of training of government communication officers	Liaison with training service-providers on issues of training throughout the year	Catalogued training service-providers to be accessed by communicators
	Unit standards for training in government communication	Acceptance of unit standards by government communicators and other stakeholders	The development of standards in conjunction with South African Qualifications Authority has been completed