

# Programme 5: Communication Service Agency

## Aim

The Communication Service Agency (CSA) provides a range of media production services, such as advertisements, videos, radio programmes, photographs and designs to communicate government's message. There are three subprogrammes:

**Marketing and Distribution (MAD)** manages the corporate identity of government, develops strategies for marketing, distribution, event management, public relations and advertising, and buys media in bulk.

**Product Development** develops broadcast strategies for inclusion in campaign and project communication plans, produces videos and radio programmes for other departments, as well as providing graphic design and layout, exhibition design and photographic services.

**Content Development** identifies government communication needs, identifies the public's information needs, develops a content strategy for individual and transversal campaigns, provides editorial services and produces the *SA Yearbook*.

## MAIN HIGHLIGHTS FOR THE YEAR UNDER REVIEW:

- The CSA contributed to various government campaigns through radio, video and print. These included the launch of the African Union (AU), the development and presentation of new National Orders, awareness of government's policy on HIV and AIDS, the burial of Sarah Bartmann, the *Imbizo*

Focus weeks and Multi-Purpose Community Centre launches.

- It was responsible for the production of publicity material for the mass multimedia campaign around the President's annual State of the Nation Address.
  - During the Opening of Parliament, 48 community radio stations were provided with live links to the President's Address and the Ministerial briefings. This included the new KhoiSan radio station. By the end of March, radio dramas of the simplified version of the President's Address had been flighted on all the African Language Stations of the SABC and on community radio stations. One-hour phone-in programmes entitled *Talk to Your Minister* were also facilitated on Community Radio Stations (post-Cabinet *Lekgotla* and during Ministerial briefing weeks).
  - Packages consisting of a video programme of the presentation of the National Orders, photographs of the event and a booklet with citations of the recipients were handed to The Presidency to be delivered to those who received Orders.
  - In 2002/03, the *SA Yearbook* was sold at bookshops for the first time. The 2002/03 edition was launched in February 2003 at the South African National Arts Gallery in Cape Town. Proudly South African came on board, expanding the publication's marketing scope. Side products include a pocket guide and wall charts based on information contained in the *Yearbook*. Marketing of the *Yearbook* has improved with, among others, a slot on e-tv, SAFM, giveaways in *Beeld* and *Sawubona*, etc.
- Through bulk-buying of media space for government as a whole, ad placement for the period April 2002 to January 2003 totalled R42 million, bringing an estimated saving of 20%. A Corporate Identity Agency was appointed to develop a *Corporate Identity Manual* for government. Departments were assisted in the selection of advertising agencies and in the marketing the new National Orders and the launch of the AU.
  - The CSA led GCIS involvement in the process towards the transformation of the advertising and marketing industry. Following a year of consultations there was a second round of public hearings, which concluded with consensus between government and industry to work towards targets and timeframes to promote transformation. Engagement with the industry continues in preparation for a plenary meeting during 2003.

**Original Targets set in the Medium-Term Expenditure Estimate**

Subprogramme	Output	Service-Delivery Indicators	Status
Management	Strategic support	Number and effectiveness of products produced	Ongoing review and advice regarding effectiveness of products produced by the CSA
Marketing	Marketing and distribution strategies and plans	Number of marketing and distribution strategies drafted and managed	About R42 million was managed and media planning and buying strategies were developed for campaigns totalling this figure
	Briefing advertising and media placement agencies	A panel of advertising agencies constituted	A tender for the constitution of a panel of advertising agencies has been published and will be constituted by the end of August 2003
	Specifications for the outsourcing of relevant communication services	Number of projects outsourced successfully	Outsourced projects included a corporate video, design of National Orders, development of AIDS ads and the WASH campaign
	Building government's corporate identity	Improved positioning and building goodwill	The tender for the development of a <i>Corporate Identity Manual</i> for government has been awarded. The Manual will be completed by October 2003
Product Development	Video and radio material produced	Turn-around time after requests for video or radio products submitted	<p>The turn-around time for video programmes to delivery is five weeks, dependent on the client's co-operation. Once the message is received, radio slots can be delivered in three days, also dependent on sign-offs.</p> <p>Video and radio programmes for other departments included:</p> <ul style="list-style-type: none"> <li>■ Criminal Court Procedures, National Youth Commission, World Summit on Sustainable Development, AIDS-Social Development, <i>Imbizo</i>-Gauteng</li> </ul> <p><b>GCIS programmes included</b></p> <ul style="list-style-type: none"> <li>■ Parliament Portfolio Committee, National Orders, National Symbols, advert for State of the Nation, advert for Truth and Reconciliation Commission, advert for <i>Imbizo</i>, CEO Address</li> </ul>
	Photographic provision	Quality, quantity and availability of photos	<ul style="list-style-type: none"> <li>■ The turn-around time for photos is much faster as CSA has three in-house photographers and a variety of freelancers countrywide</li> <li>■ Photos produced by the unit are of high quality. As the custodians of official images, the CSA always has sufficient supplies of the photos of the President, Deputy President and Cabinet Ministers</li> <li>■ More than 5 000 pictures were supplied on request during the review period</li> <li>■ As for availability, the CSA seems to have about 90% of the pictures requested</li> </ul>
	Design and print		Approximately 117 requests were received from departments and Government Information Centres (excluding requests for photographs)

Subprogramme	Output	Service-Delivery Indicators	Status
Content Development	<p>Provincial and local content development briefing forums</p> <p>Evaluation of information products developed in government departments</p>	<p>Provincial and local content development briefing forums held</p> <p>Evaluated information products developed in government departments</p>	<p>The Content Development Strategy has been developed and will be shared with government communicators at all levels of government in relevant briefing forums</p> <ul style="list-style-type: none"> <li>■ The section has assisted a number of departments with the content development of information products during the review period e.g. booklets for the AU, the presentation of the National Orders and HIV/AIDS</li> <li>■ It has also assisted departments such as Arts and Culture and Public Service and Administration with newspaper ads on Sarah Bartmann and the restructuring of the Public Service</li> <li>■ The section continues to assist directorates within GCIS with the editing of products such as <i>Bua Magazine</i>, <i>Let's Talk</i> and the <i>Annual Report</i></li> </ul>

