

## **PROGRAMME 5: COMMUNICATION SERVICE AGENCY**

### **PURPOSE**

The Communication Service Agency (CSA) provides a range of media production services to GCIS and other government departments.

### **MEASURABLE OBJECTIVES**

To better inform the public of government's programmes and policies through the regular production and distribution of relevant information products.

The CSA is responsible for communication production. It provides services such as media bulk buying; the production of video documentaries, radio programmes and photographs; content development and editing; graphic design and layout; and the marketing and distribution of government material. It produces the *SA Yearbook* and *Pocket Guide to South Africa*.

### **SERVICE-DELIVERY OBJECTIVES AND INDICATORS**

**Management** is responsible for the overall leadership, supervision and planning of the Programme.

**Marketing, Advertising and Distribution** manages the corporate identity of government; develops strategies for marketing, distribution, event management and advertising for inclusion in campaign and project plans for government; and is responsible for the bulk buying of media space for government advertising.

**Product Development** develops broadcast strategies for inclusion in campaign and project communication plans. It is also responsible for the production of videos and radio programmes for other departments including advertisements, documentaries and information and promotional products. It also provides a comprehensive graphic design and layout service, exhibition design service as well as a photographic service to government clients.

**Content Development** is responsible for content coherence in government information products in consultation with the rest of the department. It provides an *ad hoc* publication and editorial service to government clients and produces the *SA Yearbook* and *Pocket Guide to South Africa*.

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In 2004/05, an additional R10 million was allocated to the CSA to fund publicity activities for the Ten Years of Freedom Celebrations, the Presidential Inauguration and the State of the Nation Address in May 2004. More than R4 million was spent on the production of information material, including a tabloid publication combining a summarised version of the Government's Programme of Action for 2004/05 and a poster of the new Cabinet and Premiers. This included a booklet containing President's Thabo Mbeki's inaugural speech and the Opening of Parliament Address. The CSA was responsible for the design of the 10 Years of Freedom logo, which became an integral part of the celebrations.

The 2005 State of the Nation Address, setting out government's Programme of Action, was captured in five photo stories which appeared in newspapers. It was also translated in all official languages for distribution in booklet format. The CSA also published a tabloid version summarising the Programme of Action. The State of the Nation addresses delivered by President Mbeki in 2004 and 2005 were published in various Braille magazines and recorded on audio-tape which were distributed to citizens with disabilities through established channels.

The photo story rendition of government's 2005 Programme of Action was an innovative part of GCIS efforts to enhance government's communication platforms.

Greater integration of content and creativity has been achieved, adding value to a number of campaigns, promoted by pre-testing in development and production.

During 2004/05, advertisements were placed for 16 government clients (Department of Health, National Youth Commission, Department of Water Affairs and Forestry, Department of Communications, Department of Public Enterprises, Department of Social Development (DSD), Department of Agriculture, Department of Labour, Department of Public Service and Administration, Department of Arts and Culture, Department of Housing, Department of Correctional Services, The Presidency, Department of Transport, Department of Justice and Constitutional Development and the Department of Environmental Affairs and Tourism).

During the reporting period, 196 media briefs were given to the agency and 124 campaigns implemented. Multimedia publicity campaigns were co-ordinated around the Ten Years of Freedom Celebrations, State of the Nation addresses in May 2004 and February 2005, 16 Days of Activism and izimbizo.

The distribution of information products for these campaigns through the South African Post Office, GCIS regional offices, libraries, non-governmental organisations, schools, community-based organisations, clinics and MPCCs was also co-ordinated.

The strategic objective of reaching all South Africans with government communication has been at the core of GCIS' media strategy during the past year. During the second half of 2004, GCIS increased its spend on radio as the medium with the greatest reach to 51,79%, from approximately 33% in the first half of the year, and decreased spend on print from 48% during the first half of 2004, to 29% by the end of the year.

The *Corporate Identity Manual* for government was finalised and training on the application of government's corporate identity implemented.

The CSA continued leading GCIS' involvement in the process towards the transformation of the advertising and marketing industry. Regular meetings with both the industry, through the Monitoring and Steering Committee for the Marketing and Advertising Industry, and governmental partners, through an interdepartmental task team meeting, were convened. A report-back briefing to the Portfolio Committee on Communications was co-ordinated in October 2004. The commissioning of an empowerment survey to help develop benchmarks and transformation targets and the drafting of an overarching transformation charter and scorecard formed the main focus of interaction between government and the industry in 2004/05. A workshop to establish guidelines for the preferential procurement of marketing and advertising was convened as part of the Monitoring and Steering Committee Meeting during June 2004 to discuss best-practice guidelines for the procurement of marketing and advertising.

The CSA's Video Unit services government departments with the production of advertisements, documentaries and archiving footage for future use. Advertisements included the DSD's fraud prevention on grants, Child Protection Week and 16 Days of Activism Against Woman and Child Abuse Campaign. Other documentaries include izimbizo, MPCCs and Community Development Workers (CDWs).

The Unit facilitated the flighting of the 16 Days of Activism advert and stings by the SABC and Ster-Kinekor free of charge.

About 73 requests for coverage from different departments were fulfilled. Seventeen programmes were fully edited for distribution to the public and other stakeholders.

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A 12-minute Woman's Month DVD was aired countrywide by mobile exhibition caravans during the launch in August. The programme was edited into all official languages. Most South African missions abroad received a copy of the DVD.

The Unit was responsible for producing video material for the memorial services of the late Yasser Arafat and Raymond Mhlaba.

The Presidency engaged the Unit in the National Orders ceremonies, credential ceremonies, the meeting of the International Advisory Council, official visits and conferences where the President delivers keynote addresses.

The Unit duplicated over 1 000 copies of different programmes for departments and private clients for different purposes including for video archiving at the National Archives. Copies are also made for the recipients of the National Orders.

The Subdirectorates: Radio assists departments with the development, production and coverage of major government events, campaigns, policies and decisions on radio stations. The radio products are distributed to or covered live on public, commercial and community radio stations.

The products include:

- radio advertisements/public service announcements
- live coverage of Cabinet updates, ministerial/cluster media briefings and national public holidays
- phone-in/talk shows to facilitate two-way communication between the public and government.

The Radio Unit produced 46 radio advertisements covering issues such as Social Development Month, Presidential izimbizo, 16 Days of Activism Against Women and Child Abuse, Women's Month celebrations, Arbour Week and 10 Years of Freedom Celebrations.

To facilitate two-way communication between the public and government, 38 radio talk shows/phone-in programmes were arranged with 36 community radio stations through the satellite network platform of the National Community Radio Forum (NCRF). Fifty-two major government events were relayed live to community radio stations over the satellite platform of the NCRF.

The mobile radio studio, which is an extension of the Midtown studio, enables the Radio Unit to produce live radio programmes and to link these to over 40 community radio stations at any given point in the country provided telephone lines are available.

The Department of Communications (DoC) has begun rolling out digital radio infrastructure to community radio stations as part of the Satellite Communication Network. This is a joint project between GCIS and the DoC to help stations share and exchange information and have continuous access to government and Parliamentary information through live link-ups to major events. The Department of Public Works contributed to the project by building and equipping a new radio studio at Parliament.

The Photographic Unit is the custodian of government imagery. All official pictures of the President, Deputy President, Cabinet Ministers, Premiers, MECs and Members of Parliament are supplied to government departments, members of the media and the public at large as requested.

The Unit covers about eight credential ceremonies every year and compiles a photo album for the foreign ambassadors or high commissioners being accredited. It covers the Opening of Parliament, Ministerial briefings, over 50 official meetings of the President or the Deputy President and over 30 meetings when the President meets official stakeholders. It covers the National Orders ceremonies and compiles a ceremonial photo album with citations for recipients.

The *SA Yearbook 2003/04* was well received and launched at the Open Window in Pretoria on 25 March 2004. The print order of 15 500 was sold out. For the first time, the *Yearbook* was made available on CD-ROM. A *Yearbook* poster, which featured the new Cabinet members, was distributed to missions and embassies abroad. Posters were also included in SABC education packs which were distributed to 6 000 primary schools.

In March 2005, 45 000 copies of the *South Africa Yearbook* were printed of which 27 000 were distributed to schools countrywide.

The CD-ROM is now a permanent feature and has been made more interactive.

The second edition of the *Pocket Guide to South Africa* was published in October 2004. Some 24 000 copies were printed of which about 15 000 were purchased by the Department of Foreign Affairs.

The CSA has, over the years, established a representative database of service-providers; panels of translators, advertising and PR agencies; and companies contracted for media bulk-buying and

distribution to assist in achieving its objectives. This has also enhanced knowledge-sharing and skills development. More panels will be established in the near future.

## SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Strategic leadership	Regular meetings and support for section heads	66 meetings per year	72
Marketing	Marketing and distribution strategies and plans	Number of marketing and distribution strategies drafted and managed per year	Five major national campaigns and 12 minor campaigns per year	Seven major campaigns: 10 Years of Freedom; two State of the Nation addresses), in May 2004 and Feb 2005 respectively; Arrive Alive; 16 Days of Activism; Women's Month; Imbizo Focus Week
	Briefs for advertising agencies and media plans	Number of briefs for outsourcing of advertising; number of media plans	Five briefs and 40 media plans	196 briefs, 686 media plans and schedules, 124 approved campaigns
	Supplier database	Number of service-providers per communication service requirement	Eight	1 526 companies in seven categories
	Strategy and action plans for the corporate identity management of GCIS as well as government	% of requests from national departments successfully fulfilled	95%	100%
Product Development	Comprehensive product development service in support of key government information campaigns	Turnaround time for live coverage one week after receipt of request. Documentation of all major events in government	Produce radio ads within three days of request. 15 'Talk-to-your-Minister' shows, at least 28 live radio feeds, at least 43 radio advertisements, 21 video coverages, 10 events documented, photo coverage of MPCC launches and events at the request of The Presidency	38 radio talk shows/phone-in programmes were arranged with 36 community radio stations. 46 radio advertisements produced  Video coverage of 73 events. 17 documentaries produced. Photo coverage according to request. 155 requests

**SERVICE-DELIVERY ACHIEVEMENTS (CONTINUES)**

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Content Development	<i>SA Yearbook</i>	Produce <i>SA Yearbook</i> and side products on time and within budget	One launch function; 23 chapters per edition and 15 000 soft cover copies by March 2005	One launch, 23 chapters plus addendum, 45 000 soft cover copies by March 2005 of which 27 000 were distributed to schools. <i>Pocket Guide</i> and CD-ROM
	New communication campaigns	At least one new pro-active campaign based on the needs of the public	By March 2005	Popular photo story rendition of government's 2005 Programme of Action. Processes to enhance government's communication platforms are still ongoing. New campaign suggestions tabled with line-function departments
	Coherent integration of content and creative representation in communication campaigns	Demonstrated by information products and improved public impact	Workshop in beginning of financial year	Creative and content aspects integrated, implementation of pre-testing processes and commissioning of three papers on a unifying 'government aesthetic'

