
PROGRAMME 3: GOVERNMENT AND MEDIA LIAISON

PURPOSE

Government and Media Liaison (G&ML) co-ordinates effective, integrated and comprehensive communication and media liaison services across government.

MEASURABLE OBJECTIVE

To provide strategic communication support to government departments and other institutions by:

- convening communication co-ordination fora
- providing an effective government news service
- building and maintaining good relations with local and foreign media.

Through its subprogrammes, G&ML provides strategic support to government communicators by convening national and provincial co-ordination fora to ensure government communicates in a single voice. It ensures that departments develop their own communication strategies and that the media are timeously informed of government's programmes.

Other activities include: providing government news and information to community and mainstream media, locally and internationally; making available a professional and accessible media support service for government; arranging media briefings; and providing daily news coverage from Parliament.

SERVICE-DELIVERY OBJECTIVES AND INDICATORS

Management is responsible for overall leadership, management and planning of activities.

National Liaison promotes interdepartmental co-ordination and co-operation on communication matters through systems and structures established by GCIS. The Directorate convenes co-ordination and planning fora to enhance the integration of government communication, nationally and provincially.

It helps raise the standards of government communication. It ensures the development and monitoring of implementation of subsidiary communication strategies by all departments in line with the National Communication Strategy.

International and Media Liaison ensures a professional and accessible media support service for government through ongoing media liaison and the arrangement of regular media briefings. The Directorate co-ordinates communication-related foreign government visits to South Africa.

News Service provides government news and information to community and mainstream media, locally and internationally.

During the reporting period, the Programme was involved in the following projects:

- Ten-Year Celebrations: co-ordinating government communication around these events
- Media briefings on the Programme of Action, following the State of the Nation Address in May 2004, when the newly elect Government adopted a Programme of Action, which necessitated briefings of the media and then every two months on implementation of the Programme
- State of the Nation and inaugural addresses: The State President delivered an Inaugural Address in May 2004 and a State of the Nation Address in February 2005. Both were provided with the media support they required.

An orientation session helped new communicators understand the functioning of government's communication system and their role in it. The functioning of communication clusters has improved in the past year. Other products and services like the *Communicators' Handbook*, *Bua Magazine*, Government Communicators' Forum web page and the Calendar of Events have helped to keep communicators informed and ensure that they understand their working environment and the challenges they face.

The Directorate: News Services has increased utilisation of BuaNews stories by community radio stations, largely due to a marketing drive to these stations in all provinces. A similar drive is planned in 2005 to editors of the mainstream media to ensure a higher utilisation of BuaNews stories. There is also an increase in the utilisation of BuaNews stories by the international media, due to partnerships formed with international news agencies.

SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Strategic support to clusters of government communicators	Convene and chair government communicators co-ordinating fora	Ongoing	All meetings were convened and chaired
National Liaison	Co-ordinating and planning fora to enhance communication integration	Pre-Cabinet meetings	Fortnightly	All pre-Cabinet meetings took place as scheduled except when Cabinet was not meeting
		Government Communicators' Forum	Thrice annually	Three meetings took place – June, December 2004 and February 2005
		Provincial Heads of Communication meeting	Thrice annually	Three meetings took place
		<i>Government Communicators' Handbook</i>	Once a year	The <i>Handbook</i> was reviewed as planned and the new edition distributed to communicators
		Communication Cluster meetings	Monthly	Clusters met monthly except in December and January
		Ministerial Liaison Officers' Forum	Thrice annually	Met twice – in October and in November
	Encouraging debate among communicators regarding their work	Production of <i>Bua Magazine</i>	5 000 <i>Bua Magazines</i> quarterly	Two issues were published
Improved information flow among government communicators	Updating the Government Calendar of Events and the Government Communicators' web page	Daily	Both pages were revamped and are updated regularly	

Government Communication and Information System

Annual Report 2004/05

SERVICE-DELIVERY ACHIEVEMENTS (CONTINUES)

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
	Report on the active or lack of participation by communicators in the communication system	Distribution of Key Performance Area (KPA) report cards to departmental heads of communication	Annually	Report cards were produced and sent to departments
	Motivating tool striving for excellence	Government Communicators' Awards	Annually	The function took place in December 2004
International and Media Liaison	Rapid response to issues in the communication environment	Informed communicators who respond timeously	Daily conference to assess the environment	Daily conferences were held. The impact of the activity is being assessed
	Communication about the 10 Years of Freedom Celebrations	Ensure knowledge about key events	27 April 2004 11 February 2005	Both events were well-attended by media and well reported on
News Services	Dissemination of government and development-related stories and news articles for community and mainstream media	Number of clients reached and stories submitted	Three deadlines per day. 2 500 clients in South Africa and 2 000 clients internationally. 13 000 visits to the online website	Deadlines met. 21 875 visits to the online website. 2 500 clients receiving e-mail editions locally. International audience receives BuaNews articles via partnerships with media agencies such as Xinhua, Prensa Latina and the Smart News Network International
Parliamentary Liaison	Pro-active media information briefings at the start of Parliamentary sessions	Successful briefing weeks at the Opening of Parliament	Opening of Parliament	Two briefing sessions, June 2004 and February 2005
	Media briefings by clusters and departments on implementation of the Programme of Action	Regular media briefings to keep the public informed of government's Programme and progress	Cluster briefings twice a year	Two cluster briefings were held
	Media coverage of the work of the National Assembly and the National Council of Provinces	Writing stories emanating from the two Houses for BuaNews	Departmental briefings on a regular basis	Stories were written and published on BuaNews website

