

### PROGRAMME 3: GOVERNMENT AND MEDIA LIAISON

**Purpose:** The Chief Directorate: Government and Media Liaison (G&ML) promotes the co-ordination and integration of communication across government, and provides a professional service to the media. It ensures that departments, clusters and provinces develop their own communication strategies within the framework of the national communication strategy, and that domestic and foreign media get timely government information. The chief directorate also ensures a comprehensive and coherent media and government liaison service and the operation of the Government news agency, BuaNews.

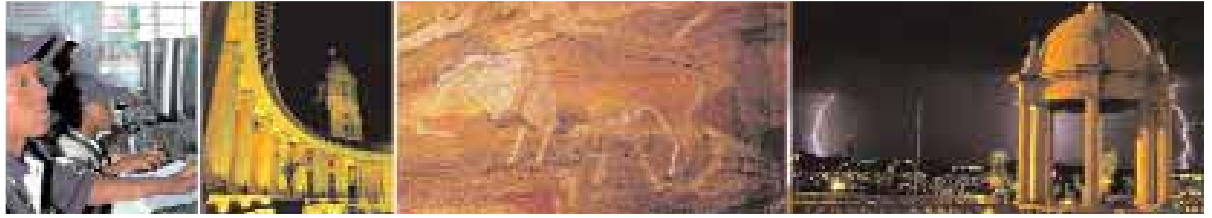
**Measurable objective:** To effectively communicate government's messages through communication strategies and services to the local and foreign media and government departments.

Apart from the management component, there are five subprogrammes:

- The Directorate: National Liaison promotes interdepartmental co-ordination and co-operation on communication matters and assists departments to improve the communication environment. The directorate convenes co-ordination and planning fora to enhance the integration of government communication across all spheres. It is responsible for organising the annual Government Communicators' Awards.
- The Directorate: International and Media Liaison liaises with international stakeholders, develops and manages an international visitors' and exchange programme on behalf of government and ensures a professional and accessible media support service for government by, among other things, arranging regular media events.
- The News Service (BuaNews) provides government news and information to community and mainstream media, locally and abroad.
- Parliamentary Liaison arranges parliamentary briefings, and supplies BuaNews with daily coverage from Parliament and the Western Cape Legislature. It provides information to members of Parliament and the public through its Information Resource Centre (IRC).
- The Communication Centre monitors the national and international electronic and print media to provide government with information on media coverage that is relevant to its various line functions.

### SERVICE-DELIVERY OBJECTIVES AND INDICATORS

In 2005/06, the Chief Directorate: G&ML contributed to better co-ordination of communication activities across all spheres of government. Communication co-ordinating fora such as the Government Communicators' Forum are functioning more effectively. The programme was actively involved in extending the government communication system to the local sphere, working with the Chief Directorate: Provincial and Local Liaison. Relations with the media have improved, resulting in better and more informed reporting on government's Programme of Action. Regular media briefings, including cluster media briefings on the implementation of the Programme of Action, were held and provided useful information to the media. The chief directorate hosted visiting delegations of state officials from the



People's Republic of China, Ethiopia, Gabon, Malawi, the Sudan and Tanzania. Partnerships entered into by BuaNews with foreign and international news agencies have promoted more accurate reporting on the South African Government abroad.

### Selected medium-term output targets

Subprogramme	Output	Measure/indicators	Target	Actual achievement
National Liaison:	Information to government communicators about government communication strategies and programmes.	Number and frequency of <i>Bua Magazine</i> .	Three times annually.	Two issues of 5 000 copies each were produced.
	Better co-ordination in government communication.	Co-ordination of fora meetings.	Fortnightly.	Three meetings of the Government Communicators' Forum were held. Pre-Cabinet meetings according to Cabinet schedule. Five communication clusters meetings each monthly. Provincial HoC meetings three times a year: MLO for a twice a year.
	<i>Government Communicators' Handbook</i>	Number of handbooks and number of communicators targeted.	5 000 handbooks targeting over 200 communicators.	Research was undertaken and 5 000 copies will be produced in 2006/07.
International and Media Liaison.	Improved reporting on government's Programme of Action.	Wide media coverage.	Bimonthly reporting on media coverage of government's Programme of Action.	Four cluster media briefings sessions were held.
News Service (BuaNews).	Government development-related stories for community and mainstream media.	Number of clients reached.	2 500 clients in South Africa and 2 000 internationally. 13 000 visits to the website.	Three issues were produced during weekdays and one issue during weekends, reaching more than 2 500 domestic and 2 000 international readers. An average 40 857 page impressions per month were recorded, with an average of 43 590 hits per month on the Internet site for the last three months.
Parliamentary Liaison.	Parliamentary media briefings by clusters and departments.	Frequency of parliamentary media briefings.	Once a year at the opening of Parliament.	One event after the opening of Parliament.
	Monitoring and evaluation media briefing weeks.	Frequency of monitoring and evaluation media briefing weeks.	Every two months.	Three events.