

DEPARTMENT OF COMMUNITY SAFETY AND LIAISON

"Defending the Weak"



COMMUNICATION AND MEDIA POLICY



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PART ONE

COMMUNICATION POLICY

1. Introduction

1.1 The Objective of this policy is to:

1.1.1 Ensure that communications across the Department of Community Safety and Liaison is well coordinated, effectively managed and responsive to the diverse information needs of the public.

1.1.2 To provide the public, stakeholders and the media with complete, accurate, clear and timely information about the Department's policies, services and initiatives.

1.1.3 Ensure that the Department is visible, accessible and accountable to the public it serves.

1.1.4 Identify and address communication needs for both internal and external publics of the Department in order to enable the exchange of information by delivering prompt responses to requests for information.

1.1.5 Guide officials of the Department in their dealings with the media, each other (internal communication) and the Department's stakeholders (external communication).

1.2 This policy is applicable to all officials of the Department, from Senior Management to line functions.

1.3 This document contains PART A: Communications Policy and PART B Media Policy.



2. Definition of Terms

Term	What it means in this document
Department	The Department of Community Safety and Liaison.
Media Policy	The policy that sets guidelines and procedures on all media liaison by the DCSL's officials.
External Communication	Communication that flows from inside the department, or vice versa.
Internal Communication	Communication among officials within the Department.
Branding	Branding of the Department would mean making it a brand name that will be marketed and easily recognized by the image it always presents.
Stakeholders	People or groups that have an interest in the dealings of the Department, or whom the Department deals with frequently in its operations.
Corporate Identity	The Department's identity stemming from its branding processes.
Image	The Department's appearance to the public is its image that should be positive and protected at all times.
Requestor	A person making a request to access records held by the Department.
PAIA	Promotion of Access to Information Act.
PFMA	Public Finance Management Act.



3. Legal Authority:

3.1 The South African Constitution of 1996.

Some sections in the following Chapters of the Constitution give legal mandate to this policy:

3.1.1 Chapter 2	Bill of Rights
3.1.2 Chapter 6	Provinces
3.1.3 Chapter 10	Public Administration
3.1.4 Chapter 11	Security Services
3.1.5 Chapter 13	Finance

Other Legislations include:

3.2 National Language Policy Framework.

Eleven languages were granted official language status in South Africa in terms of Section 6 of the Constitution. This policy strongly encourages the use of indigenous languages and takes into account the linguistic diversity of the country.

3.3 White Paper on Transformation of the Public Service (Batho Pele White Paper), 1995.

The aim of this White Paper is to provide a policy framework for the transformation of the Public Service. It is about how public services are provided and improving the effectiveness and efficiency of the way in which services are provided.



3.4 Promotion of Access to Information Act, 2000 (PAIA)

The PAIA gives all South Africans the right to have access to records held by the Department. It allows for procedures of requesting this information to be put in place by the Department through its Promotion of Access to Information Manual.

3.5 Public Service Act of 1994.

This legislation regulates the administration of the Department, the operation and conduct of its officials.

3.6 The Public Finance Management Act, 1999 (Act No 2 of 1999)

The Act regulates financial management by the Department and ensures that all resources of the Department are managed efficiently and effectively.

3.7 The Disciplinary Code and Procedure for the Public Service (PSCBC Resolution 2 of 1999)

The Disciplinary Code determines, amongst others, that the unauthorized use of State property, the negligent or willful loss of or damage to State Property and a refusal to obey security regulations are instances of misconduct.

3.8 Copyright Act, 1978 (Act No 98 of 1978)

This Act protects the Copyright of the Department which it has in respect of any document, drawing and the like created by an official for the Department.

3.9 Electronic Communications and Transactions Act, 2002 (Act No 25 of 2002)



The Act makes it an offence to interfere with electronic messages or records without authority in order to modify or destroy same. It also provides for the recognition of electronic messages as legally enforceable or as capable of being produced in evidence in legal cases and provides that Government may conduct business by electronic communications if it so wishes.

3.10 Electronic Communications Act, 2005 (Act No 36 of 2005)

This Act provides for the licensing of anyone who renders electronic communication network services, electronic communication services and broadcasting services.

3.11 Minimum Information Security Standards (MISS)

This policy document contains the security requirements to which the use of Government information must comply. It includes restrictions on access to certain classified information and the safekeeping thereof.

4. Policy Statement

The principal policies adopted by the Department in respect of Communications are:

4.1 The Department shall:

4.1.1 Comply with National and Provincial directives in marketing, branding and creation of official documents.



- 4.1.2 Develop a Promotion of Access to Information Manual that will outline procedures for Requestors to request Information from the Department through its Information Officer/s.
- 4.1.3 Develop its own Language Policy in line with the National and/or Provincial Language Policy Frameworks, thereafter workshop officials on its usage.
- 4.1.4 Manage Communications, marketing and branding of the Department through Sub Directorate: Communications.
- 4.1.5 Respect and effectively utilize the Department's colours in an effort to create a brand that is the Department of Community Safety and Liaison.
- 4.1.6 Respect and effectively utilise the provincial Coat of Arms as prescribed by the Provincial Government.
- 4.2 Sub-Directorate Communications shall:
 - 4.2.1 Work cooperatively with the Head of Department and MEC's Office in managing the flow of information from the Department to the media and/or public, vice versa.
 - 4.2.2 Advise Directorates on the design, editing and layout of all promotional and informational documents produced for official purposes.
 - 4.2.3 Work cooperatively with Directorates in managing the Communication service, marketing and branding of the Department.
 - 4.2.4 Provide support to Directorates in managing the marketing and publicising of their events.



5. Corporate Identity

- 5.1 The Department of Community Safety and Liaison shall be recognized with the colour green as its official identity, accompanied by the Provincial Coat of Arms.
- 5.2 To maintain a recognizable and unified corporate identity throughout the Department and its Directorates as well as addressing informational risks and adhering to legislation, all promotional material must be submitted to Sub-Directorate: Communications for quality assurance where after the Manager: Corporate Services will make a recommendation to the Head of Department, who in consultation with the MEC, will approve the material.
- 5.3 Directorates must always seek advice from Sub-directorate: Communications if not certain about the shades of green to use.
- 5.4 Directorates' communication resources, designs and presentations shall be done in a coordinated and similar manner, not straying away from the prescriptions and directives from National and Provincial Governments.

6. Usage of Provincial Coat of Arms

- 6.1 The Department shall respect the prescriptions laid out by the Office of the Premier and provincial government in using the Provincial Coat of Arms. **See Annexure A.**

7. Use of Official languages and reflecting Diversity

- 7.1 The Province of KwaZulu-Natal has identified three official languages, i.e., Zulu, English and Afrikaans.
 - 7.1.1 While the Department respects all three provincial officials languages, it will, however strive towards using at least 2 of them, i.e. English and Zulu



in its communication (written or verbal) with its internal and external stakeholders.

- 7.2 The Department must ensure that all its publications and other communication/promotional materials depict the diverse nature of its stakeholders in a fair, representative and inclusive manner.

8. Procurement of Services and sponsorships:

- 8.1 The Department commits itself to adhere to proper procurement procedures for all communication services.
- 8.2 The Department may not use public funds to purchase advertising in support of a political party.
- 8.3 The department will acknowledge its sponsors when communicating with the public about a sponsored activity or activities embarked upon in partnership with other institutions/entities.
- 8.4 The Department shall retain intellectual copyright for all material produced by service providers on behalf of the Department.
- 8.4 All paperwork submitted to Procurement pertaining to promotional material must be stamped and approved by Deputy Manager: Communications.

9. Media Monitoring

- 9.1 The Sub-Directorate: Communications will monitor the media for mentions of the Department in order to analyze the public environment, concerns and perceptions as it relates to the Department's policies, programs, services and initiatives.
- 9.2 Media Monitoring will be done for the following purposes:



- 9.2.1 To evaluate the effectiveness of communication activities such as advertising and to plan and evaluate marketing initiatives, among other applications.
- 9.2.2 To anticipate issues that may arise and to formulate appropriate response strategies.
- 9.2.3 To evaluate and address public needs and expectations effectively.

10. Consultation

- 10.1 The Sub-Directorate Communications will provide advice and support to managers and Directorates, in planning, implementing and evaluating the Department's consultation processes, such as izimbizo, public meetings etc.
- 10.2 Department officials embarking on consultative activities must liaise with Sub-Directorate Communications in order to ensure that promotional materials prepared for such events are in line with the Department's Branding, colours and logo.

11. Internal Communication

- 11.1 Internal communication includes, but not limited to, oral presentations, staff meetings, workshops, notice boards, the intranet, memos.
- 11.2 The Department must encourage open and collaborative communication among senior management and other officials to achieve the Department's goals and to ensure quality information services for the public.
- 11.3 All internal Communication must be managed in line with the



national and provincial language policies.

11.4 Prescribed ways of communicating messages internally are as follows:

11.4.1 Matters of Directorates, for an example, if members of a directorate will be working outside the office for the day:

- Notify all relevant officials by e-mail.
- Sms notification for those working out on the field.
- Inform switchboard telephonically so that no calls will ring unattended.
- Inform security so that visitors are not sent up.

11.4.2 Information or announcements from one directorate aimed at all department employees should be communicated:

- E-mail through Sub-Directorate: Communications and Corporate Services.
- Through circular minutes signed by the senior manager.
- Intranet.
- Through secretaries.

11.4.3 Circulation of internal memorandums:

- Memos must be signed by the relevant manager and hand delivered by secretaries to other managers and/or employees if signatures are required.
- Only the font ARIAL must be used for all memo's of the Department.
- The Coat of Arms must always be displayed on the left hand side of all correspondence within the Department (**See Annexure A**)
- Through the Directorate secretaries and administrative officers who will then further distribute to relevant people.
- Internal memorandums should have strict time-frames for responses which should be followed by all who receive them.



- All memos within the Department must be distributed using the green folders. Only outgoing correspondence will bear the Office of the HOD folder.
- Memos posted on notice boards should have the important parts highlighted so people don't spend long a time reading the document.

11.4.4 News about staff/Staff announcements. For example: If a staff member has lost a relative or is on leave, should be communicated thus:

- By a circular e-mail through Directorate: Corporate Services.
- Staff notices on intranet to be updated twice a week.
- Electronic newsletter, when it is available.

11.4.5 The following people should be responsible for updating the notice boards:

- Communications in partnership with administrative officers and secretaries.
- Each component/directorate must elect an information officer for that purpose.
- The manager's secretaries on issues related to their respective Directorates.
- Project leaders from different directorates to communicate news about specific projects that Directorates are involved in.

11.4.6 The following people should ensure that their Directorates are equally represented on the website and intranet:

- The manager of the Directorate in consultation with Communications, however, communications can advise if there are some directorates which need to give more information.
- Each Directorate's secretary under the manager's directive.



11.4.7 Directorates will be notified about the media mentions in the following ways:

- E-mail for electronic filing.
- Hard copies for those who don't have access to e-mail
- Registry will duplicate and keep copies of such articles.
- Copies of the article will be posted on the notice board and the intranet.

12. Risk Communication

12.1 The department will foster open dialogue with the public on issues involving risk and build a climate of trust, credibility and understanding by being forthcoming about facts.

12.3 The Department will respond to public perceptions and provide factual information to address misconceptions or misunderstandings about risk.

13. Crisis and Emergency Communication

13.1 In times of Crisis the Department must, liaise with the Information Officer, Deputies and Sub-Directorate Communications to formulate proper and accurate response to help maintain and restore public confidence in the department.

13.2 All emergencies and controversial issues should immediately be reported to the Head of Department who in-turn will report them to the Office of the MEC.



14. Management and Co-ordination

- 14.1 Communications must be integrated into the corporate management processes and procedures. It must also be a shared responsibility that is coordinated with other areas of management.
- 14.2 Communications must maintain clear working links at all times with other core functions of the Department.
- 14.3 The Department has to ensure that the resources needed to fulfill the requirements of this policy are available and carefully managed.
- 14.4 All officials of the Department must ensure the consistency of information and messages across all channels of communication, including telephone, e-mail, facsimile, Internet, website and electronic transmission.

15. Planning and Evaluation

- 15.1 The Department's Business and Strategic plans must take into account communication requirements, views and concerns of audiences inside and outside of the institution (i.e. the internal and external environments).
- 15.2 The communication plan must be periodically reviewed, evaluated and updated in conjunction with the business planning and budgeting cycle.

16. Technological Innovation and New Media

- 16.1 The Department shall leave space for technological innovations and stay current with developments in communications practice.



It will also put in place procedures for this to occur.

- 16.2 As the Department adopts new means of communication, it must continue to reach its stakeholders whose access to technology may be limited or who prefer to receive information from the department through more traditional means.

17. Internet, website and Electronic Communication

- 17.1 The Department must maintain an active presence on the Internet through its website and intranet on which its services and information can be viewed.
- 17.2 To ensure congruence with other communication activities, the Department's website will be reviewed regularly by Sub-Directorate: Communications, Sub-Directorate: Information Technology to continuously oversee and advise on website and intranet content and design.
- 17.3 Collaboration shall be maintained between Communications and Information Technology specialists to ensure effective planning and management of electronic information services.

18. Events, Public Announcements, Fairs and Exhibitions

- 18.1 The Department will not participate in, or lend support to, partisan events organized for political party purposes.
- 18.2 The Department will through guidance from the Office of the Premier, adopt a sound and coordinated approach to its participation in fairs and exhibitions, especially where other departments are also participating. Multiple departments appearing at the same event must display a unified presence that



promotes common themes and messages of the Provincial Government.

19. Departmental events

- 19.1 The Department must at all times involve the expertise of the Protocol Officer from the Office of the MEC, when planning Departmental events. The Office of the MEC will be contacted only by Sub-Directorate: Communications with authority from the Head of Department. **For clarity on the functions of the Protocol Officer see Annuxure B.**
- 19.2 Directorate events: Communications will not attend a brain storming sessions for any directorate's event, this responsibility lies exclusively with the directorate as they would know what they are trying to accomplish.
- 19.2 Communications should only be called to attend planning meetings when a secure idea has been formulated and approved by all involved. In the event that such is not possible, a 4 weeks notice shall be given so that the event's marketing budget and strategy can also be included in the Project Plan/Proposal.
- 19.3 Directorates will be expected to communicate their intentions with the **Manager of Corporate Services**, who will then notify Communications about request for their input or assistance in marketing Directorate events.

20. Advertising and Marketing

- 20.1 To ensure the integrity and efficacy of government advertising, the Department through the Head of Department and Communications Sub-Directorate will ensure that advertising



campaigns and products are aligned with the department's priorities and strategic goals.

- 20.2 To ensure congruence with other communication activities, all advertising and marketing plans of the Department must be approved by Manager: Corporate Services and Sub-Directorate: Communications.

21. Publishing

The Department will facilitate public access to its publications – all information materials, regardless of publishing medium, produced for public dissemination or for limited circulation outside of government. It will also ensure that published material in all formats meets official language requirements and acceptable design standards.

22. Copyright and Licensing

- 22.1 Copyrights and ownership rights will be respected and the Department will ensure compliance with Copyright legislations.
- 22.2 The Department shall retail intellectual copyright for all material produced by service providers on behalf of the Department.

23. Training

Communications Sub-directorate through Corporate Services management will orientate officials at all levels on the *Communications Policy of the Department*. New officials must be informed about the policy, and encouraged to familiarize themselves with it, upon appointment.



This policy comes into effect on:

Signed at _____ on this _____ day of _____ 20 _____

.....

MS YE BACUS

HEAD OF DEPARTMENT

DATE:



Annexure A

Policy guidelines: Usage of Provincial Coat of Arms

A. Applications

The Provincial Coat of Arms may be applied:

(a) Visually –

- (i) On provincial government stationery, forms, websites and intranet.
- (ii) As decoration on the Mace of the Provincial Government.
- (ii) Decoration on the walls of the Council of Provinces.
- (iii) As a watermark or background on number plates within the province.
- (v) A symbol of the Premier's Office.
- (vi) For branding purposes on buildings of the Provincial Government.
- (vii) On crockery used by the Provincial Government.
- (viii) On corporate gifts and promotional items.

(b) Orally –

- (i) The Provincial Coat of Arms may be recited orally as a praise poem (isithakazelo) or delivered musically on selected events. This could be done in a way to popularise the Coat of Arms, and furthermore, as an endeavour to entrench it deeper in an African oral tradition. (Consideration to be taken not to elevate the oral rendering of the Coat of Arms to a status close to that of the National Anthem.)

B. Guidelines

To address the current variations and inconsistency in the application of the KwaZulu-Natal Government Brand and inconsistent visual standards, the following Corporate Image Branding must be implemented by all provincial



departments:

1. Reproduction and Display

- (a) The Provincial Coat of Arms should not be overlapped or blended with other visual objects.
- (b) No borders may be drawn around the Coat of Arms, or changes made to the thickness of lines.
- (c) The Coat of Arms should be displayed in whole, not in part, sections or details as this may distort its intended symbolism.
- (d) The composition area of the Coat of Arms may not be interfered with, defaced or creatively adapted to any form.
- (e) No changes may be made to the colour scheme when printed in full colour.
- (f) No changes may be made to the font type.
- (g) No rotation or skewing may be made.

2. Uniform Corporate Identity Branding

(a) Naming Structure

- (i) Departments will be permitted to select a preferred naming structure using either a functional name depicting the core line-function (e.g. KZN Health for the Department of Health) or an abbreviated version or acronym (e.g. TLGA for the Department of Traditional and Local Government Affairs).
- (ii) The naming structure should be placed on the right hand side of the Coat of Arms:



KZN Community Safety and Liaison

Department of: Community Safety and Liaison
PROVINCE OF KWAZULU-NATAL

(b) Colour

(i) Departments will be allowed to utilise one of four colours derived from the Coat of Arms for their naming structure, namely green, blue, red or brown.

(c) Language

(i) Departments will be permitted to use translated versions of the brand in communication applications such as letterheads and the like.

(ii) However, functional names or acronyms will remain in English.

(iii) The descriptor (e.g. Department: Health) must be translated into the two official languages not used in the communication and positioned at the bottom of the communication.



KZN Community Safety and Liaison

Umyango Wezokuphepha nokuXhumanisa uMphakathi
ISIFUNDAZWE SAKWAZULU-NATALI

(d) Branding Organogram

(i) The Corporate Image Branding contained herein is compulsory for all departments. Only the Provincial Coat of Arms may be displayed on



provincial government communications, websites and intranet.

- (ii) Public entities such as the KZN Gambling Board must use their own identity only.
- (iii) The brands of sponsors or partners must be displayed in accordance with these guidelines as outlined under (e) below.
- (iv) Local authorities must use their own Coats of Arms only.

(e) Co-branding

- (i) The Coat of Arms may never be smaller than 2/3 of the other brand.
 - (ii) The Coat of Arms must always be placed on the right hand side or directly below the other brand, except where the other brand is the National Coat of Arms, in which case the Coat of Arms must be placed on the left hand side.
- (iii) Where there are more than two brands to be displayed, the Coat of Arms must assume the position of priority within the group, except where one of the brands is the National Coat of Arms.

3. Buildings

(a) Installation, erection or casting of Coat of Arms

The Coat of Arms may be installed, erected or casted –

- (i) At the front or reception area of the building at a high visibility point for prominence.
- (ii) At the entry point of a national heritage sites.
- (iii) If on a public building it should be high enough to avoid it being handled constantly.
- (iv) When placed within easy reach it should be of a durable material installed in such a way that it is tamper proof.

(b) Replacement process



(i) Arms that are part of a structure declared by the South African Heritage Resource Agency as a National Monument should only be removed with the permission of the Agency.

(ii) Arms that are not part of a structure declared as a National Monument may be removed if it is desirable to do so without seeking permission from the Agency.

(iii) The Coat of Arms should be creatively installed at buildings declared National Monuments to preserve the obsolete arms integral to the building where approval for removal of the old arms has not been granted.

(iv) The remains of the obsolete arms removed from any building should be kept at local and national museums for history and education purposes.

(c). Copyright

1. The Coat of Arms and its motto are the property of the Provincial Government.
2. Copy and reproduction rights of the Provincial Coat of Arms for commercial or other uses, is vested in the Provincial Government.

(d). Respect and dignity

1. The Provincial Coat of Arms, when used in official documents such as contracts, endorses authority and integrity and should not be utilised fraudulently.
2. Section 20 (1) of the Heraldic Act protects the Provincial Coat of Arms as an heraldic representation from being ridiculed or compromised as part of artistic expression in the public arena.

(e). Description

1. The Zig-Zag partition.

This alludes to the Majestic Drakensburg Mountains, which are green in summer and snow capped in winter.



2. The Strelitzia flower

This flower has long been associated with the Province as a floral emblem and represents the natural beauty of the Province.

3. The Dove Tailed Bordure - (the green on which the Lion and Wildebeest are standing)

Indicates the interlinking and interdependence of the inhabitants of the Province.

4. The White Star

Represents the star signalling the birth of Christ (Vasco da Gama, the early Portuguese explorer, named the coastal region Natalia on Christmas Day in 1497) (Natal=Birth).

5. The Lion Supporter

It plays an important role in African (Zulu) Culture. His Majesty the King is referred to as the Ingonyama (Lion). The Lion also represents an important feature of the State Emblems of India as well as in the British Royal Arms. The Lion Supporter is therefore a unifying Heraldic Component.

6. The Black Wildebeest Supporter

This supporter is associated in a Heraldic Context with the former Province of Natal. Together the Lion and Wildebeest represent the coming together of the former KwaZulu and the former Natal and the unity of all the people of the Province (Zulu, Indian and White).

7. The Hemispherical Zulu Hut

It rests on the point of the Shield. Such a hut could form an appropriate head for the Provincial Mace thus linking the Provincial Coat of Arms and



the Provincial Mace.

8. The Cross Assegai and Knob Kierie (Iwisa)

These are symbols of authority and are placed behind the shield.

9. The motto

Masisukume Sakhe translated to English means 'Let us Stand Up and Build'.

10. The Head ring (Isicoco)

This is a symbol of wisdom and of good standing in the community.



Annexure B

Guidelines on usage of a Protocol Officer

Protocol Officers reside within Ministries of government and the Office of the Premier. Protocol is the Official form of procedure used in the affairs of state and diplomatic relations. Codifies and puts into practice the rules of ceremonial procedure and supervises the application of those rules. Its is for this reason that the department is expected to seek advises when having departmental events and matters pertaining protocol from the Protocol officer as she/he is responsible to supervise the application of those rules.

Politics

- Precedence or Seniority
- Official Forms of Address
- National Symbols
- International Government Systems
- Gifts: Policy and Presentation

Etiquette

- Professionalism
- Telephone Etiquette
- Social Etiquette
- Entertaining at a Restaurant
- Table Etiquette

Function and Visit co-ordination

- Planning the Event
- Database and Guest List
- Invitations
- Room Layout and Table Plans

Sensitivity to Religions and Cultures

- Religions



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PART TWO

MEDIA POLICY

1. Introduction

1.3 The Objective of this Media Policy is to:

1.1.1 Ensure that communications across the Department of Community Safety and Liaison is well coordinated, effectively managed and responsive to the diverse information needs of the public.

1.1.2 To provide the public, stakeholders and the media with complete, accurate, clear and timely information about the Department's policies, services and initiatives.

1.1.3 Ensure that media queries are responded to in an effective and timeous manner, by the Department Spokespersons as highlighted in this policy.

1.2 This policy is applicable to all officials of the Department, from Senior Management to line functions.



2. Definition of Terms

Term	What it means in this document
MEC	Transport, Community Safety and Liaison political head, Mr Bheki Cele
Department	The Department of Community Safety and Liaison.
Media Policy	The policy that sets guidelines and procedures on all media liaison by the DCSL's officials.
Spokesperson	Ms NC Msomi, Deputy Manager: Communications.
DCSL Information Officer	Ms YE Bacus, Head of Department.
Deputy Information Officers	Ms FTC Hlangu and Ms Z Gumede.

3. Legal Authority

Refer to pages 5-6 of DCSL Communications Policy

4. Statement of Policy

The principal policies adopted by the Department in respect of Communications are:

4.1 The Department shall:

- 4.1.1 Develop a Promotion of Access to Information Manual that will outline procedures for Requestors to request Information from the Department through its Information Officer/s.



4.1.2 Respond to media enquiries in a timeous manner through its Spokesperson – Deputy Manager: Communications and the Head of Department. The Deputy Information Officers, i.e. Ms FTC Hlangu and Ms Z. Gumede may respond only when delegated to do so by the HOD. This also applies to members of Senior Management and officials in line-function directorates. Guidance in this function will be provided by the HOD, Sub-Directorate: Communications and/or Office of the MEC.

4.1.3 Respect and effectively utilise the provincial Coat of Arms as prescribed by the Provincial Government. **See Annexure A**

4.2 The Sub-Directorate: Communications shall:

4.2.1 Handle all media enquiries through the guidance of the HOD and the Office of the MEC.

4.2.2 Play a support role to officials of the department who have been approached by the media for information or comment.

5. Media Relations

Journalists and other media representatives play an important role in the democratic process – providing the public with news and information about government, and reporting on the public's views and opinions of government. The common ground between the media and government institutions is that they both seek to keep the public informed about activities of government.

5.1 The department must cultivate proactive relations with the media to promote public awareness and understanding of government policies, programs, services and initiatives. This will be done by keeping a detailed



list of the Province and Country's media contact details.

- 5.2 The Department shall endeavor to, on short notice, to reach and inform the media on issues of importance to decision-makers and the public. The Department can engage the media using a variety of communication tools, including news conferences, news releases and presentations.
- 5.3 The department, through Sub-Directorate: Communications and the HOD, consult the MEC's office when planning media campaigns or strategies that could involve ministerial participation, or when preparing a response to a media enquiry that could have implications for the MEC.
- 5.4 The Department shall ensure the quality and consistency of information is provided to the media in the two official languages recognized in KwaZulu-Natal.

Note:

To avoid misunderstanding regarding the enquiry, it is recommended that officials receiving enquiries from the media ask that the questions be forwarded to them in a written form through the Information Officer's fax lines or e-mails.

6. Public events

The Department shall arrange public events and announcements, including news conferences, from time to time for communication purposes.

- 6.1 The Department must ensure processes and procedures are in place to assist spokespersons, managers and other designated officials in responding to media enquiries.
- 6.1 The Sub-Directorate: Communications must ensure that media requests,



particularly for interviews or technical information on specialized subjects, are directed to knowledgeable managers, information officers or staff designated to speak as official representatives of the Department.

7. Coordination

It is important that information from the Department of Community Safety and Liaison come from one source so as to avoid conflicting statements from reaching the media. All responses from managers delegated to act as spokespersons by the HOD, should go via the Sub-Directorate: Communications, so that the Department can truly speak in one voice.

8. Openness

The principle of Openness and Transparency should always be adhered to when dealing with the media. “No Comment” is not an acceptable response and it gives an impression that the Department is hiding something; which may generate negative coverage for the Department.

- 8.1 If the spokesperson or any other official being approached by the media is unable to comment, he/she should give sound reasons.
- 8.2 Information should only be withheld for sound reasons, e.g., sub-judice issues, labour issues, protection of confidential information and other related reasons.

9. Being proactive

The department shall be proactive in its dealings with the media, i.e. we should not only wait for media enquiries, but also initiate contact to showcase the work we do. We should remember that not all news can be “good news”. The trick is to manage even the “bad news” in a proactive manner so that it can be less damaging to our image.



10. Confidentiality and privacy

Caution should be taken to ensure that records and information that needs to be kept confidential remain confidential. (refer to the Departmental Promotion of Access to Information Manual)

11. Photographs

- 11.1 Access to information Act applies. No photographs of facilities of the Department can be taken by representatives of the media unless a formal request was made to Information Officers and permission was granted. The photographer will have to disclose the reason behind the need for the photograph, and how/where it will be used. This he/she will be required to disclose as part of the Access to Information Act, Form A (request form).
- 11.2 It is the prerogative of the stakeholder to agree/refuse permission for photographs of him/her to be taken by members of the media.

12. Impartiality

All media must be treated with equal respect, whether it's a small community or a larger national newspaper. The media have networks and there may be instances where stories are picked up by small media companies and end up being national or provincial news. Therefore no request for information or comment by media groups may be turned down on reasons of their demographics.

13. Spokespersons

Designated spokespersons for the Department should, through the Sub-Directorate: Communication, be accessible to media representatives and provide them with accurate information. This must be done in accordance with media deadlines to avoid situations where they, for



example publish articles which say “by the time of publishing, the Department’s spokesperson had still not responded to our enquiries”. This creates a negative perception about the Department to people reading or listening to the news.

- 13.1 It should be noted that the media will usually first approach the Sub-Directorate: Communications. It is then the responsibility of the sub-directorate to organize for relevant spokespersons to speak to the media.
- 13.2 However, in cases where the media first approaches other officials, it is the responsibility of those officials to approach Communications about the media enquiry. Such individuals must seek permission from the Head of Department before making an official comment. This information must first be approved by designated spokespersons and Communications before it is handed to the media.
- 13.3 The Department’s Spokespersons are:
- The Deputy Manager: Communications, Ms NC Msomi, is the principle spokesperson for the Department.
 - Deputy Information Officers: Ms FTC Hlangu and Ms. Z Gumede can also be spokespersons when authorized by the Head of Department.
 - Supported in this role by the Office of the MEC (on matters strictly concerning the MEC) and by the senior management team of the Department.
 - The Department's Head of Department can designate managers and knowledgeable staff to speak in an official



capacity on issues or subject matters for which they have responsibility and expertise.

- 13.4 Officials designated to speak on the Department's behalf, including line functions or subject-matter experts, must approach Communications and Information Officers for advice to ensure that the requirements of the Department and this policy are met.
- 13.5 Spokespersons must be knowledgeable in official protocol, should they have to address Members of Parliament.
- 13.6 They must also respect privacy rights, security needs, and matters before the courts, government policy, Cabinet confidences and ministerial responsibility.

Signed at _____ on this _____ day of _____ 20_____

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MS YE BACUS

HEAD OF DEPARTMENT

DATE: