



Communication and Marketing

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**COMMUNICATION AND MEDIA POLICY
2020-2022**

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ACRONYMS

Acronym	Description
MEC	Member of the Executive Council
DSL	Department of Safety and Liaison
CMU	Communication & Marketing Unit
HoD	Head of Department
HoC	Head of Communication
MMC	Members of the Mayoral Committee
GCIS	Government Communication and Information Systems
MILO	Media Liaison Officer
CDWs	Community Development Workers

POLICY NAME

Department of Safety and Liaison: Communication and Media Policy

1. INTRODUCTION

In 1994, South Africans elected a democratic government with a mandate to build a prosperous country where the basic needs of all its people would be catered for, human dignity restored and all South Africans could feel they belong. To do this, government adopted a development approach to, rule in partnership with all South African citizens. Subsequently, the government set out to develop policies and programmes to redress the inequalities in the country, broaden access to services, build effective institutions and open up opportunities for all citizens to have access to jobs and employment. This required planning and coordination-but especially communication-with whom government had to consult and to whom government had to listen, and furthermore involved considering the needs and interests of the public and receiving feedback as part of this developmental process.

Communication remains key to effective and efficient government even today (for implementation of policy, programmes, services and projects). Communication is a key strategic service-to ensure that information is widely accessible within the public space, to engage citizens in conversation around critical issues to empower citizens to participate in developmental process. To empower citizens to participate in not only shaping government policies but also in taking up opportunities that affect their lives.

Effective communication can also contribute positively to government endeavours –leading to good governance, improved internal staff and external citizens/stakeholders morale, and contributing towards meeting government's aims and objectives. It further builds public trust and confidence in the integrity of government and can be used to challenge any negative perceptions that might exist in the public space. The Constitution of the Republic of South Africa, 1996 (Act 108 Of 1996) provides the framework for communication within the South African environment and regards freedom of expression and public's right to information as fundamental rights. Government communication is driven by democratic principles of openness and participation, and is guided by the basic principles of:

- transparency
- accountability
- consultation

Development communication refers to growth that makes for greater equity and target the use of communication to facilitate social and unfolding of individual potential. Nora Quebral defined development communication as founded on the principle that citizens /the community should “The art and science of human communication participate actively in communication activities that are linked to society’s planned transformation from a direct impact on their lives. The approach is educational state of poverty to one of dynamic socio-economic not instructional-in this instance it is government.

The communication and media policy is derived from the Government Communication Policy that guides all government departments on the nature and structure. The policy development process takes cue from (GCIS) Policy Development Frameworks in line with the Government Communication Policy approved on 22 August in 2018 by cabinet.

The communication and media policy has been compiled to provide the Eastern Cape Department of Safety and Liaison (DSL) with guidelines and procedural requirements on how communication must be managed within the department and further provide guidance to the challenges faced by government communicators within and outside the workplace. Media Liaison is coordinated, effectively managed and responsive to diverse information needs of the public

It is integral that there may be uniformity, clarity and consistency in the manner in which DSL communication markets itself and that all employees understand their individual roles.

2. BACKGROUND

The government’s mandate requires that its communication should enhance access to information that enables the public to participate in the development and growth of the Province and that in turn contributes to the improvement of the lives of the people; that it should bring the realities of our emergent and thriving democracy to the attention of the international community; and to promote implementation of people-centered development programmes. To give effect to this constitutional right the Public Service Regulations require heads of department to establish a policy on how employees in the department may communicate with public media.

While the means of achieving the mandate for government communication have evolved over the past 21 years, the core vision remains the same: to achieve integrated, coordinated and coherent communication between government and the South African public to enable citizens to participate in the country’s transformation processes. The Public Access to Information Act also obliges

government to provide the public with information relating to government services through high levels of transparency and accountability so as to be able to make informed choices and improve their lives for the better.

3. OBJECTIVES

- a) The objective of this policy-frame work is:
- b) To ensure that communications across the Department of Safety and Liaison (DSL) is well coordinated, effectively managed and responsive to the diverse information needs of the general public.
- c) To provide the public, stakeholders and the media with complete, accurate clear and timely information about the department's policies, services and initiatives.
- d) To ensure that the department upholds the Batho Pele principles to the public.
- e) To address communication needs for intended internal and external stakeholders of the department in order to enable the exchange of information by delivering prompt responses to requests for information (as PAIA states).
- f) To designate eligible individuals to communicate with the media and internal staff.
- g) To monitor and evaluate the effectiveness of communication activities in relation to the objectives stated herein and departmental priorities.

4. REGULATORY FRAMEWORK

a) The Policy is informed by the following statutes and other related policies and legislative mandates:

- b) Constitution of the Republic of South Africa, 1996
- c) Public Service Act, 1994 (Act 103 of 1994 as amended by Act 30 of 2007)
- d) Promotion of Access to Information Act 14 of 2000
- e) Promotion of Administrative Justice Act 3 of 2000
- f) Government Communicators' Handbook
- g) National Development Plan Vision (NDP) 2030
- h) Government Communication Policy 22 August 2018
- i) Civilian Secretariat for Police Service Act 2 of 2011

- j) Civilian Secretariat for Police Service Regulations
- k) South African Police Service Act 68 of 1995 as amended
- l) Independent Police Investigative Directorate Act 1 of 2011
- m) Public Finance Management Act 1 of 1999
- n) Treasury Regulations
- o) Intergovernmental Relations Framework Act 13 of 2005
- p) Domestic Violence Act 116 of 1998

The following DSL Values have been taken into account as well:

5. Values

In discharging its mission, the Department of Safety and Liaison subscribes to the following values:

- **Service excellence**

The Department of Safety and Liaison is committed to ensuring productivity by applying best work methods to render excellent services to communities.

- **Accountability**

The Department of Safety and Liaison is committed to accepting accountability to oversee structures and the community, desires to perform well in rendering services to stakeholders and the utilization of the allocated resources. Willingness to take responsibility for one's own actions, give time and energy towards the cause and be answerable. Shall, amongst others, define accountability.

- **Integrity**

The department is committed to sound business practices that are honest and disassociated from all forms of corruption & unethical conduct. Attributes such as honesty, truthfulness, professionalism and respectfulness, amongst others, shall define the integrity.

- **Value for money**

The department is committed to providing opportunities for growth that will enhance empowerment of its employees as well as efficient service delivery.

- **Equity**

The department is committed to fair distribution of resources and services for the benefit of internal and external stakeholders.

6. POLICY APPLICATION AND SCOPE

This Policy applies to all employees of the Department of Safety and Liaison without exception.

a. GUIDING PRINCIPLES:

The following Batho Pele principles are guiding the communication and media policy:

- Consultation
- Courtesy
- Service excellency
- Access to services
- Openness and transparency
- Provision of information that improves the lives of citizens
- Timelines-
- Respect and Professionalism
- Redress (will relate to commitments that department make)
- Value for money

7. INTERNAL COMMUNICATION

Organizational communication happens downwards, upwards, horizontally and vertically, interpersonal and in small groups. In this regard, the following should apply:

- a) Communication planning must be integrated into strategic departmental planning at management level. This means that when the various programmes hold their planning meetings, communicators must be brought on board.
- b) Communication is a strategic function and should not be subject to volatility that is a feature of the political environment. Instead, communication (and the communicator's role) should be seen as permanent, consistent and stable.
- c) Communication unit must be headed by a Deputy Director and subordinates in line with the official and approved organogram.
- d) Communication must participate in all strategic decision-making structures at the political and administrative interface to realize the communication objectives of the department.
- e) Communication and Media Policy should be signed off by the MEC
- f) A Communication Strategy should be signed off by the MEC.
- g) A Communication Action Plan should be signed off by the Hod.

The role of internal communication is to keep employees informed about new developments and initiatives that would affect their work as well as goals and priorities of the institution.

All organizations should have rules and guidelines for transferal of information in order to maintain a consistent and uniform form of communication. Employees should be able to know how to professionally use the different types of communication and follow the correct procedures in order to ensure that information goes to the correct place and person. Internal communication is communication which is only limited to staff within the Department of Safety and Liaison.

The routine workplace communication protocols existing in DSL are:

- Written communication (sending and receiving information), and
- Verbal communication (giving and following instructions and messages)

Types of written communication used at DSL include:

- Email, letters and faxes (internal)
- Forms, reports and memos (internal)
- Minutes and agendas for meetings (internal)
- Procedural manuals (internal)
- Workplace signage (internal)
- Notice boards (internal)

Written communication is advised that it should be:

- Easy and simple to understand
- Straight to the point, avoiding unnecessary repetitions
- Avoids ambiguity and technical terms, and
- Avoid slangs, offensive language and discriminatory and racist or sexist language.

Types of verbal communication at DSL include:

- Handovers (internal)
- Telephone (internal)
- Meetings (internal)

The way we speak to other people can make a difference to the way information is received. The department can improve verbal communication by:

- Being clear and concise;
- Friendly and professional;
- Prompt appropriate feedback;
- Attentive listening;
- There is an awareness of non-verbal communication cues; and
- There is an understanding of cultural differences.

Emails and Intranet

- This is a private network accessible only to an organization's staff. It is there to inform employees of anything that is beneficial to them and concerning the department. All items communicated are subject to the approval and editing of the CMU/ Head of Communication and Marketing Unit. The overall management and functioning of the intranet will be bestowed upon the CMU.
- Dissemination of bulk email messages can only be issued by communication officers. DSL Staff members are prohibited from sending bulk emails to all.

Notice/Bulletin boards

The function of the notice board in a department is for hanging of all notices that affect the department. It is important to centralize the hanging of notices on notice boards to strictly CMU personnel as some employees will hang unofficial notices e.g. house rentals and weight loss recipes. In order to maintain professionalism, the CMU has the responsibility to limit the content that goes to the notice boards. A poster should be taken out of the notice board 2 days after the event.

Internal newsletter

An internal newsletter is there to keep employees abreast of the department's programmes and services. A newsletter is not a propaganda piece; it is not about "you" but "them." It should always educate, entertain and inform. When done correctly, a

Printing of Departmental documents and branding material

- Communications is responsible for facilitating the printing of all departmental publications: (Annual Performance Plan, Policy Speech, Operational Plan, Service Delivery Improvement Plan, Half-Yearly reports, Newsletters, Promotional and Branding material).
- With regard to the publications stated above, CMU is responsible for administering the design and layout of the publications and ensure that they are in line with the provincial guidelines on the usage of colours, logos and photographs of executive authority and relevant officials.
- CMU is not responsible for the co-ordination and compilation of content for the publications with the exception of newsletters.

- Communications unit is not responsible for the printing of tender documents or any other documents which are not related to promoting the image of the department.

8. ROLES AND RESPONSIBILITIES OF VARIOUS KEY STAKEHOLDERS

POLITICAL PRINCIPAL

The MEC as the political principal for DSL must:

- a) Take responsibility for the political communication of the department.
- b) Account to the public on governance policy, its aims and objectives and report back on the deliverables.
- c) Interact with the public to solicit views and input into government programmes.

HOD

The Hod, is the final authority on DSL communication and his/her performance agreement must include communication deliverables.
The Hod must:

- a) Designate the HoC who will be responsible for ensuring that all other communication functions are adequately staffed.
- b) Ensure that there is an adequate budget for communication activities.
- c) Advocate for communication to be recognized as a strategic function.
- d) Ensure that the Communication Strategy and Plan are approved and implemented.
- e) Ensure that the HoC has the requisite skills and knowledge for the post.
- f) Provide oversight to the communication function.
- g) Assist with the delivery of information to specific forums and the general public when called upon to do so.

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HEAD OF COMMUNICATION AND MARKETING UNIT

STRUCTURES AND AUTHORITY

The Head of Communication and Marketing Unit's structures and authority are as follows:

- a) The HoC is the most senior communication official in a department. He/she straddles the communication across the political and administrative arms and is responsible for the overall communications function.
- b) The HoC reports to the Hod.
- c) The HoC must be included in the General Management structure of the department to enable him/her to better articulate departmental policy, to ensure that policy and programmes are communicated effectively and efficiently, to present current affairs and to provide advice on the communication implications of deliberations. Examples of these structures include, but not limited to the following:
 - * General Management meetings
- d) The HoC must take the lead in the establishment of communication structures to ensure proper coordination and integration of communication policies and programmes throughout the department.
- e) The HoC should oversee the ongoing training and capacity-building of communicators, including their induction.
- f) Sign a performance agreement that reflects the communication responsibilities as outlined in the GCIS Generic Performance Scorecard for HoCs.
- g) Manage and measure the performance of all communicators –especially the delivery of communication strategic plans and the fulfilment of media objectives.
- h) Oversee the assessment of annual communication strategic plans and make adjustments where necessary.
- i) Monitor communication deliverables and report on progress and impact.
- j) The HoC is the official spokesperson of the department.
- k) The Media Liaison Officer reports to the HoC.

THE MLO: ROLES AND RESPONSIBILITIES

The MLO reports to the Ministry needs to, among other things:

- enhance the public image of the political principal and manage the media liaison for the office;
- strengthen relationships with the media leading to increased profiling of the political principal and the department;
- contribute to the development of an integrated communication strategy and plan, particularly developing the political principal's media engagement strategy and plan;
- collaborate with the HoC to ensure that all communication objectives are achieved, the Communication Policy is implemented and all communication protocols are observed;
- provide communication advice and support to the MEC and act as the MEC's spokesperson;
- oversee the development of communications material including press releases, social media and website copy as well as briefing notes in support of the political's outreach activities; and
- monitor print, broadcast and online media reports so as to be able to respond effectively to issues within the communication environment.

9. MEDIA ENGAGEMENT

- a) The Media Liaison is coordinated, effectively managed and responsive to diverse information needs of the public. It is to provide the public, stakeholders and media with complete, accurate, clear and timely information about the department services and initiatives.
- b) Employees should honour the confidential matters such as; classified documents and discussions.
- c) Any public media enquiries related to the department should be forwarded to the HoC as the first line of entry.
- d) The HoC should design and implement a proactive Media Relations Strategy and Action Plan to build and maintain good relations with the media. HoC should report to the authority including HoD on all media engagement related matters affecting the department.
- e) All media calls should be directed through to the CMU office. If an officer or a member is contacted directly by a local or national journalist the protocol is to:
 - Take the number of the journalist, the publication they represent and their telephone number.

- Thereafter, advise the journalist to contact the CMU in the first instance, give them the number, or offer to transfer their call.
- Notify the CMU immediately if the call is not transferred and provide the journalist's contact details. The CMU will then contact the journalist directly.
- f) In consultation with the HOD, the Head of Communication (HoC) may identify a staff member within the CMU to respond to media contact in cases where the HoC is sick or otherwise.
- g) The HoC may also at any time withdraw such delegation.
- h) All designated departmental spokespersons must have attended an approved media training session presented by the CMU, or the GCIS, before they are permitted to represent the department as spokespersons.
- i) The Communication and Marketing Unit and Media Liaison Officer should provide hard copies of ongoing media analysis to the MEC, HOD and the staff through emails.

Media Framework

Individuals with Key Responsibilities and Competencies:

- Member of the Executive Council (MEC)
- Head of Department (HOD)
- Head of Communication and Marketing Unit
- Media Liaison Officer

Handling media enquiries and responses:

Only the **MEC, HOD, HoC and MLO** are allowed to comment on policy statements and politically related issues.

- a) An effort must be made to react swiftly and accurately to the media enquiries received before the deadline.
- b) All enquiries from the media must be submitted in writing and forwarded to the relevant Managers for them to respond.
- c) Responses to be put in writing and sent back to communications.
- d) A media statement in response to the negative publicity must be drafted after proper consultation and be issued. A media statement to media houses should be approved by the accounting officer first.

10. GOVERNMENT EMPLOYEES AS PRIVATE CITIZENS

- a) Any media communication emanating from departmental employees in their private capacity (blogs, social media posts, letters to the editor) must subscribe to the Public Service Act, 1994 (Act 103 of 1994) and the Code of Conduct for Public Servants.
- b) Information acquired while on duty must not be used to voice personal opinions. Inappropriate media engagement is further discouraged. This refers to engagement that:
 - Brings the department or stakeholders into disrepute.
 - Undermine the integrity and reputation of government, department and its leadership or its stakeholders.
 - Presents a personal viewpoint as a position that is held by the department.
 - Disclose sensitive or classified departmental information without proper authority.
 - Comments on pending or current legal issues relating to the department.
- c) Government officials at a senior level (MLOs, Directors, Chief Directors, Deputy Directors and Managers, etc.) act as government representatives and their opinions and comments, even in private spaces, are likely to be seen as official by media.
- d) Government communicators at this level, therefore, cannot engage in private communication on any media platform or express views and opinions that would be seen as contrary to an official government position.
- e) Where the media perceives a government employee to be a representative of government and where the opinion/comment is likely to be seen as official, this representation will require official approval from HoD before it is submitted.
- f) At all times, these communication opinion pieces may require further approval at a political level.
- g) DSL spokesperson must at all times strive towards avoiding contradictory communication messages of another government department.

11. RESPONSE AND LIAISON STANDARDS FOR MEDIA EQUITIES

- a) DSL must respect media deadlines requirements and endeavour to provide open equal access to media news.
- b) All media queries must preferably be acknowledged in a reasonable time that directly relates to the particular medium, whether print, broadcast or online.

- Any communication or document, in whatever form, prepared by the department for public consumption, including advertising, leaflets, newsletters, reports, posters, banners, fliers, websites etc.
- Any document or publicity the department is involved in producing with other people or other organizations. If the publication is produced in partnership or is a joint doc (e.g. with the police) then the protocol applies.
- Any publication that has the department's name on it, even if there are many other contributors and the Department of Safety and Liaison is not the main author.
- Publications produced by consultants employed by the department.

Communication protocols shall apply to everyone who works for the Department of Safety and Liaison, in any capacity, or who represents the department in some way, including:

- All permanent staff and managers, contract workers, interns, at all levels, including the corporate management team
- Temporary staff and interns staff employed on an agency basis
- Consultants, contractors or suppliers that may want to refer to the department in their publicity material
- Staff working for the department on secondment from other organizations or staff appointed jointly with another organization.

Press Relations and designated persons to speak to the media

For consistency and accountability purposes, the Public Service Regulation Part II (E) of chapter 1 requires that not all employees of the department unless delegated to do so would communicate to the media.

- An employee from the department may not issue press releases, press statements, or organize a press conference or invite the press to a departmental event, without the support of the Communication and Marketing Unit (CMU). Neither must they place announcements on the department's website without CMU's approval.
- Under no circumstances must an employee speak to any publication, radio or television station on departmental matters without the knowledge and guidance of the CMU.
- An employee shall not in his/her official capacity irresponsibly criticize government policy at any public gathering or any form of media.

Press releases

The CMU Head of Communication is tasked to produce a high volume of news stories to keep the public and the media informed about departmental programmes and initiatives. This is to also encourage public involvement in decisions taken by the department and promote the department's agenda for positive change.

In managing and implementing the Communication Action Plan, issues that are likely to attract public interest, the CMU will also work to inform key stakeholders, including employees, in good time.

The department will operate a corporate approach to press relations. All press releases and statements will be printed with the CMU's letter head and issued to the press via CMU.

All press releases will state the name of the HoC/spokesperson and title of the employee providing the information in quote form and will include contact details of the HoC/spokesperson co-ordinating the information.

Press releases containing financial information will continue to be checked with the Chief financial officer. Press releases dealing with staff issues will be checked with personnel. The legal component will be consulted on releases where there may be a legal implication.

Press releases will be made available to all staff via the department's external website on date of publication.

14. EXTERNAL COMMUNICATION

The department is obliged to inform the public and has the responsibility to communicate effectively. Information about government policies, programs and services should be clear, objective, simple and presented in a manner that is understandable to the intended target group.

The department utilizes the following means of communication to ensure that the information reaches the public

External newsletter

A newsletter should say a lot about the department's name, services rendered to the general public and professionalism. It should be effective and popular as it creates a feeling of personal contact and interest.

Newsletter production (content) and publication time frame:

- After an event, articles should be written within a week's (7 days) time and submitted to the editor;
- An editor will take another week (7 days) of editing the articles submitted;
- Thereafter, the editor will contact the service provider and submit the articles;
- In liaison with the service provider, the editor will coordinate the articles into the correct pages according to the page numbers;
- A draft newsletter will be sent to the editor for final editing;
- A final draft will be sent to the editor for approval; and

The newsletter will be printed and distributed to the CMU office within 10 days after the printing service provider has been contacted, given no delays experienced in the process.

Imbizos (Public Participation Programmes)

Communicators must develop public participation communication programmes as part of the communication strategy.

A National Task Team consisting of the GCIS, the Presidency, the Department of Co-operative Governance and Traditional Affairs, other national departments and provincial HoCs are responsible for coordinating the public participation process.

Role players at public participation programme must include the following:

- **Community members:** they are the beneficiaries of the public participation process or programme;
- **Administration:** the national department, province or municipality must avail resources, implement capacity-building programmes and integrate all processes, programmes and activities into the public participation cycle;
- **Elected public representatives:** these include the speaker (custodian of the process), mayor (in executing hi/her responsibility), members of the Mayoral Committee (MMC) and the chairpersons of portfolio committees;
- **Ward committees:** they have an advisory role and represent the interests of their wards;
- **Community development workers (CDWs):** they fulfill their responsibility as community field workers.
- **Community Police Fora (CPF) :** they fulfill their responsibility at the level of police precincts; and
- **Community Safety Fora (CSF):** they fulfill their responsibility at the level of the communities.

Videography

Video coverage documents events that are facilitated by the Department of Safety only. It should cover the services rendered to the general public. It should be professionally captured, well packaged and labeled as per name of event with the departmental logo. The production process should take 3 days to get finished and submitted to the Head of Communication for approval before distribution.

Videography recording and production time frame:

- **Video Recording:** Video coverage at DSL official events is determined by the time allocated to the event.
- **Importation of footage:** After an event, footage should be imported (downloaded) from the camera to the computer within 3 hours.
- **Editing:** The editing of a video footage takes three times more of the time the videographer took while shooting the event. If an event was five hours long, editing will take 10 to 15 hours maximum.
- **Rendering & Exporting:** The actual making of the movie.
- **DVD Production:** Production of DVDs undergoes the following process: Burning of the finished product into a DVD,
 - Branding of DVD labels
 - Replication of DVD is to be outsourced to service providers.

Marketing and advertising

- a) If any need arises that the department needs to communicate through the mass media and yet the media houses are not willing to carry the story, the department will use paid communication in the form of Marketing and or of Advertising
- b) The advertorial will be developed in consultation with the Head of Department and or the MEC depending on the message that needs to be communicated.
- c) The advertorial will then be placed on the agreed medium be it print or broadcast/electronic.

15. SOCIAL MEDIA

- a) Digital technology has changed the way people communicate and share information. Platforms like Facebook and Twitter operate in real-time where news breaks and citizens engage in online discussions.
- b) The HoC must be given a flexibility to operate in this changing environment, create relevant content and respond to issues emerging in real time.
- c) Communication campaigns must consider the most appropriate communication channels/methods for a particular audience.
- d) Where necessary, the DSL must continue to use traditional forms of media in conjunction with the new media so as to not exclude members of the public who for various reasons might not have access to the new technology.

16. WEBSITE

- a) Websites are widely used by government to publish information and engage with the public.
- b) DSL must ensure that its website is accessible 24/7 and is updated regularly by designated employees.
- c) Website content and branding should be managed through official applicable Corporate Branding Manual of DSL.
- d) The HoC or his/her designate must verify all content that is to be placed on the website.

17. COMPLAINTS ABOUT MEDIA COVERAGE OR BEHAVIOUR

- a) Any complaints from within government regarding the performance of the media, e.g. the content or tone of media coverage, the behaviour of a reporter in their dealings with the government, shall be made to the Office of the HoC.
- b) The Office of HoC will be responsible for deciding which, if any, action will be taken in response to such a complaint.
- c) Should the HoC consider the matter to sufficiently warrant further action, the following steps may be taken:
 - An official letter must be sent to the media institution outlining the nature of the complaint and the recommended remedial action.
- d) If the HoC is not satisfied with the response from the media institution and the matter concerning media content, a complaint may be logged with the following :
 - The Press Council in a print media or online media environment (www.presscouncil.org.za)

- The Broadcast Complaints Commission of South Africa in a broadcasting environment (www.bccsa.co.za)
- e) The HoC, in consultation with his/her legal team, must decide whether the complaint is of such a serious nature that it warrants further legal action.

18. OFF-THE-RECORD COMMENTS

- a) No government employee will speak to the media “off the record”. The only exception is the MEC and HoC with the authority of the MEC and HoD, who might in certain circumstances be required to do so.

19. PUBLIC DISCLOSURE AND RIGHT TO INFORMATION

- a) The Promotion of Access to Information Act (PAIA), 2000 (Act 2 of 2000) provides for requests addressed to the department by members of the media to be referred to HoC immediately for consideration.
- b) If the department receives a PAIA request from the media in writing, it must be time-stamped to record the date of receipt. When a verbal is presented to the department by the media, it should be documented in writing; the HoC will, whenever possible, require the requesting party to the documentation, which, will then be time-stamped.
- c) If a representative of the media asks the department for information that is already a matter of public record, the department should make such information available to the media representative within a mutually agreed time frame. Withholding such information will only compel the media representative to use other sources.
- d) Requests from non-media sources for information under the PAIA of 2000, should be referred to the department’s chief information officer.
- e) The HoC should be informed of all requests for information under PAIA of 2000, as such information may find its way to the public domain and have implications for future media coverage relating to the department.

20. CLASSIFIED INFORMATION

Unauthorised disclosure of classified information to the public or the media will result in disciplinary action being taken against the government official responsible.

21. PHOTOGRAPHIC AND VIDEO COVERAGE BY THE MEDIA

- a) Taking of photographs and videography is expressly prohibited on the department property without prior approval of the HoC or his/her nominee.
- b) If authorised by the HoC, media representatives may be allowed inside government facilities under the supervision of the HoC or his/her representative for official purposes. This includes video filming, interviews, documentaries, news releases or other approved projects.

22. SUPPLY OF PHOTOGRAPHS AND FILM FOOTAGE

- a) Any departmental official submitting photographs and video footage to the media must advise the copyright rests with the DSL and should be reflected in the credits. The Communication and Marketing Unit must ensure that photographs and visual material supplied to the media houses are used for the same reason(s) for which they were requested.
- b) If needs be, a final copy of the product must be made available to the DSL.

23. FUNDING FOR COMMUNICATION

- a) Resources from 1% to 5% of the institutional budget must be allocated to the communication function, based on the communication `s strategic plan and the size of the institution. This budget must be ring-fenced.
- b) In addition to other standard items, the communication should include funding for:
 - Staff to fulfil the strategic communication functions
 - Training, and
 - Internal and external communication programmes.

24. CORPORATE IDENTITY

- a) The Communication and Marketing Unit is the custodian of the Corporate Identity Manual of the DSL.
- b) All procurement of promotional material and official documents should be in consultation with the Communication and Marketing Unit to ensure consistency and correct brand application.
- c) DSL employees must become familiar with the Corporate Identity and Branding Guidelines of the department. These guidelines limit the abuse of the brand and protect it from commercial exploitation.
- d) The Corporate Identity guidelines must be adhered to without fail, by all DSL employees.
- e) The DSL must speed up the process of the development of the Corporate Identity Manual in order for all the employees to adhere to its Guidelines.

25. NON-PERMISSABLE USE OF DEPARTMENTAL LOGOS AND BRANDING

- a) The use of department stationery or business cards other than for bona fide official departmental business is prohibited.
- b) The use of departmental stationery or business cards or other official trademarks or documents to further an individual's private business interests or to express political or personal viewpoints is expressly forbidden.

26. PROCEDURE FOR AMENDMENT OF POLICY

The amendment of this policy shall be done in accordance with changing legal frameworks preferably after two years(2) and shall be subjected to approval by the HOD or MEC. He/she shall have the discretion to deviate from any cause in the policy where necessary.

It must be noted that further regulations may from time to time be added as addenda to this policy as time goes by for the purpose of ensuring smooth running of communication function within the department.

27. MONITORING, EVALUATION AND REPORTING

The department through its delegate's structures shall monitor and evaluate the effectiveness of the implementation of this Policy and report to the MEC.

28. COMMITMENT

The Eastern Cape Department of Safety and Liaison commits itself to provide adequate and accurate information to the public, staff and the media in relation to its activities. The aim is to make sure that both parties understand and respond whether individually or through representation to influence the development and implementation of government policies. This approach shall be done through formal & informal dialogues in a continuous, open, relevant, understandable and reliable manner, however, in line with the departmental values.

Non-compliance with this communication and media policy and / or refusal to abide by the protocols shall be deemed as misconduct.

RECOMMENDED/NOT RECOMMENDED

J. M. Apocasa

as the Head of Department of Safety and Liaison hereby make this recommendation to the Executing Authority that I have read and applied my mind to the contents of this Communication and Media Policy.

In the circumstances, I hereby recommend the approval of this policy with the provisions of its reviews in circumstances.

[Signature]

25/07/2020

Mr. V. Mapolisa

DATE

HEAD OF DEPARTMENT

APPROVED/OR NOT APPROVED

Weziwe Tikana-Gxothiwe

as the Executing Authority of the Department of Safety and Liaison hereby approve the Communication and Media Policy.

[Signature]

Hon. W Tikana-Gxothiwe

DATE

MEC FOR SAFETY AND LIAISON

