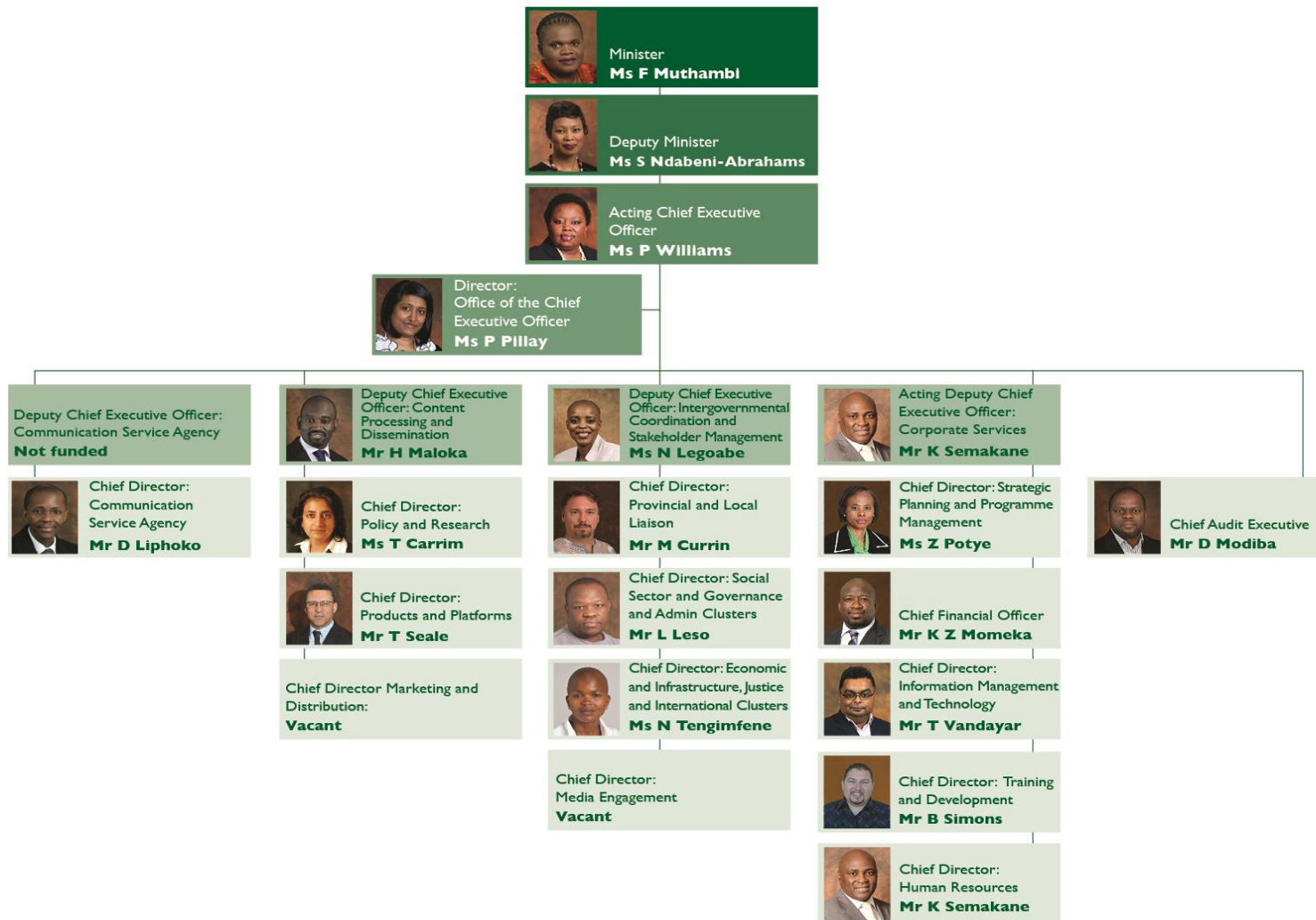


3. GCIS Structure



Programme 2:

Content Processing and Dissemination

Government Communications and Information System (GCIS)



4. 2014/15 Annual Performance Plan

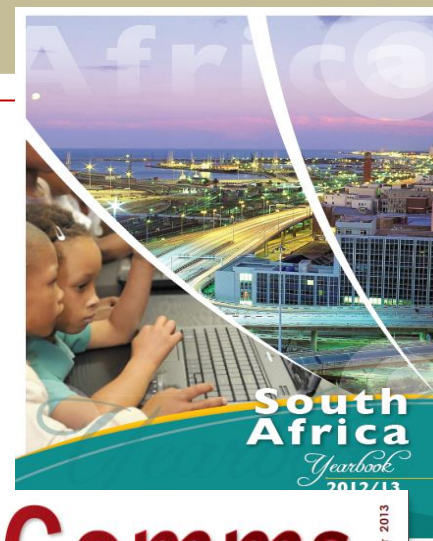
Programme 2: Content Processing & Dissemination

Purpose: provides strategic leadership in government communication for the purposes of ensuring coherence, coordination, consistency, quality, impact and responsiveness of government communication

Sub Programme

Products and Platforms

- 1 edition of 45 000 *South Africa Yearbook*, 20 000 *Pocket Guide* copies and 4 000 DVDs annually
- Translation and editing services
- 12 editions of 20.4 million *Vuk'uzenzele* annually
- 4 editions of *GovComms* newsletter annually
- Daily news updates on key govt programmes

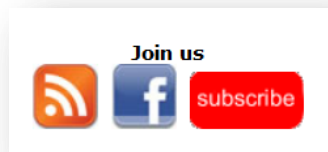


Programme 2: Content Processing & Dissemination

Sub Programme

Products and Platforms

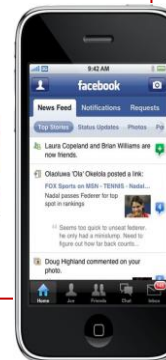
- 11 editions of the *Public Sector Manager* magazine published annually
- Use of social media platforms
- Eight *Government Dialogue* newsletters annually
- Continuous assessment and updating of online content
- Marketing, distribution & corporate identity management for government
- Online *Reputation Management System*



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Programme 2: Content Processing & Dissemination

Sub Programme

Policy and Research

Media

- Monitor media coverage of local and international news - print, radio, TV and social media
- Alert stakeholders of breaking news for a better coordinated response
- Analyse trends in media coverage on government
- Draft content, e.g. op-eds and key messages, for use in the media
- Two cluster reports



government communications

Department
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

For National Media Monitoring, please contact: +27 (0) 12 314 2162 / 2135;
For International Media Monitoring, please contact: +27 (0) 12 314 2960 / 2972

NATIONAL AND INTERNATIONAL BROADCAST AND ONLINE MEDIA COVERAGE REPORT

FROM: 7 MAR 2013 (06:00) TO: 7 MAR 2013 (08:00)

HEADLINES

- [Kenya election results delayed by 'technical difficulties'](#),
- [South Africa claims Congo coup accused had 'hit list'](#),
 - [South Africa to roll out dedicated rape courts](#),
- [South Africa, once called 'the world's rape capital,' is running out of rape kits](#),
- [Time to consider regulating trade of rhino horns, science journal says](#),

ECONOMIC SECTORS AND EMPLOYMENT

Rhino poaching

Time to consider regulating trade of rhino horns, science journal says. With Africa's rhino population imperilled and the price of their horns worth more than gold, a group of scientists have argued that it's time to regulate the trade and harvesting of rhino horns. In this week's Science journal, scientists say that carefully legalizing trade based on humane and renewable harvesting of the white rhino horn could stem encroaching extinction. At the current rate of poaching, Africa's remaining rhino population could become extinct within the next two decades. In a statement, Water and Environmental Affairs Minister Edna Molewa of South Africa said the feasibility of dehorning all black rhino and key white rhino populations as an option to prevent the illegal trade is questionable due to the challenges and costs of the undertaking. The government also has some concerns about the commercial farming of rhino connected to genetic

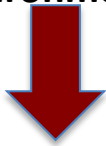
Programme 2: Content Processing & Dissemination

Sub Programme

Policy and Research



Better understanding of
communication
environment



Public opinion

- Measure mood and direction of the country - measures of social stability
- Identify information needs and preferred communication channels
- Monitor perceptions on government performance especially on key performance areas – for early intervention
- Conduct impact assessment of government & GCIS campaigns
- Two *Pulse of the Nation* reports annually
- Media landscape annual report annually

Programme 3:

**Inter-
governmental
Coordination
and Stakeholder
Management**

**Government
Communications
and Information
System (GCIS)**

4. 2014/15 Annual Performance Plan

Programme 3: Intergovernmental Coordination & Stakeholder Management

Purpose: Implementation of development communication through mediated and unmediated communication and sound stakeholder relations and partnerships

Sub Programme

Provincial and Local Liaison

- Interventions to strengthen the way local government communicates – communication strategising, capacity development, functional forums
- 486 events to market Thusong Service Centres
- 44 editions of *My District Today*
- Support government's public participation/*Izimbizo* programme
- 1 806 development communication activations annually
- 2 410 community and stakeholder liaison visits

