

# **PROVINCE OF THE EASTERN CAPE**



## **Department of Rural Development and Agrarian Reform**

### **COMMUNICATION POLICY**

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## **1. COMMUNICATIONS POLICY PREAMBLE**

Guided by the relevant rights enshrined in the constitution of South Africa, the Eastern Cape Rural Development and Agrarian Reform Department commits to protect the constitutional rights of the people of the Eastern Cape province to access any information held by the department and its entities in order to empower them to have adequate, accurate and usable information to better their lives and to participate in the programmes and activities of the department with adequate information.

In this regard, Chapter 2, section 32 of the Constitution of the Republic of South Africa (Act 108 of 1996) provides that:

“Everyone has the right to access-

- (a) Any information held by the state, and
- (b) Any information that is held by another person which is required for the exercise or protection of any rights”.

Our policy commitment flows from the belief that when the residents of the Eastern Cape province have access to adequate, accurate and usable information held by the department, about the programmes and the services of the department, they are enabled to fully participate in the processes of governance of the department, especially, the delivery of the programmes of the department, as envisaged by the constitution of the republic of South Africa.

Secondary to the constitution, this communications policy is also influenced by the 8 Batho Pele principles guiding service delivery and we commit to consulting with the people of the province, delivering quality services that meet the approved departmental service standards, ensures access to the information of the department about programmes and services of the department, treat the people of the Eastern Cape province with courtesy at all times, provide all the relevant, accurate and usable information to the people of the province, be open and transparent in rendering services and in accounting about the services the department is rendering to the people of the province.

The department commits to redress the wrongs of the past through its programmes wedded to the Batho Pele principles, and ensure value for money in every goods and services the department procures with the public funds. This communications policy also takes its cue from the Public Service Regulation 2016, which regulates conduct of public services and public servants.

## **2. AUTHORISATION**

The MEC responsible for Rural Development and Agrarian Reform Department, together with the Head of Department, have full authority on this policy and are the custodians of this policy as part of the bouquet of progressive policies that regulate the work of the department.

## **3. POLICY OBJECTIVE**

The objective of this Communications policy is:

- 3.1. To regulate the facilitation of creation of process communications and platforms of communications for the Eastern Cape Rural Development and Agrarian Reform Department

- 3.2. To effectively communicate DRDAR's service delivery programmes with its employees, other government institutions, beneficiaries, communities, social partners, business and the media in a structured manner as envisaged in applicable legislations and regulations.

#### 4. ENVISAGED TYPES OF COMMUNICATIONS

It is important for the department to ensure that any information and messages communicated by the department through any platform of communication envisaged here in this policy or in future and related documents, is aligned with the objectives of the department's mandate and helps to communicate the work of the department to the employees of the department and the people of the Eastern Cape province.

- 4.1. **Process communications:** The department will engage its employees, communities, beneficiaries and all stakeholders from the inception of programmes, ahead of the financial year before the Business Plan, Annual Performance Plan, Operational plan of the department and the MEC's policy speech are concluded, consult with all partners on policy considerations, provides feedback on the processes of governance, the work done by department, open up the discussions of the department to stakeholders and the public to participate as envisaged by the constitution of the republic of South Africa.

The guiding principles for process communications for the department is to allow employee engagement, allow communities in their different sectors of society to fully participate in the governance and delivery processes of the department by empowering them with the information they need.

Process communications shall create structures and processes for employee and community engagement, have clear processes that will ensure that views and issues raised by employees and communities on community engagement platforms and structures are factored into the plans and programmes of the department. Reporting in this regard must show evidence of such considerations.

- 4.2. **Internal Government Communications:** The department shall develop a plan to drive Internal Communications within the department, to engage other government institutions from national government, provincial departments, relevant private organizations, institutions, municipalities and institutions of local government about the work of the department.

The guiding principle for such a plan is to ensure that the Eastern Cape Rural Development and Agrarian Reform Department shares information with its employees, other government institutions about its programmes, receives information about programmes of other government institutions so that there is availability of information about work done by each government institution that impacts the work of the Eastern Cape Rural Development and Agrarian Reform Department.

This will be based on the existing Intergovernmental Relations structures and processes of government. The focus of this information sharing shall be on ensuring

that the information communicated by the department to other government institutions is relevant for use by other government institutions while the department also uses the information it receives from other government institutions.

- 4.3. Media Liaison:** Media liaison is about communicating the work of the department to the public through the media. On the main, government uses news media for communication but the Rural Development and Land Reform programme and policy focuses on the use of broader media platforms such as social media platforms, lifestyle media in all platforms like radio, TV, internet, magazines and newspapers.

This shall be done through a media relations plan focused on communicating the work of government in a process communication form and not only by communicating decisions and events. The department shall use the media to engage on its processes of governance and the work done in line with the mandate of the department.

There shall be monitoring and analysis of the work implemented through media liaison to measure its effects and the results for government communications. Media liaison offers opportunities like opinion pieces for the department to engage society but also the same platforms at times offers issues that the department should respond to, consider for its programmes from readers, communities, opinion makers and other role players in society. The department's media relations plan must take advantage of this opportunity and these platforms.

- 4.4. Accountability and reporting:** Meetings, reports and responses about reports, accounting to structures of accountability like Parliament, its committees, NCOP, its committees, Provincial Legislature, portfolio committees and the people of the Eastern Cape province, forms part of the types of communications for the department. Communications in this regard is structured as per relevant statutory and legislative requirements.
- 4.5. Emergency, warning and crisis communications:** Owing to the nature of the work of the department, there is a need for the department's integrated communications strategy to develop mechanisms to communicate information before, during emergency, disaster and crisis moments in order to inform its employees and communities about the prevention methods, work done to resolve experienced disaster.
- 4.6. Marketing and promotion:** This is to promote the work of the department in order to inform its employees, communities, to educate people about opportunities in the services offered by the department, report back about challenges, successes, solution to challenges experienced by the department as well as how government is implementing the views and opinions of the public in its programmes.

## **5. ROLES AND RESPONSIBILITIES OF COMMUNICATION**

## Guiding policy principles

- (a) The guiding principle of this communications policy is that the MEC responsible for Eastern Cape Rural Development and Agrarian Reform Department is the Chief communicator of the department tasked with communicating all programmes of the department, policy direction, implementation of programmes, challenges experienced by the department in the implementation of those programmes, solutions implemented by the department in response to encountered challenges.
- (b) This communication is diverse in that it includes communication between the departments, internal audiences within the department, within spheres of government, community organizations, communities, private sector, civil society, faith based organizations, academic institutions, multinational organizations and the media.
- (c) In this responsibility, the MEC is supported by the HOD, Chief Director Communications, Media Liaison Officer and or any official that the MEC may designate to be Spokesperson of the department. With regards to other officials, their role in the communication process, they communicate during meetings, parliamentary hearings and sessions, conferences, reports and related material.
- (d) The priority of the communication between the department and the people of the province directly and or through the media, is of paramount importance and must always be about helping the people of the province access and use the information from the department to improve their lives.

### 5.1. COMMUNICATION WITH THE PUBLIC

- 5.1.1. Section 6, and chapter 1 of the constitution of the Republic of South Africa provides the official languages of the Republic: Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga, Afrikaans, English, isiNdebele, isiXhosa and isiZulu.
- 5.1.2. Furthermore, the constitution provides that recognizing the historically diminished use and status of the indigenous languages of our people, the state must take practical and positive measures to elevate the status and advance the use of these languages.
- 5.1.3. Subsection (3) (a) of section 6 of the Constitution provides that national government and provincial governments may use any particular official languages for the purposes of government, taking into account usage, practicality, expense, regional circumstances and the balance of the needs and preferences of the population as a whole or in the province concerned; but the national government and each provincial government must use at least two official languages.
- 5.1.4. The department has a constitutional responsibility to use prescribed official languages when it communicates with the people of the province through all platforms of communications identified in this communications policy and beyond the scope of this communications policy.
- 5.1.5. Any communication between the department and the public of the Eastern Cape province must be based on providing information that will educate, inform and empower recipients to understand the programmes and work of the department for them to easily access the programmes and services of the department for their benefit as prescribed in the constitution and other related policies, plans and legislative

instruments.

- 5.1.6. Communication with the people of the Eastern Cape province will be done through meetings, response to petitions, responses to letters, community engagements, road shows, workshops, through the media, conferences, reports, annual report, response to memorandums from protests, response to customer care queries and issues, responses to questions raised during the news, lifestyle and social media engagements.
- 5.1.7. At all times, communication material, information, content and elements from the department must respect the constitutional rights of the individuals or groups engaged in communication by the department. In the case of blind and deaf members of society, the department must strive to provide information to the best method that will allow blind and deaf members of society to access information that they need to practice their constitutional rights and to benefit from the work of the department.
- 5.1.8. Communication between the department and members of the public of the Eastern Cape province must always be cognizant of the constitutional rights of the citizens of the province, which include rights to freedom of access to information, language, freedom of expression, freedom of religion, belief and opinion. Section 32 of the constitution provides that, South African citizens have a right of access any information held by the state; and any information that is held by another person and that is required for the exercise or protection of any rights.

## **5.2. COMMUNICATION WITH THE MEDIA**

- 5.2.1. The principle that shall guide the department's communication with the media at all times shall bear in mind that recipients of any communication are the diverse people of the Eastern Cape province with equally diverse needs.
  - (a) Policy statements, positions and politically related matters will only be communicated by the MEC, the Head of Department, except if otherwise advised/delegated/authorised by the MEC and or by the Head of Department.
  - (b) The incumbent holding the position of the Chief Director: Communication, Customer Care and Total Quality Assurance Services in the department shall be responsible for managing the communications functions of the department, which includes; media liaison, analysis, monitoring, research, produce communication material, elements and provide relevant information from such to the Office of the MEC, Top and Senior Management on an advisory basis for response in order to provide information to the people of the Eastern Cape province.
  - (c) Any information that needs to be communicated to the media by the Department shall be coordinated through the Office of the Chief Director: Communication Customer Care and Total Quality Assurance. With regards to matters involving the MEC or queries sent to the MEC by the media, the Spokesperson of the MEC shall coordinate, package, communicate the information that will be communicated to the media on behalf of the department.
  - (d) Any inquiries or calls or requests for comment, information by and from the media regarding Departmental activities shall be directed to the office of the Chief Director: Communication, Customer Care and Total Quality Assurance to package, coordinate

information and content to provide response to the media within the required timeframes.

- (e) An employee of the department shall honour the confidentiality of matters, documents and discussions, classified or implied as being confidential or secret.
- (f) An employee shall not in his/her official capacity, irresponsibly criticise Government policy at a public gathering or in a publication, or in the printed or other media (Public Service Regulation 1/II/H.5).
- (g) An employee shall not release official information to the public unless he/she has the necessary authority (Public Service Regulation 1/II/E).
- (h) An employee shall not disclose any official information for personal gain or the gain of others (Public Service Regulation 2/C.5.4).
- (i) Relevant legislations, policies and regulations applicable to the conduct of the public servants, conduct with regards to information and communication, labour relations matters, will apply in the implementation of this policy. Employees of the department must always bear in mind that the code of conduct for public servants, requirements stipulated in the Public Service Regulation, 2016 are applicable to this policy.

### **5.3. DESIGNATED PERSONS TO COMMUNICATE TO THE MEDIA**

For consistency and accountability purposes, the part II (E), chapter 1 of Public Service Regulation requires that not all employees of the department, unless delegated to do so, shall be allowed to communicate to the media. On the basis of Department of Public Service Administration (DPSA) policy guidelines (pp 64) the following persons may communicate to the media.

#### **5.3.1 MEC**

- a) The MEC responsible for Eastern Cape Rural Development and Agrarian Reform Department is the Chief Communicator of the department, responsible for providing, communicating policy direction of the department and its programmes.
- b) Communicate all political and policy issues related to the department
- c) May delegate responsibility to any official of the department to communicate on behalf of the MEC as the official spokesperson of the department and the MEC.

#### **5.3.2 HEAD OF DEPARTMENT (HOD)**

- a) Communicates all administrative and financial matters that have implications on the department
- b) Delegates' responsibility to appropriate line functionaries in cases where any technical information is required on the Department's activities.
- c) The Head of Department is the Information Officer of the department as envisaged in the Promotion of Access to Information Act 2 of 2000 and may delegate this responsibility to any official of the department.
- d) As envisaged in the Public Service Regulations (2016), the head of department shall establish a policy regulating communication by its employees with the media.

#### **5.3.3 CHIEF DIRECTOR: COMMUNICATION, CUSTOMER CARE, TOTAL QUALITY ASSURANCE.**



- a) Responsible for managing the department's communications services, including developing communications policy aligned with the strategic objective to facilitate creation of platforms and processes of communication for the department to engage the people of the Eastern Cape Province.
- b) Has an overall management of all communication platforms and tools of communication of the department.
- c) Contributes to the determination of the MEC's diary taking into account the communication programme.
- d) In collaboration with the MEC's spokesperson, prepares media releases/statements for release to the media.
- e) Prepares and responds to media issues in collaboration with the MEC, HOD and the relevant line functional managers.
- f) Develop and implement media relations plan and relevant campaigns for the MEC and Department and co-ordinate all media inquiries sent to the Department.
- g) Ensure the monitoring of media and other relevant platforms of public discourse and process the information for purposes of devising messages and strategies for the MEC and the Eastern Cape Rural Development and Agrarian Reform Department.
- h) Develops a media relations plan for communication with the public through the media.
- i) Develops media statement, opinion pieces and media alert writing style guide for the department.

### **5.3.3 PROGRAMME MANAGERS/ SUBJECT EXPERTS**

- a) As people responsible for their various programmes, managers become subject experts that have the knowledge and skills to discharge their programmes.
- b) As experts, they have knowledge and information that is required by the public to play their role in governance as determined by the constitution of the republic of South Africa.
- c) Chief Director responsible for communications, Customer care, Total Quality Assurance shall provide communication specific training, coaching and capacity building to programme managers to empower them communicate the work of the department in a more informative and structured approach.
- d) Chief Director responsible for communications, Customer care, Total Quality Assurance shall provide structured and tailor made communication support to programmes of the department to help them reach both internal and external audiences.

### **5.4 RESPONSIBILITY OF DEPARTMENT EMPLOYEES**

- 5.4.1. Employees of the department have a duty and responsibility to provide useful and accurate information to the residents of the Eastern Cape Province to empower them to have all the necessary information they need to better their lives.
- 5.4.2. Employees of the department shall always communicate with the members of the public and those representing various institutions of society, with respect, in clear language in order for the members of society to benefit from their communication with the officials or employees of the department.

- 5.4.3. ~~Employees of the department have a responsibility to provide responses and or~~ update to questions and request for information from members of the public within 24 hours from the time request for information or question was lodged with the department via its many platforms of communication.
- 5.4.4. To ensure protection of the constitutional rights of the residents of the Eastern Cape province, the employees of the department must always provide accurate, correct and usable information to the members of society for them to exercise their constitutional rights.
- 5.4.5. To protect the reputation and integrity of the department; all departmental employees have an obligation to act in the best interests of the department at all times.
- 5.4.6. Employees of the department are expected and encouraged to participate fully in the Departmental consultation and decision-making processes, and to refrain from debating opinions on such internal matters through the media.
- 5.4.7. Employees of the department are encouraged to use their social media platforms, profiles, handles in their personal capacity for social and personal communication and not to use these platforms for divulging internal matters of the business of the department that is not yet for public consumption. In this regard, employees of the department must guard against using social media in a way that brings the DRDAR into disrepute by divulging internal information on external paltforms without approval.
- 5.4.8. Section 6.1 of the Public Service Regulations provides that the Employee undertakes to the Employer that he or she — (a) shall not, without the applicable consent and during his or her employment or at any time, disclose any record, as defined in section 1 of the Promotion of Access to Information Act, 2000 (Act No. 2 of 2000), that must or may be refused upon a request for access to a record of a public body in terms of that Act;
- 5.4.9. Employees are prohibited from: Leaking or releasing any confidential information/documents to the media or any external party. This includes airing of internal grievances in public through the media.
- 5.4.10. Aggrieved employees who feel they have been wronged or treated unfairly by the Department are encouraged and advised to follow existing internal channels and procedures to register their concerns for proper investigation and resolution;
- 5.4.11. Expressing views and opinions in the public domain with the intention of discrediting the Department; or Expressing views on behalf of the Department without being authorised to do so by MEC or HOD.
- 5.4.12. Failure to observe and adhere to the principles stated in this policy is a serious disciplinary transgression and the necessary disciplinary steps shall be taken against those employees who are in breach of this policy.

## **6. TOOLS OF COMMUNICATIONS.**

The diverse communication tools stipulated below will be used by the department to communicate information to the people of the Eastern Cape province in line with the objectives of this Communications Policy of the department.

### **6.1. PUBLICATIONS**

- 6.1.1. The department shall produce publications with the objective of publishing information about its programmes to the employees of the department, the people of the Eastern Cape province. These publications must provide concise, usable, content that will empower residents of the province with the information they need to better their lives.
- 6.1.2. The department's Chief Directorate: communications, Customer care, Total Quality Assurance shall produce a quarterly publication carrying information about the programmes of the department for external audiences.
- 6.1.3. As deemed congruent by the Chief Directorate: communications, Customer care, Total Quality Assurance, more publications maybe published during times and instances where it is necessary to publish information to the people of the province and the employees of the department.
- 6.1.4. The languages that must be used in the publications of the department must be languages that accommodate the majority of the people of the Eastern Cape province to ensure that they easily access and understand the published information for their own use.
- 6.1.5. Chief Directorate: communications, Customer care, Total Quality Assurance shall develop a publications development and management plan, which must include, printing, publication frequency, content and news diary, proper use of pictures, language options, distribution plan, impact assessment plan to measure the effectiveness of the information contained in the publications of the department.
- 6.1.6. Chief Directorate: Communications, Customer care, Total Quality Assurance shall produce a weekly internal newsletter to engage employees about the programmes of the department.

## **6.2. MEDIA STATEMENTS AND MEDIA ARTICLES**

- 6.2.1. Media statements, articles and opinion pieces are media elements that the Department shall use to communicate with the people of the Eastern Cape province to share information that is needed by the residents of the province to better their lives.
- 6.2.2. These media elements shall be developed and released to the media as frequent as there is a need to communicate information with the people of the Eastern Cape province through the media.
- 6.2.3. Chief Directorate: communications, Customer care, Total Quality Assurance together with the Media Relations Directorate and or with the Spokesperson of the MEC, drafts, edits and disseminates all news releases on behalf of the Department.
- 6.2.4. All Directorates or Regional Offices with information to be communicated to the public through the media shall consult the Chief Directorate: communications, Customer care, Total Quality Assurance and or the Official spokesperson to provide support in the packaging, developing and issuing of the information to the media in line with the communications policy of the department and the media relations plan.
- 6.2.5. The department shall commit to submit responses to the media within 24 hours of receipt of questions and queries from the media.
- 6.2.6. All officials of the department have a responsibility to respond to the questions from the media, material received from the Chief Directorate: communications, Customer care, Total Quality Assurance through media monitoring and social media in order to provide speedy response to the people of the Eastern Cape province.

6.2.7. In responding to the media, the department shall endeavour to provide accurate, correct and right information that will be usable by the people of the Eastern Cape province at all times.

### **6.3. ADVERTS AND INSERTIONS**

- 6.3.1. Adverts and insertions are some of the methods that will be used by the department to publish information about its programmes to the people of the Eastern Cape province to access information that they can use to better their lives.
- 6.3.2. Chief Directorate: communications, Customer care, Total Quality Assurance is responsible for producing material for adverts and insertions, guided by the communications policy of the department and the media relations plan.
- 6.3.3. All Directorates or Regional Offices shall contact Chief Director Communication, Customer care, Total Quality Assurance if they receive a request to place an advertorial/feature/survey in any publication for advice on how best to participate in these elements to help enhance the Department's ability to communicate information about its programmes to the people of the Eastern Cape province.
- 6.3.4. The decision about the adverts and insertions for the department must be based on a plan informed by the audience profile and numbers of each media platform and the platform's audience consumption figures in the Eastern Cape province.
- 6.3.5. The primary frequency for issuing or placing information as adverts, insertions in the media platforms is quarterly but this can be changed to any frequency depending on the information demands the department's Chief Directorate: communications, Customer care, Total Quality Assurance may be facing at a particular time.

### **6.4. MEDIA BRIEFINGS AND TOURS**

The guiding principle for media briefings, conferences and tours for the department is to provide information to the media, clarify issues and or matters they have about the work of the department, provide updates to the media about the projects of the department to improve the lives of the people of the Eastern Cape province.

- 6.4.1. In organizing media briefings and tours, the Chief Directorate: communications, Customer care, Total Quality Assurance, working together with the Spokesperson of the MEC shall ensure that the majority of the media in the province is invited and has full details of the media briefing at least, two days in advance. In the case of emergency media briefing, conferences and tours, the media must be informed at least one day in advance.
- 6.4.2. The Chief Director: communications, Customer care, Total Quality Assurance will from time to time hold networking events and sessions with the media to build working relationships, share information, expose the media to the subject experts, MEC and HOD of the department for them to have a mutual relationship and understanding of the work done by the department and also by the media for the leadership of the department.
- 6.4.3. For media tours, Chief Director: communications, Customer care, Total Quality Assurance must organize transport and catering or refreshments for the media and in instances where possible, also provide accommodation for the media to be able to

cover areas earmarked for the tours. This is drawn from the agreement between the South African Government and the South African National Editor's forum.

- 6.4.4. Chief Director: communications, Customer care, Total Quality Assurance must ensure that media briefings, tours, networking sessions and conferences of the department that need both the MEC and the HOD are added in their diaries on time for them to attend the sessions.
- 6.4.5. Chief Director: communications, Customer care, Total Quality Assurance is responsible for packaging and producing content for the media briefings, conferences, networking sessions and media tours to ensure synchronised messages during and post the media engagement sessions by the department. Programme managers have a responsibility to provide information about their work to the Chief Directorate: communications, Customer care, Total Quality Assurance at all times, including during the preparations for the media briefings, conferences, networking sessions and media tours.
- 6.4.6. Chief Director: Communication, Customer care, Total Quality Assurance is authorised to organise media briefings, conferences, networking sessions and media tours.

## 7. THE SIGN-OFF PROCEDURE

- 7.1. The Chief Director: Communication, Customer care, Total Quality Assurance or whoever is acting in the position of the Chief Director: communications, Customer care, Total Quality Assurance, shall sign-off all generated media responses/ comment and media releases that deal with strategic (vision) and policy matters relating to or affecting the Department.
- 7.2. The Chief Director Communications, Customer care, Total Quality Assurance, in consultation with the HOD or any senior manager delegated will also address any matter about the work of the department.
- 7.3. **Use of departmental name by service providers** - Service providers may not use the Department's name in their media campaigns without obtaining a written approval from the Chief Director: Communication, Customer care, Total Quality Assurance. When Senior Managers sign service agreements with their vendors/service providers, they shall explain this provision to ensure compliance with this policy by service providers/vendors.
- 7.4. **Departmental reports, strategies and business plans** – these documents, which contain information about the programmes of the department, including services rendered by the department to the people of the Eastern Cape province, shall be produced with the consideration that they will be released to the public and at times to the media for the consumption of the public. Information in these documents or reports must be in simple and less technical language for ease of understanding and use by the average member of the public.
  - 7.4.1. The department shall publish all these reports when they are ready for public consumption through website and other platforms for public consumption. Publications of such reports shall be guided by Communications to ensure all communication priorities are complied with.
- 7.5. **Media access to the departmental offices** – The media is allowed to visit the department and projects funded by the department as part of their duties as journalists serving the public. The basic rule regulating this, is that when employees receive media

requests to film Departmental offices and/or to conduct media interviews in regional offices, or any of the projects of the department, the Journalist(s) shall be referred to the Chief Director: Communication Customer care, Total Quality Assurance for official approval and guidance during the requested task.

7.6. All media representatives shall make the necessary arrangements with Communciations before entering any Departmental offices. Although the department welcomes the media to its premises there may be times when access is denied, for example, during emergencies members of the media shall be escorted or accompanied by the Departmental staff member at all times when they visit any of the government offices and or projects.

#### **7.7. COMPLIANCE AND NONE COMPLIANCE WITH THE MEDIA POLICY**

7.7.1. All Senior Managers shall ensure that all their staff members are aware of this policy and comply with this communications policy at all times. All managers are responsible for ensuring compliance with policy by their staff members, knowledge of its provisions, and for taking immediate and appropriate corrective action where necessary to address any breach of this policy by their staff members. It is the responsibility of all employees of the department to understand the contents of this communications policy and to comply with it.

7.7.2. None compliance with this communications policy will be deemed as an act of misconduct that will be processed through applicable policies and regulations of the public sector regulating conduct of the public servants.

7.8. **Private contacts with the media** -The Department acknowledges that employees may at times interact with the media in their private or personal capacity or on behalf of their social organisations (e.g. sports clubs or societies) outside their scope of work.

7.9. In such instances when employees discuss with the media or write about matters outside their areas of work, they should observe the following:

- a) They should make it clear that they are speaking as private individuals and not as employees of the department;
- b) The use of Departmental position titles, letterheads, email or postal addresses is prohibited in this context; and
- c) Departmental property/buildings shall not be used as a backdrop for filming or photographic purposes.

#### **8. MEDIA MONITORING**

8.1. The Chief Directorate: Communication, Customer Care and Total Quality Assurance shall provide media monitoring support to the entire department and share results of the monitoring and analysis with the managers and employees of the department for response.

8.2. The Chief Directorate: Communication, Customer care, Total Quality Assurance shall monitor and analyse media coverage, content and issues in the social media, letters to the editor, issues raised by listeners and viewers of media platforms pertaining to the programmes and projects of the Department and bring these to the attention of the

MEC, HOD and management as soon as possible after publication or broadcasting for informative response where necessary.

- 8.3. Media monitoring reports warrant priority attention by the leadership and management of the department as they demand prompt response, which could mean clarity, provision of information, investigation and provision of service to the people of the Eastern Cape province.

## **9. COMMUNICATION POLICY COMMITMENT**

- 9.1. The Eastern Cape Rural Development and Agrarian Reform Department commits itself to provide adequate, accurate and usable information to the employees of the department, members of the public in relation to its programmes, services and activities in order for the members of the public to, individually or through representation, understand the work being done by the department, benefit from the services of the department, respond to and influence the development and implementation of the policies and programmes of the Department for their benefit.
- 9.2. Communication between the department and the people of the province or members of the public shall be carried out through formal and informal exchanges in a dialogue that is continuous, open, relevant, understandable and reliable, on news media, during meetings, via telephone conversations, letters, at social facilities, on social media and the internet, through departmental events and customer care facilities or offices. The Department commits to ensure that it is visible, accessible and answerable to the public it serves.
- 9.3. In the event of a leak of information by the employees of the Department, the Eastern Cape Rural Development and Agrarian Reform Department commits to weight the leak against the right of the public to know and the level of public interest on the matter that caused information to be leaked or the matter that resulted into the leak of information. The Department is committed to clean governance, any leak of information about alleged wrong doing will be examined against the constitutional commitment to clean governance before disciplinary action is considered, determined and taken by the department.

## **10. POLICY REVIEW**

For the effective management of this policy, it will be reviewed in three years from its approval date or when a need arises.

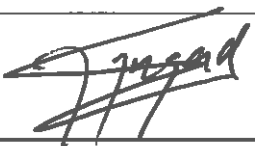
11. RECOMMENDATIONS & APPROVALS

*Noted.*



MRS. Z. MAKINA  
DDG: ADMIN  
DATE: 08-02- 2018

APPROVED/~~NO~~ APPROVED



MR. L.L. NGADA  
HEAD OF DEPARTMENT  
DATE: 08-02- 2018