



# GREATER GIYANI MUNICIPALITY

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## COMMUNICATION AND MEDIA POLICY

### Council Resolution CR164-17/052024 SP

#### **Objective**

This policy will seek to outline amongst others media protocols, roles and responsibilities, authorization of media statements and other communication matters.

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## 1. DEFINITIONS

In this Policy, unless the context otherwise indicates-

**“Council”** means an institution established in terms of chapter 2 of municipal structures Act.

**“Councilor”** means a councilor as defined in the Local Government: Municipal Systems Act.

**“LCF”** means the Local Communicators Forum

## 2. PRELUDE

**Whereas** the Greater Giyani Municipality wishes to accelerate communication interventions in support of service- delivery initiatives;

**Whereas** to ensure that the municipality realizes effective, standardized and coordinated communication on that will provide feedback in terms of communication indicators; and

**Whereas** it is vital to note that there are various legislations that provide credence to the existence and functioning of municipal communication,

The **Greater Giyani Municipal Council** hereby adopts this policy to give effect to the implementation of the Communication and Media Policy.

## 3. OBJECTIVES

The objective of this policy is to:

- (a) ensure effective and standardized communication processes,
- (b) enhance and foster partnership and improve market and public confidence in order for the Municipality,
- (c) provide efficient and effective services to the community in terms of its mandate; and
- (d) outline amongst others media protocols, roles and responsibilities, authorization of media statements and other communication matters.

#### **4. Legislative Framework**

The following legislations are key to this policy:-

- (a) Constitution of the Republic of South Africa Act, 1996 (Act 108 of 1996).
- (b) Local Government: Municipal Structures Act, 1998 (Act 117 of 1998).
- (c) Promotion of Access to Information Act, 2000 (Act 2 of 2000).
- (d) Media Development and Diversity Agency Act, 2002 (Act 14 of 2002).
- (e) Intergovernmental Relations Framework Act, 2005 (Act 13 of 2005).

#### **5. POLICY APPLICATION**

The policy applies to the councilors, managers, employees, ward committee members and the entire community where relevant.

#### **6. ROLES AND RESPONSIBILITIES OF A COMMUNICATION UNIT**

1. Municipal Communication unit should have a dynamic and interactive relationship with councilors on key communication matters, including.
  - (a) Public participation
  - (b) Current affairs issues
  - (c) Information and advice on speeches, media liaison and messaging
2. A communication unit may develop a regular calendar of public activities and communicate it to internal and external stakeholders, including the media.
3. To develop a programme to build media relations, common understanding and improve media coverage.
4. To monitor and analyze media coverage in order to ensure proper responses by the municipality.
5. To provide support to the office of the speaker and the ward committees by providing tools and resources for them to conduct communication work.
6. To establish the LCF with representation by ward committees.

7. To build up communication profile of each ward data base and develop communication strategy based on such research.
8. To regularly brief the ward committees on government programmes and projects.
9. To monitor and report on client enquiries received.
10. To perform public and client service functions
11. A senior communication officer/Assistant director should sit in management and strategic meetings of the municipality.

## **7. AUTHORISATION FOR MEDIA STATEMENTS**

A senior communication officer / Assistant director in liaison with the office of the mayor and the municipal manager may decide on the media statement and identify the messenger.

## **8. MEDIA PROTOCOLS**

1. Communication should be integrated at a strategic level in decision – and policy – making structures.
2. Communication should be at the office of the Mayor but reporting administratively to the municipal manager.
3. There should be co-ordination between the speaker's office and the mayor's Office in relation to-
  - a) Community outreach
  - b) Road shows
  - c) General municipal events and
  - d) Ward committee campaigns
4. Communication with other spheres of government should be done through the office of the mayor or the municipal manager's office.

## **9. COMMUNICATION PROTOCOLS INCLUDING CRISIS COMMUNICATION**

All crisis Communication will be managed from the Municipal Manager's office in consultation with the Mayor and the Communications Unit.

## **10. CATEGORIES OF COMMUNICATORS**

### **(1) Primary messenger**

The mayor shall be the primary messenger in that he/she can only delegate to other categories of communicators / secondary messengers.

### **(2) Secondary messengers include the following:**

- (a) Municipal Manager
- (b) Spokesperson
- (c) Councillors
- (d) Traditional Leaders
- (e) Ward Committee Members

## **11. BRANDING AND MARKETING**

Communications unit should be consulted for approval of all municipal branding and marketing items for quality assurance and uniformity in the municipal brand application.

## **12. CONTRAVENTION OF POLICY IMPERATIVE**

- (a) Any member of council or an employee who release any media statement on behalf of council without the consent of the authority should be subjected to disciplinary process.
- (b) The same should be applied to any member of council or an employee who print promotional items with the municipal brand without subjecting it to quality check by communications unit.

## **13. CORE VALUES**

To be observed at all times:

- (a) Fairness
- (b) Quality

- (c) Punctuality
- (d) Transparency
- (e) Honesty
- (f) Equity
- (g) Openness
- (h) Impartiality

#### **14. POLICY AUTHORITY**

The Council will remain the principal source of authority.

#### **15. POLICY AMENDMENT**

The majority members of the council may only amend the policy.

#### **16. ANNEXURES**

Any separate but relevant information that may be available from time to time will be annexed into this policy and forms part of the integral policy.

#### **17. INTERPRETATION**

In the event of any inconsistency between this policy and any other government legislation, such legislation prevails.

#### **18. SHORT TITLE**

The Policy is called **Communication & Media Policy**.

Signed by:

The Mayor: Cllr Zitha T

  
Signature

17/05/2024  
Date

Council Resolution CR164-17/05/2024