

Mapula Mokaba-Phukwana (MPL)

Hon MEC for Agriculture and Rural Development

29/3/2017

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(Maisela, RJ)

Head of Department

Date

2017-03-27

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Recommended by:

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POLICY

COMMUNICATION AND MEDIA

DEPARTMENT OF
AGRICULTURE AND RURAL DEVELOPMENT

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

LIMPOPO



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1. Acronyms and abbreviations

CBO	Community Based Organisation
CIM	Corporate Identity Manual
DOC	Director of Communication
DPSA	Department of Public Service Administration
GCIS	Government Communication and Information Systems
GITO	Government Information Technology Officer
HOD	Head of the Department
IGR	Inter-Governmental Relations
LDARD	Limpopo Department of Agriculture and Rural Development
MEC	Member of the Executive Council
MLO	Media Liaison Officer
PSR	Public Service Regulation
SABC	South African Broadcasting Corporation

Should the communication not be effective, it is worthless. Therefore the medium of Communication refers to the flowing of messages and thus the sharing of information. to put the policies in place or amending them if possible.

As environmental changes impact on communication with stakeholders, communicators must be informed about local and global trends and changes in order to ensure strategic communication management within the Department - not forgetting and continuously adapted to changing departmental processes and objectives which will turn them into reality.

With policies it becomes professional to implement the strategic planning of communication in order to ensure effective internal communications which enable the Department to achieve goals such as productivity and effectiveness of Departmental desired goals. Though proper guidelines of these policies, strategies are implemented and continuously adapted to changing departmental processes and objectives which will turn them into reality.

It is up to government communicators to function as strategists and leaders while guided by relevant communication policies to involve a portfolio of internal and external communication that will add value to the Department.

short-term as well as long term success, survival and growth. Departments/organisations all over the country have to cope with many changes ranging from fundamental restructuring to revolutionary shifts in traditional values which offer departmental/organisational communicators unique opportunities to effect short-term as well as long term success, survival and growth.

3. Introduction

detail in this Policy.

- Although the communication agenda is related to the political agenda, some matters might only need to be communicated to staff internally while others might have an impact on agriculture as such (e.g. Foot and Mouth Disease, drought, etc.)
- The methods of Communication, designated persons (to communicate with the media), relevant definitions and the needs addressed by the Policy is explained in detail in this Policy.

Agriculture and Rural Development matters.

2. Executive Summary

The Policy on Communication and Media is addressing all matters regarding Communication and the liaison with the Media with regards to Limpopo Department of

- 1) To coordinate effective, accurate, reliable information management systems
- 2) To communicate information to the public and the media in a consistent manner for effective management of information flow
- 3) To designate/delegate/authorize individuals to communicate with the media
- 4) Monitor and evaluate the effectiveness of communication activities in relation to the objectives stated herein, and the departmental priorities
- 5) Inform the public in relation to government policies, programmes and major initiatives
- 6) Monitor media coverage on matters within the area of competence of the Department
- 7) Initiate corrective measures

In addition to addressing specific needs, this policy is intended to achieve the following:
this policy.

understand their individual roles in this process. Employees are expected to adhere to in which the LDARD communicates when it markets itself, and that all employees it is therefore important that there is uniformity, clarity and consistency in the manner departmental Communicators - within and outside the workplace.

The Communication and Media Policy was formulated to provide the LDARD and its employees with guidelines and procedural requirements to the challenges facing the

4. Purpose and objectives of the Policy

The application of this policy is described in detail in the Communication and Media Strategy of the LDARD and the two documents should be used in conjunction.

directed by the political agenda.
Communication and Information Systems. Strategy, planning and administration are Strategy and Communication Policy Guidelines as dictated by Government the LDARD and will be incorporating and supporting the Government Communications the LDARD will be reflecting the ideas of the National Government as well as that of It is furthermore of importance to take into consideration that all communication within receivers/clients.

communication play a vital role in the success of the communication. This policy will therefore endeavour to take into consideration the various means and ways of communication – linked to the various possible scenarios as well as the diversity of

The Promotion of Access to Information Act also obliges government to provide the public with information relating to government services through high levels of media.

employees in his/her Department may communicate with the printed or other public (H.4) of chapter 1(PRS/1/1/H.4) requires the HOD to establish a policy on how To give effect to this constitutional right the Public Service Regulation (PSR) part protection of any rights.

(b) Any information that is held by another person which is required for the exercise or (a) Any information held by the state, and

Everyone has the right to:

which provides that:

Constitution of the Republic of South Africa, 1996 (Act 108 of 1996) section 32 (1), Communication Policy of communicating with people is also endorsed by the government departments' communicators.

Government has put all communication policies in place as a guideline for all

6. Legal Framework

This policy operates under the custodianship of the Hon. MEC for Agriculture and Rural Development and the Head of Department as Accounting Officer. It enjoys the authority of the Communication and Liaison Services.

dictated by GCIS.

Government Communications Strategy and Communication Policy Guidelines as Government as well as that of the LDARD and will be incorporating and supporting the All communication within the LDARD endeavour to reflect the ideas of the National

5. Authority of the Policy

- 8) Ensure that the Department uses the latest communication tools to disseminate information to as many people as possible
- 9) To make sure there is a comprehensive Customer Care strategy that addresses the needs of stakeholders
- 10) To regulate the use of Social Media platforms with regards to official communication regarding the LDARD

involved in agriculture.
 media and journalists as well as the general public and all the different stakeholders
“External Role Players”: Refer to Farmers, Academic & Research Institutions, the

Seleka and Madzivhandila)
“Student”: A student Registered at one of the Agricultural Training Colleges (Tomp

stipulated by the annual calendar. This might include Presidential visits, etc.
“Extra Calendar Event”: Refer to an event that is not planned for in advance and

implementing Public Service human resource management policies.
 be the employer in legal terms, as well as the organization which is responsible for
“Employer”: The word employer is used to cover both the individual person who may

(1994) as amended - irrespective of rank or position.
“Employee”: An employee is any person employed in terms of the Public Service Act

8. Definitions

- Colleges
- b) All internal staff members – including the staff of the Agricultural Training
 - a) All external role players, i.e. the media and public

This policy is applicable to:

7. Scope of Application

transparency, accountability, openness, so as to make informed choices and improve
 their lives for the better.
 The Promotion to Access to Information Act, 2000 (Act 2 of 2000) seeks to give effect
 to the right of the public to access information as provided by the South African
 Constitution. For communicators to have a grasp of government policies, they must
 be able to understand policies for them to be able to articulate government position
 confidently without bringing their Departments into disrepute.

2) In the execution and implementation of communication functions/ activities by delineating what information is to be communicated, why it should be communicated, who should be the communicator, when should communication take place and how should messages be communicated.

1) For assisting the Director of Communications (DOC) to communicate effectively and efficiently to the department's entire targeted audience, to eliminate communication related problems

This communication policy aims to provide comprehensive guidelines:
 effective manner.
 approach the communication function of the Department in a systematic, efficient and
 The necessity of a Communication and Media Policy derives from the need to
 Communication should be effected within a well-defined policy framework.

9.1 Needs addressed by Communication and Media Policy

As much as different commodities will need different agricultural treatment, the different receivers of the message/communication will need to be treated differently in order to ensure effective communication. The nature of the message will also play a role in the choice of medium for sending the message. In some cases, the same message might apply to internal persons as well as external persons, but the messages are very often not directed at each and every one within the target audience.

9. Policy pronouncements

Problem Statement:

“Social media”: Refer to the collective of online communication channels available for interaction, community based input, collaboration and content sharing.

“Public”: Refer to all stakeholders within the agricultural sphere – such as the general public, politicians, farmers, universities and research institutions, role players within the agricultural chain – such as manufacturers, marketers, etc.

“Receiver”: Refer to the persons who is exposed to the communication message; be it the farmer, the staff, etc.

- 1) Printed media (Include newspaper articles, documents such as the APP & Annual Report, Posters, personal letters, invitation cards, minutes, Back to Office Reports, etc.)
- 2) Broadcasting (Include radio bulletins, TV programmes, video clips, etc.)
- 3) Personal (Include delivering of speeches, training/discussions, meetings [including Union member meetings], strategic planning sessions, etc.)

The different mediums can be classified as:
 The various types of communication/messages and the various receivers can be classified in different categories – which will be directing the choice of medium.
 The various types of communication/messages and the various receivers can be that even illiterate members of the public are informed.

The methods of Development Communication vary and the specific method utilised in a particular situation, will be determined by the receivers, the kind of message as well as the circumstances. Example: Arrangements for transport to a memorial service can be communicated to staff members by means of e-mail, but an advertisement for a vacant post need to be done according to stipulations in order to ensure that it is available to the public. The same apply for the advertisements of tenders. On the other hand, an upcoming event (such as an Imbizo) will be announced on the radio to ensure that even illiterate members of the public are informed.

9.2 Methods of Communication

- 3) In this regard, communication should be understood to be about information sharing in relation to the progress made in planning, executing and reporting outcomes related to the Departmental strategy.
- 4) More importantly, communication should be about empowering citizens, and the Department's programme of action and enhancing community participation. As a result communication is social and political in nature. Therefore, aspects of this function need to be driven by the political office of the MEC in conjunction with the Office of the Head of Department (Chief Information Officer). Therefore, strategy, planning and administration should be directed by the political agenda.
- 5) Furthermore, this policy is intended to improve the external Departmental communication for effective service delivery. Communication in general should adhere to the appropriate legislative and policy framework.

The HOD will:
 of the Limpopo Department of Agriculture and Rural development.
 The HOD is to be the main spokesperson for administrative and financial management matters

9.4.2 HOD

Communicate all political and policy issues related to the Limpopo Department of Agriculture and Rural development. The MEC may delegate responsibility to the HOD.

9.4.1 MEC

(pp 64) the following persons may communicate with and/or to the media:
 According to the Department of Public Service Administration (DPSA) policy guidelines do so, would communicate 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

9.4 Designated persons to communicate to the media

- b) Any inquiries by the public/media relating to the Department of Agriculture and Rural Development's activities shall be directed to the Director of Communications and as a first line of entry
- c) The Director of Communications and Liaison should coordinate any information that needs to be communicated to the media by the Department in consultation with the entrusted MEC's spokesperson
- d) Comment to the media on issues pertaining to the Office of the MEC shall be directed to the MEC's spokesperson. The Director of Communications and Liaison shall comment on all issues relating to the department
- e) He/ She will also provide off and on record comments on issues relating to the Department and may also, in consultation with the MEC's spokesperson, comment on matters relating to the MEC
- f) The Sub-Branch: Communication and Liaison Services shall provide ongoing media analysis and provide such to the Office of the MEC and Senior Management
- g) Only the MEC, the Head of Department and the Director of Communications and Liaison can comment on policy statements and politically related issues
- h) Communication form / regarding the Agricultural Training Colleges, should be done through the Sub-Branch: Communication and Liaison Services

9.4.5 Senior Management

- e) To co-ordinate all media inquiries to and from the Office of the MEC
- d) To co-ordinate speech writing and editing for the MEC and Department
- c) To assist in the development and implementation of relevant campaigns for the MEC communication programme
- b) To contribute to the determination of the MEC's diary taking into account the Liaison Services before being released to the media
- a) To ensure that media releases/statements aligned to government policies are prepared, facts verified, with the support from the Directorate: Communication and He/she has the following responsibilities:

9.4.4 MEC's Spokesperson (Media Liaison Officer)

- g) To be the main spokesperson during crisis communication for purposes of devising messages and strategies for the MEC
 - f) To ensure the monitoring of media and other sources and process the information Communicators Forum, Heads of Communication Forum etc.
 - e) Participate in Inter-Governmental Relations Forums (IGR), e.g. Government
 - d) To develop strategies and policies
 - c) To oversee and advise on all media liaison responsibilities of the Department. responsibility
 - b) To attend and advise on routine communication issues within the Department's
 - a) To prepare and respond to media inquiries as delegated by the MEC and the HOD
- He/she has the following responsibilities:

9.4.3 Director of Communication and Liaison

- b) delegate responsibility to appropriate line functionaries in cases where, any information is required on other sections' activities.
- a) communicate all financial issues that have implications on the Office of the MEC

- The Department shall endeavour to translate its critical policies in all official languages (English, Afrikaans, Sepedi, Venda and Tsonga, etc.) spoken in Limpopo, including Braille for the visually impaired readers.
- In the event that the Department or the MEC need to liaise (in writing or orally) with target groups, suitable people in the Department shall be identified to assist in the

Translation:

The obligation to inform the public includes the obligation to communicate effectively. Information about government policies, programs and services should be clear, objective, simple and presented in a manner that is readily understandable and readable to the target group. Messages should convey information relevant to the public needs, use simple language and understandable to the targeted group and be expressed in a clear and consistent style within the context of respecting the equality of languages.

Staff will refer all media inquiries to the Doc.

9.4.6 Staff of the Chief Directorate: Communication And Liaison Services Sub-branch

Director of Communications

d) Prepare and respond to media issues as delegated by the HOD via the

website/intranet as well as the relevant social media

c) Ensure that the information about units managed is available in the

with staff

b) Undertake routine communication responsibilities in the form of meetings

a) Prepare and respond to the media issues as delegated by the HOD

Senior Management has a responsibility and accompanying authority to handle the Department's communication activities as follows:

- (i) Communicating to all staff members by means of a single email: Only the HOD and the Director of Communication can communicate to all staff members by means of an e-mail addressed to all staff members. All other emails addressed to all staff should be approved by the DoC or his/her delegate.
- (ii) Communication within directorates:

The following is applicable:

among the staff.
Internal communication is also a vehicle for creating *corporate culture* and sense of community
The role of internal communication is to keep employees informed about the goals and priorities of an institution, developments, changes or new initiatives affecting their work.

9.6 Internal Communication (Corporate)

- (i) Courtesy
 - (ii) Confidentiality
 - (iii) Openness and transparency
 - (iv) Provision of information that improves lives of citizens
 - (v) Timeliness.
- under the following principles:
The delivery of communication in the Department is subjected to the Batho Pele policy

9.5 Guiding Principles:

this regard.
In the event that the Principle is not available, he/she will appoint a person to act in
Communication and Liaison.
The Principals of the Agricultural Training Colleges (Madzivhandila and Tompi Seleka) are in a position to address the media after matters have been cleared by the Director:

9.4.7 Staff of the Agricultural Training Colleges

translation or alternatively such translations will be outsourced to people or organizations with the relevant expertise.

- i) Directores should appoint relevant staff members to participate in the Department's Internal Communication Forum
- ii) The Communication Forum should hold monthly meetings

Internal Communication Forum:

- a) Prepare, edit and convey management information to staff by means of bulletins, pamphlets, posters, newsletters, meetings, videos and notice boards/ electronic boards, etc.
 - b) Set up the Intranet and tele/video-conferencing facility
 - c) Ensure that employees receive and have the opportunity to respond to communication media
 - d) Establish and head editorial committee, write, edit and do lay-out and design for outsourced printing of the above publications
 - e) Arrange open days and relationship building initiatives
 - f) Establish a photographic library
 - g) Convene the editorial committee of the Department's Newsletter and other magazines
 - h) Convey DPSA/OTP and other correspondence such as circulars to all staff
 - i) Update and manage the departmental website
 - j) Set-up and manage the contact and information centre
 - k) Ensure that internal communication forms part of strategic planning
 - l) Establish and run a Customer-care centre
 - m) Appoint a person to facilitate the social media engagement of the LDARD
 - n) Regulate official social media platforms of the LDARD
- iii) Internal Communication by the Sub-Branch Communication and Liaison Services:
The internal communication activities coordinated by the directorate should have the following outputs:

Every directorate should convene a meeting once a month (regularly) as a forum not only for management, but internal communication as well. This method of internal communication is to be an obligation for all in Senior Management.

- a) English language would be used in all content placed on Internet (unless specified)
- b) The language used in the website should be formal, non racial and non sexist
- c) Website should be updated regularly, at least weekly
- d) Content to be loaded on the website should be signed off by the Director of Communications or appropriately delegated official prior to placing. after thorough editing and other quality control procedures
- e) All SMS should supply relevant information about their directorates and provide contact person for the website content development team
- f) A monthly report should be produced by website management team with details of the utilization of the website by the public

The following are minimum guidelines relevant for the content development and management of the website:

The website content should be available to the audience all over the world. It should be very professional and of high quality, accurate and relevant content that would enhance the image of the Department all over the world.

The Intranet/website would be managed by the Internal Communication Unit (Corporate Communications) within the Communication and Liaison Services Sub-Branch with the assistance of GITO.

9.8 Internet/website and social media

In the event of a crisis, the MEC, HOD, the Doc, Legal Section and any relevant government officials shall meet as soon as possible to plan appropriate response/action. These individuals, also known as **the crisis committee** may appoint a spokesperson in the event of a crisis. All major projects of the Department should have a specific clearly defined contingency plan for crisis communication.

9.7 Crisis Communication

- iii) Each directorate would be expected to table information for updating the Department's website and other information resources about the directorate, through its representatives at the Internal Communication Forum
- iv) The Sub-branch: Communication and Liaison Services should convene the Communication Forum.

- 1) To promote the image of the LDARD and the Hon MEC
 - 2) To further agricultural activities – and in this way enhance the fulfillment of the mandate
 - 3) To ensure that Youth are attracted to agriculture
- In order to assist the LDARD in fulfilling its mandate, the Department have to utilise social media for the following reasons:

Liaison.

No person should be allowed to start a messaging group on any social platform representing the LDARD or Limpopo Farmers without the permission of the Director: Communication and Liaison. The contents of the message should be absolutely relevant to the LDARD and farmers and the times of sending these messages should preferably be during business hours. Furthermore, the management of these media platforms is of the utmost importance. It is however, not necessary for the LDARD to engage in all available forms of social media. Some of the advantages include the immediate availability of information. However, the success depends on the responsible administration thereof. Social media has come to stay, and any organisation who is not utilising the social media to its own benefit, is doomed to fail. However, the success depends on the responsible administration thereof. Some of the advantages include the immediate availability of information. It is however, not necessary for the LDARD to engage in all available forms of social media. Furthermore, the management of these media platforms is of the utmost importance. The contents of the message should be absolutely relevant to the LDARD and farmers and the times of sending these messages should preferably be during business hours. No person should be allowed to start a messaging group on any social platform representing the LDARD or Limpopo Farmers without the permission of the Director: Communication and Liaison.

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but also an indication that Applications add value to agriculture.

This is not only an indication of the fact that there is a need for social media within agriculture most Applications that have been developed for Africa in Africa, are for agricultural purposes. WhatsApp, WeChat, as well as various other Applications. It is noteworthy to mention that the department such as the LDARD. These options include Facebook, Twitter, Instagram, There are various possible options of social media which are suitable for use in a government mass communication medium which also allows participation from the receiver.

Social media refer to the collective of online communication channels available for interaction, community based input, collaboration and content sharing. This include Twitter, Facebook, Instagram, etc. These media are deemed to be perfect communication media since it is a

Social media:

- g) All official statements and speeches of the MEC should be promptly placed on the website
- h) The Spokesperson / MLO should ensure that this content is supplied to the Manager responsible on timely basis
- i) Placing of unauthorized content on the website is not allowed

It is however, not necessary to engage in all forms of Social Media. Utilising only some of these platforms will ensure that a better service is delivered by means of the social media. Engagement in social media carries a huge responsibility and can become very time consuming. Social Media, such as Twitter, only allow short messages (which is not suitable for agricultural purposes) and therefore, Twitter is currently excluded from the social media range of the LDARD.

Facebook:

The LDARD is currently having an e-agriculture initiative, *Limpopo Farmers* – which is followed by no less than 2 000 people. It is clear that this platform is enjoying much support and it should therefore be utilised to the maximum. (Note that the Name of the Facebook page – which include the word “farmers” - has significance).

“*Limpopo Farmers*” will be used widely and optimally to:

- a) Address farmer’s needs (such as weather forecasts, FMD awareness campaigns, etc.)
- b) Inform farmers about the LDARD and MEC
- c) Promote the Department, the image of the MEC as well as agricultural and food security activities
- d) Provide a platform to farmers to advertise their auctions, etc.
- e) Ensure that agriculture and the LDARD keep in pace with the expectations of the youth – since it is important to attract and establish youth in agriculture.

The overall idea is that the LDARD is in possession of this very powerful tool (which is available to all farmers within the province at all times [by means of their cellular phones]) and there is no doubt that this tool should be optimised to the best of the department as well as the best of the farmers.

The administration of the Facebook account is calling for a dedicated staff member who has the following abilities:

- 1) The best interest of the LDARD, MEC and the Limpopo Farmers at heart
- 2) Time available on a continuous basis
- 3) Knowledgeable with regards to the administration of social media
- 4) Patience and a definite degree of responsibility
- 5) The ability to filter messages to ensure that no unwanted messages (such as pornography) are posted

The administrator of “*Limpopo Farmers*” should be a designated person who is responsible and well accustomed to the use of social media (including the implications of the use thereof.)

WhatsApp

WhatsApp and other mobile phone applications such as WeChat, can also be utilised to the advantage of the LDARD and the farmers. The advantage of this platform is the immediate availability of the message/information and the fact that video clips can be made – which is valuable in a rural province such as Limpopo where not all people are literate.

The LDARD has already embarked on the use of WhatsApp Groups with regards to internal communication of staff with success. This platform can however, also be utilised to communicate messages to groups of farmers. Short video clips can serve as educational tool as well as informing/encouraging farmers (with the added benefit of creating a perception of “personal” involvement.) Example: In the event of devastating veld fires, the Hon MEC can send a short voice message/video clip to the relevant district affected by the veld fires. In such an event, the relevant Director, will be responsible to ensure that the affected farmers receive the WhatsApp message.

The WhatsApp responsibilities should rest with the same person who is administering the Facebook page of the LDARD and these messages should ensure that:

- 1) Farmer concerns and agriculture are addressed
- 2) The image of the department and the MEC is promoted
- 3) Provide a platform for farmers to respond
- 4) Involve youth in agriculture and enhance sustainable engagement in agriculture
- 5) The LDARD is assisted by means of this platform to fulfill its mandate.
- 6) The Agricultural Training Colleges should further training opportunities in this way (by means of short demonstration videos, etc.)

Until further notice, only the following social media and platforms will be utilised to communicate with farmers:

- WhatsApp group messages
- Facebook (Limpopo Farmers)

By only using 2 social media platforms, the administration of the social media will be steered much better and the 2 platforms will be utilised more effectively. The feed-back received will be the learning curve for future engagement in social media. Monthly reports need to be compiled by the administrator to establish the effectiveness of the media and to ensure that these media are utilised optimally and to the benefit of the farmers.

Events will be attended to by the Events Committee and all events will be done in accordance to the specifications of the LDARD (via the Offices of the HOD and MEC).

The Events Committee need to:

a) Attend to extra events only.

b) Cooperate with the staff in Communication and Liaison.

c) Assist Communication and Liaison with the planning of events which is extra to the calendar events indicated in the annual calendar.

d) Assist Communication and Liaison with the organizing of events which is extra to the calendar events indicated in the annual calendar.

e) Assist Communication and Liaison with the execution of events which is extra to the calendar events indicated in the annual calendar.

f) Take instructions from the Director (or acting Director): Communication and Liaison on issues that need your involvement.

g) Report back to from the Director (or acting Director): Communication and Liaison on issues that need your involvement.

h) Assist the Director (or acting Director): Communication and Liaison with regards to Press releases that do need your involvement.

i) Assist the Director (or acting Director): Communication and Liaison with regards to Press Conferences that do need your involvement.

j) Assist the Director (or acting Director): Communication and Liaison with regards to media interviews that do need your involvement.

9.9 Events Committee

11 Inception date

This Policy regulates all matters regarding Communication and Media within the LDARD and no deviation from this policy will be allowed without the written permission of the Head of Department.

10 Default

As a Limpopo Department of Agriculture and Rural Development we shall continue to communicate with all the internal and external stakeholders utilising the necessary media vehicles such as print (e.g. newspapers, magazines, posters and etc) and electronic (Radio and Television), hence making sure that our communication policy is in place and honoured. Communication will be done by relevant people who understand our policies on issues that need to be communicated to the public (e.g.; departmental services and programs) to achieve our desired goals, and also to align ourselves with Batho Pele principle of transparency and access to information respectively.

9.11 Implementation

The Department will ensure that its political principal is visible, accessible and accountable to the people of the Limpopo Province.

The Department's values.

This approach to communication shall be carried out through formal and informal exchanges in a dialogue that is continuous, open, relevant, understandable and reliable, however in line with the Department's values.

The Limpopo Department of Agriculture and Rural Development commits itself to providing adequate information to the public and the media in relation to its activities, in order that the public individually or through representation may understand, respond to and influence the development and implementation of the government policies and programmes.

9.10 Commitment

(k) Sensitize the Director (or acting Director): Communication and Liaison with regards to any relevant matter that might need their involvement.

Mapula Mokaba-Phukwana (MPL)

Hon Member of Executive Council



Approved by:

Date

29/3/2017

(Maisela, RJ)

Head of Department



Recommended by:

Date

2017-03-27

The Director of Communication at the LDARD at 015 294 3000.
All enquiries regarding the Communication and Media Policy should be directed towards:

13 Enquiries

The Communication and Media Policy will be reviewed after 2 years (24 months) or as and when a need arise.

12 Termination and review conditions

The date of approval by the Hon MEC, is also the date of inception of the Communication and Media Policy (and is indicated on the cover page of the document).