



KWAZULU-NATAL PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCIAL DEPARTMENT OF EDUCATION INTEGRATED COMMUNICATION, MARKETING AND MEDIA STRATEGY

2020-2024

GROWING KWAZULU-NATAL TOGETHER

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OVERVIEW

The 6th administration was inaugurated in May 2019. Soon after the inauguration, the government produced the Medium Term Strategic Framework (MTSF) for 2019-2024 which lays out a package of programmes on how to implement Vision 2030 and the 7 priorities which government will focus on during the 5 years in office.

These priorities are:

NB. Put the priorities of the department.

KWAZULU-NATAL GOVERNMENT STATE OF THE PROVINCE OUTLINED 8 PRIORITIES

1. Basic Services
2. Job Creation
3. Growing the Economy
4. Growing SMMEs and Cooperative
5. Education and Skills Development
6. Human Settlement and sustainable livelihood
7. Build a Peaceful Province
8. Build a caring and incorruptible government



TEN COMMANDMENTS THAT GUIDE COMMUNICATION IN GOVERNMENT

- 1. Government work is a public activity.**
 - Government is elected by its people, and is therefore an institution for the people and by the people. Citizens must be constantly informed about government work and empowered to take active part in it.
- 2. A central communication service must have the authority to carry out its work - it must be located in the highest office.**
 - To ensure legitimacy and effectiveness, all government communication must have its genesis and co-ordination from the highest office in the Government's structure.
 - On all other levels, communication structures must be placed in the offices of political principals.
- 3. Political principals are the main communicators.**
 - Government communication must, in the main, be done by individuals holding positions of political oversight or leadership.
- 4. Everyone in government is a communicator.**
 - Everyone working in government is indirectly a communicator and must therefore assume the role of an emissary and be a positive representative of government.
 - This is pertinent in every public service member's behaviour, including verbal and non-verbal interaction with the people.
- 5. Communication must be based on an integrated communication strategy and programme (with core messages that guide all actors).**
 - The central communication service must co-ordinate the formulation of the main and all encompassing communication strategies for the whole of government.
 - All different spheres and parts of government must at all times communicate in one voice, meaning there must be consistency in messaging.
- 6. Communication structures do not determine policy - they articulate it.**
 - Government policy and priority are predetermined and communication is there to inform and accurately disseminate them to the public.



- 7. Communication is more than just media liaison.**
 - In communicating, special efforts must be taken to seek, evaluate and, where feasible, employ all available measures or tools to get the message across.
 - In implementing major campaigns in particular, a multimedia approach must be adopted for effective communication
- 8. Direct communication and mutual exchange of views with the public is the most effective form of communication (there should be communicators in all localities).**
 - Communication structures must be established to enable interaction, mediated or otherwise, between government and the public.
- 9. In working out campaigns and programmes, there must be a deliberate effort to understand the communication environment.**
 - Research is an integral part of the communication process.
 - In any event, the success of communication depends on the accurate diagnosis of the surroundings
- 10. Communication campaigns work best when they are carried out in partnership with others outside of government.**
 - for maximum communication impact, especially in terms of credibility and reach, role-players such as non-governmental organisations (NGOs), opinion-makers and other important figures need to be involved.





Executive Summary

This communications strategy provides a framework to guide the KZN Provincial Education Department communication with the various public that constitutes the citizens of the province

It seek to win the battle of ideas in the communication environment and ensure that government communication take center-stage. It identifies key communication objectives and outlines strategic and tactical actions required to achieve the objectives as per the obtaining communication environment.

The strategy assesses the current communication environment, sets out objectives, and outlines key audiences, key messages and channels. It also includes a section on monitoring and evaluation to be utilized for tracking implementation and impact of communication initiatives.

At the beginning of each financial year, an annual communication action plan will be developed taking into account emerging issues in the environment, this will be preceded by a thorough review and assessment of the impact of the actions of the previous financial year.





1. INTRODUCTION

1.1 The KZN Provincial Education Department Communication Strategy is informed by the National Development Plan, the State of the Province Address and the 6th Administration Eight point plan contained in the Provincial Growth and Development Strategy and the Medium Term Strategy Framework to Grow South Africa Together with the citizens of our country.

1.2 This Provincial Communication Strategy is aligned to the National Communication Strategy Framework (NCF) issued by the Government Communication and Information System (GCIS) and adopted by the Cabinet in December 2019.

1.3 The strategy aims to integrate and coordinate KZN Provincial Education Department communication priorities through the development of a Province -wide programme of campaign-specific communication activities and key messages for 2020-2024 term of office.

1.4 The strategy therefore:

- Lays the framework for the work of the Provincial Education Department line function Communications Unit to develop common line of communication
- Lays the basis for the heightened profiling of the work of the 6th Administration
- Is a set of "rules" by which the entire system will abide on communication related matters;
- The communications strategy will be updated annually to ensure it is relevant, and that it promotes the department's strategic direction and priorities each year.



2. CONTEXT

Communication is the most critical element that sustains a healthy relationship between government and the people.

Communication is essential for government accountability, transparency and responsiveness.

Regular engagements between government and the people closes the gaps and improves understanding and support for government policies.

Communication help to build confidence and explain the rationale for government policies which leads to people buy in and easy implementation.

The 6th administration has adopted the notion of an activist government that is about radical implementation and change in the manner it works and service the people of KwaZulu-Natal.

Communication Environment

The Provincial Education Department Communication Strategy is informed by the external and the internal environment.

External Environment

Following the 6th General elections and the Manifesto of the ruling party which has been voted overwhelming by the people of our province, the issues that citizens are unhappy and happy about are contained in the latest KZN Customer Satisfaction survey and the government tracker perception survey 2019.

Top 3 issues people feel the government is doing well

- Social Grants
- Education
- Health Services

Top 3 issues citizens are unhappy about:

- Unemployment
- Crime (Drugs)
- Corruption

Service delivery protests have come to define the public mood in KwaZulu-Natal.



Gender Based Violence incidents made it difficult for the province to get to grips with efforts to turn around the negative image acquired as a result of the unfortunate incidents.

Added to this are the issues of Business Forums and their violent threats to investors.

The sluggish economic environment and the news of job losses in key sectors of the economy has further served to deepen the low confidence mood on government.

While the media has to some extent been covering the work of the Provincial Education Department, the appetite has been on expose and negatively slanted stories.

MEDIA CONSUMPTION PATTERNS

The 6th Administration has ascended to office, against the backdrop of a revolutionary change in the manner in which citizens consumes information influenced by the fourth industrial revolution. The digital space has taken over newspaper particularly in urban centers although vernacular newspapers and radio still enjoy more support in peri-urban and rural areas of KwaZulu-Natal.

Techno Savvy Citizen

Communications today takes place in a tech charged type of environment. The citizens are getting more tech savvy and no longer rely on traditional methods to consume and engage with information.

The tech savvy environment has altered the entire communications environment by giving power to an individual to start conversation, to expect response immediately. People can now publish complaints on the spot, create and participating in trending conversations on the internet, social media platforms and can connected with each other using platforms like WhatsApp.

Mobile phone penetration

This then calls for a review and alignment of communication resources in line with the changing environment. Stats SA in their last general household survey confirmed that there were more households with a mobile phone and a huge decrease on households with both landline. The implications are that government must factor this in on its communications strategy and engagement with communities of the province.

Internet Access

Internet access has also increased with the majority of urban based households having at least one member who has access to or used the Internet either at home, work, place of study or Internet cafés. Internet access at home is gaining serious traction in KwaZulu-Natal even though the province is still the lowest compared to Gauteng and Western Cape as per Stats SA figures.



Increased affordability have resulted in the surge in the use of smartphones and data and this further shows and supports the view that communities no longer rely on traditional forms of media to access, package, distribute, consume and engage on information and public discourse of any matter of interest to them.

Radio Listenership

Research has further recorded a decline in radio listenership amongst the younger age groups (three hours per day people spend listening to radio), although for KZN this is still a popular media platform.

Local Government Communication

- **Communication personnel**

Internal communication

- **Budget Allocation**

As per the Government communication guide, communication should be allocated 5% of the total budget of the Department.

Communication is currently allocated: R 9 455 000



3. COMMUNICATION OBJECTIVES

- 2.1. This communication strategy has been developed to assist the Provincial Education Department to achieve its vision and objectives.
- (a) To promote a positive image of the Provincial Education Department
 - To Manage and protect the reputation of the department
 - (b) Building and maintaining healthy relations between the department, stakeholders and citizens

Key Message

The 6th Administration is driven by coherent messages under an overarching five-year theme: **“Lets Grow South Africa Together”**

In line with policy guidelines a minor variation is proposed for KZN message **“Growing KwaZulu-Natal Together”**

Both themes are a rallying call for activism by citizens in building their province through various efforts.

Communication Protocols and Messengers

- The Government Communication is a custodian of government's reputation
- Ensures that all department employees, agencies and communicators adhere to the policy, principles and standards of effective government communication. It must provide oversight in respect of the implementation of the Communication Policy, Strategy and Plan of government.

The MEC of KwaZulu-Natal education department is the Chief Communicator of the department setting the tone on priority communication issues. In this role guided also by the principle of one message, the MEC is supported by the head of department(HOD).

What this implies is that when the MEC has spoken, protocol dictates that he has articulated a position on behalf of the whole of department. There can be no parallel communication process that compete with the MEC and the HOD..

The Head of Department, supported by the relevant Deputy Director General's (or other senior officials dealing with a specific programme or project), as the accounting officer, is responsible for interfacing with the public in terms of all administrative issues relating to the Department.



The Department's Communication unit. supports the delivery of priorities through communications.

Strategies and Tactics

In the pursuit of the overall goal, the strategy will embrace an entire range of strategies for communicating while ensuring opportunities are available for public participation and feedback from stakeholders, including at community level. The list below, with items arranged in no order of importance, is not exhaustive, but provides a framework for action in support of this strategy. It will be reviewed should new challenges emerge.

- (a) Developing a clear strategy to work with the media.
- (b) Sending press releases and public service announcements to relevant media and public information offices.
- (c) Holding regular briefings for media representatives.
- (d) Promoting and supporting talk and phone-in shows on radio and television.
- (e) Supporting the production of regular feature articles for use in newspapers and newsletters and on websites.
- (f) Supporting the production and airing of radio and video documentaries on various themes.
- (g) Promoting news coverage of success stories.
- (h) Developing a network of journalists and eminent persons to contribute to the coverage of department efforts, including work with national press clubs.
- (i) Using trade shows like the Royal Agricultural Show as a platform for information dissemination and to
- (j) Creating and sustaining an online discussion forum on the department website.
- (k) Promoting messages through arts and sports.



KEY PILLARS OF THE COMMUNICATION STRATEGY

Media Relations

Organise quarterly media briefings

One on one interviews with various media - print and broadcast

Secure slots for the MEC and HOD and guide messaging

Branding

Develop a new branding manual(as directed by the office of the premier)

Profiling the Programme of Action
Current Affairs

Provide the Current Affairs Report to the executive fortnightly on three key areas: Issues in the media environment; Ongoing programmes; and, Departmental campaigns and events.

Rapid Response

The Rapid Response Forum will be established and will meet daily to deliberate on issues within the media environment and to determine appropriate interventions. This Forum will be chaired by the Head of Communication and will involve MLO

This will assist in streamlining messages, avoiding competition and amplifying the message of the department.

Content Hub

A Content Hub responsible for Research; Content Processing and Dissemination; will be established to guide key messages.



Parliament and parliamentary questions

Parliamentary questions provide communication opportunities for government departments. Parliamentary questions may be raised with individual portfolios and can be cross-cutting.

The Head of Communication and MLO of a department where a parliamentary question arises must develop a communication approach / statement to support or leverage the impact /neutralise the parliamentary question.

Cross-cutting parliamentary questions asked of all Provincial Departments must be coordinated through the PLO in the Premier's Office and Communication implications from cross-cutting Parliamentary Questions will be managed by the Provincial Head of Communication

Media Monitoring

The Communication unit must enable the department to monitor print, broadcast and online media on a daily basis and maintain regular contact with the MEC, HOD and senior management, advising the departments' leadership on emerging issues that may lead to a reputation crisis.

The Head of Communication must accordingly maintain or adjust the communication response as needed to limit rumours, correct errors and maintain confidence in the department. Daily summaries of relevant media coverage must be provided to the department's senior leadership.

Advertising and media buying - look for more opportunities into programming - establish partnership with the media on department's programmes .

Social Media advertising - Provincial Treasury to be engaged to approve a policy on social media advertising - amend practice note number 3 to exempt social media advertising

EduNews to become a voice of the provincial department. Enrich with content in demand and work out a deal with media partners to reach as many consumers.

Set-up an **Newsroom for EduNews**

publish special supplements aligned to the look and feel of the chosen media house on key topics . The electronic version be placed on the online platforms of the media house.



Social Media Partnerships

Partner with the media for government messages to be carried through their online platform

Link government online media platforms with the contracted media houses to maximize impact and increase reach of government messages

Websites and online platforms

Develop a single window and look and feel for the department's websites.

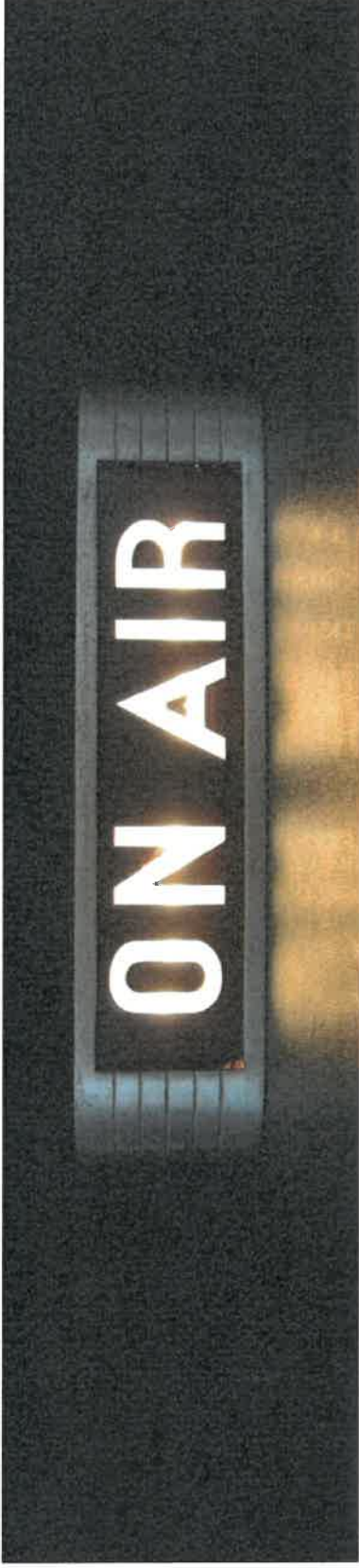
Spark interests on dominant conversations

Distribute video clips

Live stream of key department engagements

Publish key success stories and projects





5. COMMUNICATION MMM DECISIONS

- Fortnightly Media Briefings, issues to be weighed to include responses to current affairs issues.
- At times statements will be issued.

6. PROGRAMME BASED OF ACTION 2022

1. School functionality
2. Release of results
3. District visits based on results
4. Remarking
5. Districts ECD Function Shift Advocacy Programme
6. ECD Function Shift (April)
7. School Admissions for 2023
8. Supplementary examination
9. Opening of new schools
10. ICT roll out
11. Winter and spring matric programmes
12. Preparatory examination
13. State of readiness for matric examination
14. Signing of the pledge
15. Provincial prayer
16. Monitoring of examination



Free Basic Services campaign

Job creation as a top priority for government
 Highlight numerous job creation projects by government
 Investments drive and attraction
 Innovative job creation solutions
 Re-industrialising KwaZulu-Natal - Black industrialist programme, Aerotropolis etc



SUBJECT: APPROVAL FOR THE KWAZULU-NATAL PROVINCIAL DEPARTMENT OF EDUCATION INTEGRATED COMMUNICATION, MARKETING AND MEDIA STRATEGY 2020-2024

The Head of Department is requested to approve the KwaZulu-Natal Provincial Department of Education Integrated Communication, Marketing and Media Strategy 2020-2024

Approved/ Not Approved/ Approved with Amendments



Mr GN Ngobbo
Head of Department: Education



Date

