

Media & Communication Strategy

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TABLE OF CONTENTS

1. Definitions	3
2. Introduction.....	4
3. Overview.....	5
4. Legislation	8
5. Media and Communication Objectives	11
6. Core Message	12
7. Communicators	12
8. Audience	13
Internal and External Media and Communication Strategy	
9.1 Internal and External Media and Communication Channels	14
9.2 Internal and External Media and Communication Objectives	16
9.3 Action Plan for Internal and External Media and Communication	17
9.3.1 Shareholder Engagement (Internal)	18
9.3.2 Shareholder Engagement (External)	19
9.3.3 Media Engagement	20
9.3.4 Digital Platforms	22
9.3.5 Product Development.....	24
9.3.6 Public Participation	25
9.3.7 Other	26
10. Conclusion	29

1. DEFINITIONS

In this document:

Communication: Refers to two-way communication with the purpose of sharing and exchanging information between the public, the press and employees and the Municipality through the various communication methods as stipulated by this document.

Communication Policy: Provides the institutional framework in which the communication plan is implemented. It covers division of responsibilities and general guidelines for communicating with various target groups and as to who can act as a spokesperson for the municipality.

Communication Strategy: The framework for communication planning that allows the Communication Specialist to establish a profile/ framework against which to test communication decisions. It identifies the right problems to solve and prioritises areas or issues for which to develop communication plans. It determines what should be communicated to support the municipality's overall objectives and should be aligned to local and national government objectives.

IDP: Integrated Development Plan as approved by the Kouga Municipal Council

KLM: Kouga Local Municipality

KPA: Key Performance Area

LED: Local Economic Development

LSM: Living Standards Measure

SDBIP: Service Delivery Budget Implementation Process

SOP: Standard Operating Procedure

2. INTRODUCTION

Kouga Local Municipality (KLM) is located in the Sarah Baartman District in the province of the Eastern Cape, South Africa.

It is situated west of Nelson Mandela Bay Municipality and stretches over a geographical area of 2 419km². It includes the nine town of Jeffreys Bay, Humansdorp, St Francis Bay, Cape St Francis, Oyster Bay, Hankey, Patensie, Loerie, and Thornhill.

Kouga is home to an estimated 107 014 residents (Census 2022). The individuals who call the area 'home' are from different Living Standard Measure (LSM) groups, and thus have different wants and means of communication.

Afrikaans is the most-spoken language, with a total of 54 767 (58.4%) mother-tongue speakers. IsiXhosa is the second biggest home language, with a total of 29 502 (29.9%) speakers, and English the third biggest, with 6 331 (6.1%) mother-tongue speakers. The communication should be cognisant of this fact and allow for some key messaging to be translated and disseminated to residents.

As a municipality with a diverse demographic, it is also important to note the various groups represented in the area.

Demographics	
Population	107 014
Households	28 681
Male	47.4%
Female	52.6%
Age	
0-14	21.3%
15-65	63.9%
65+	14.8%
Education	
No Schooling (20+ Years)	4.5%
Higher Education (20+ Years)	16.1%
Access to Services	
Electricity for Lighting	96.9%

Weekly Refuse Disposed Services	86%
Flush Toilets Connected to Sewerage	84.7%
Access to Piped Water	72.2%
Dwellings	
Formal	84.7%
Traditional	0.8%
Informal	14.2%
Other	0.3%
Economy	
Unemployment Rate	13%

Source: Stats SA 2022

As inferred, understanding the demographics of an area is pertinent as this will speak to the communication method best suited for the distribution of information.

The Kouga area is divided into 15 wards and has a Council of 30 councillors, headed by Executive Mayor, Hattingh Bornman, Kouga Deputy Executive Mayor, Timothy Jantjes, and Speaker, Brenton Williams. There is also a Mayoral Committee which consists of six councillors responsible for specific portfolios.

The municipality consists of the following six directorates:

- Civil and Water Services
- Community and Safety Services
- Corporate and Communication Services
- Electro and Mechanical Services
- Finance and Economic Development
- Planning and Development

3. OVERVIEW

The Media and Communication Unit in the Office of the Deputy Municipal Manager is responsible for all the external and internal communication. This includes communication by the Mayor, Municipal Manager, Executive Managers, Mayoral Committee Members and Council Members.

All forms of media and communication are channeled, monitored and/or compiled and edited by the Media and Communication Unit and communicated via various systems and channels. The objective of the communication determines if it is external or internal and what method is used to distribute the message.

Media and communication must always strive to honour the Vision and Mission of Kouga Local Municipality (KLM).

Vision

Good Governance through Service Excellence

Mission

- To create a government that addresses the needs and respects the values of 'ubuntu' in our communities.
- To create a better life for all through delivering inclusive and affordable services for residents.
- To create a safe environment with diverse opportunities for economic growth and development.
- To create a responsive, accountable, and caring government for all our people.
- To create an efficient, well-managed, corruption-free, and legally compliant municipality.
- To create and maintain an effectively governed administration that is committed to financial sustainability.

The **Values** underpinning the Vision and Mission are:

- Service Excellence
- Accountability and Transparency
- Morality and Honesty
- Equity, Dignity and Respect
- Freedom and Fairness
- Integrity, Professionalism and Discipline
- Empathy and Compassion.

Media and communication must, furthermore, be in line with the Key Performance Areas (KPA's) and institutional goals of Kouga Local Municipality

(KLM), as set out in the five-year Integrated Development Plan (IDP for 2022 to 2027).

KPA	Institutional Goal
Basic Services and Infrastructure	To provide quality, sustainable municipal infrastructure, and social services, consistently meeting the needs of the people of Kouga and enabling their aspirations.
Local Economic Development	To create and affiliate a conducive environment that builds inclusive local economies, sustainable decent employment and eradicates poverty.
Financial Management and Viability	To build the financial sustainability of Kouga through empowering staff to achieve good governance and a clean administration promoting accuracy and transparency.
Good Governance and Public Participation	To create an enabling environment for active public participation and an administrative culture characterized by accountability, transparency, and efficiency.
Institutional Development and Transformation	To provide professional, efficient, people-centered human resources and administrative services to Kouga citizens, staff, and Council for a transformed, equitable and effective developmental local government system.
Spatial Planning, Land Use, Human Settlements, Environmental Management	To develop Kouga as an integrated, spatially equitable municipal area, maximising the potential benefits of its environmental assets in a sustainable and prosperous manner for all its people.

The Media and Communication Strategy must therefore be divided into an external and an internal strategy – providing a framework for communication between Kouga Local Municipality (KLM) and its internal, inter-governmental and external stakeholders.

4. LEGISLATION

The following legislation is applicable and must be adhered to in all media and communication.

Constitution of the Republic of South Africa, Act 108 of 1996

The Constitutional obligations of local government regarding communication and public participation are reflected below:

Section 152(1)(e): Municipalities must encourage the involvement of communities and community organisations in matters of local government.

Section 160(7): A municipal council must conduct its business in an open manner, and may close its sittings, or those of its committees, only when it is reasonable to do so.

Section 162(3): Municipal by-laws must be accessible to the public.

Section 6(3)(b): Makes provision for the use of languages to promote public participation and communication by stating that municipalities must take into account the language usage and preferences of their residents when communicating with them.

The Municipal Structures Act 117 of 1998

The Municipal Structures Act establishes key government structures that are important for the promotion of democracy. Furthermore, it governs the establishment and the functioning of Ward Committees.

The Municipal Systems Act 32 of 2000

The Municipal Systems Act makes provision for the participation and involvement of communities in local government planning, budgeting, implementation, and performance monitoring processes. It also sets out the rights and duties of municipalities and residents. Chapter 4 of the Act equally states that, among other objectives, all municipalities must strive to foster meaningful dialogue and interface within the internal structures of municipalities on the one hand, and between municipalities and external bodies and members of the public, on the other hand.

Local Government: Municipal Systems Act, 32 of 2000

Chapter 2 – Rights and Duties of Members of Local Community:

5. (1) Members of the local community have the right –

(b) to prompt responses to their written or oral communications, including complaints, to the municipal council or to another political structure or a political office bearer or the administration of the municipality

Chapter 4 – Community Participation

Section 21 – Communications to Local Community

(1) When anything must be notified by a municipality through the media to the local community in terms of this Act or any other applicable legislation, it must be done:

- (a) in the local newspaper or newspapers of its area,
- (b) in a newspaper or newspapers circulating in its area and determined by the council as a newspaper of record, or
- (c) by means of radio broadcasts covering the area of the municipality.

(2) Any such notification must be in the official languages determined by the council, having regard to language preferences and usage within its area.

(3) A copy of every notice that must be published in the Provincial Gazette or the media in terms of this Act or any other applicable legislation, must be displayed at the municipal offices.

(4) When the municipality invites the local community to submit written comments or presentations on any matter before the council, it must be stated in the invitation that any person who cannot write may come during office hours to a place where a staff member of the municipality named in the invitation, will assist that person to transcribe that person's comments or representations.

(5)(a) When a municipality requires a form to be completed by a member of the local community, as staff member of the municipality must give reasonable assistance to persons who cannot read or write, to enable such persons to understand and complete the form.

(5)(b) If the form relates to the payment of money to the municipality or to the provision of any service, the assistance must include an explanation of its terms and conditions.

The Municipal Finance Management Act 56 of 2003

The participation framework, which is reflected in the Municipal Finance Management Act (MFMA), promotes the participation of residents in local government budgeting processes. Furthermore, the MFMA makes provision for the reporting and accountability to and oversight of communities.

Media Diversity and Development Agency Act 14 of 2002

The Media Diversity and Development Agency Act (MDDA) provides an enabling environment for media development and diversity. Specifically, it redresses the exclusion and marginalisation of disadvantaged communities from access to the media and media industry by supporting and encouraging ownership and control of the media by historically disadvantaged communities.

Promotion of Access to Information Act (14 of 2000)

The purpose of this Act is to:

Give effect to the constitutional right to privacy, by safeguarding personal information when processed by a responsible party, subject to justifiable limitations that are aimed at:

Balancing the right to privacy against other rights, particularly the right of access to information; and

Protecting important interests, including the free flow of information within the Republic and across international borders.

Promotion of Administrative Justice Act (3 of 2000)

The Promotion of Administrative Justice Act charges government bodies to observe and adhere to the principles and practices of good governance.

Batho Pele Principles

Eight Batho Pele principles were developed to serve as acceptable policy and legislative framework regarding service delivery in the public service:

- Consultation
- Setting Service Standards
- Increasing Access
- Ensuring Courtesy
- Providing Information
- Openness and Transparency
- Redress
- Value for Money

Government Communication Policy (2018)

1. To ensure that all communicators operate from a developmental communication paradigm.

2. To strengthen a government communication system that enables citizens and the international community to participate in and take up opportunities from government policies and programmes.
3. To ensure that communication at all spheres of government is: (i) well-integrated, coherent, coordinated and consistent; (ii) reliable, ethical, open, encourages participation, transformative, professional, credible, effectively managed, impactful and meets the needs of all citizens.
4. To build a citizen-centred and client-focused communication system.
5. To ensure that communication caters for all official languages, depending on the area.
6. To coordinate communication so that all government departments and agencies work collaboratively to provide clear and effective communication to citizens.
7. To prescribe communication policy, provide for the regulations, processes and procedures, and assign responsibilities within and across government spheres so as to ensure that communication objectives are achieved.
8. To advocate for communication as a strategic function that is allocated the required resources to be able to fulfil its aims and objectives.
9. To ensure efficient use of the existing government communications infrastructure.
10. To create an effective feedback mechanism between government and its citizenry.

5. MEDIA AND COMMUNICATION OBJECTIVES

The media and communication objectives of Kouga Local Municipality (KLM) seek to support the priorities contained in the strategic framework and feeds into the overall vision of the municipality to be a safe, equitable and harmonious home that offers prosperous and sustainable livelihoods for all its people.

The media and communication objectives are:

1. To increase residents' understanding of the mandate, daily operations, and overall performance of the municipality.
2. To popularise municipal programmes, projects, and policies.
3. To encourage public participation in municipal processes.
4. To facilitate and encourage two-way communication between the municipality and stakeholders.

5. To improve public and stakeholder confidence and trust of the municipality.
6. To generate and maintain good relations with the media.
7. To strengthen integrated governance by supporting district, provincial, and national government communication programmes within the Kouga region.

6. CORE MESSAGE

The Kouga Local Municipality (KLM) logo incorporates the slogan “Good Governance through Service Excellence”. It is therefore the core message, and all communication should focus on communicating excellent service delivery across the region.

7. COMMUNICATORS

Communicators reinforce the message and themes of Kouga Local Municipality (KLM) and are the champions of communication. The communicators who will give effect to this strategy are the following:

Communicators	
Executive Mayor	All aspects of Council policy and programmes.
	Matters of policy yet to be adopted/enacted.
	Key person for all public participation, unless delegated otherwise.
	Matters of service delivery.
Deputy Executive Mayor	Matters as delegated by the Executive Mayor.
Speaker	All comment relating to Council Rules of Order must come from the Speaker.
Mayoral Committee Members	Matters as delegated by the Executive Mayor.
Municipal Manager/Deputy Municipal Manager	Comments on all activities of the municipality, except for matters that are policy still to be adopted/enacted.

Executive Managers	Communicate on matters as delegated by the Municipal Manager or Executive Mayor.
Call Centre	Appointed employees who interact directly with the purpose of enhancing the level of service delivery.

It should be noted that messengers (as per above) do not necessarily interact with the media or communicate directly with stakeholders via social media or the website, however, they are communicators in the sense of representing the municipality at public events or addressing a gathering at provincial events, thereby conveying a message about the institution to external stakeholders.

Officially, the spokesperson of the municipality is the Executive Mayor, while the Media and Communication Unit is responsible for crafting suitable responses and media releases, when necessary, among other communication related duties.

It is important to highlight that, in line with the Code of Conduct for Councillors (Municipal Structures Act, 117 of 1998), Councillors may not engage in communication activities that could bring Kouga Local Municipality (KLM) into disrepute. In terms of Item 2 of the Code of Conduct for Municipal Employees, an employee must always, *inter alia*, act in the best interest of a municipality and in such a way that the credibility and integrity of the municipality is not compromised.

Furthermore, while Councillors are permitted to provide comments on activities within their ward, it is imperative to note that they are prohibited from commenting on behalf of Kouga Local Municipality (KLM). This prohibition extends to responding to official queries from external media, encompassing print, radio, and television. All media queries should be directed to the Media and Communication Unit.

8. AUDIENCE

There are multiple and diverse audiences vying for the attention of Kouga Local Municipality (KLM). These audiences differ in respect of language preferences,

location within the region, sophistication, interest, access to various media and relationship with Kouga.

The segmentation below provides focus in terms of tailoring messages, communication channels and tools to ensure that stakeholders receive communication that is relevant to them. This approach also ensures that resources are strategically allocated.

Internal	Intergovernmental	External
Councillors	Community Development Workers	Residents
Municipal Employees	District Municipality Councillors and Employees	Special Interest Groups (women, youth, elderly, and the disabled)
Organised Labour	Provincial Government Departments	Civil Society (ratepayers associations)
Ward Committees	National Government Departments	Business Sector
	South African Local Government Association (SALGA)	Non-profit organisations, faith-based organisations and community-based organisations
	Development Agencies and Parastatals	Opinion Leaders (school principals, doctors, traditional healers, etc)
		Service Providers
		Media

9. INTERNAL AND EXTERNAL MEDIA AND COMMUNICATION STRATEGY

Depending on the nature and objective of a specific message, the following tools and platforms are available to the municipality for communicating with internal, intergovernmental, and external stakeholders.

Communication channels must be separated into media communication and direct communication.

9.1 Internal and External Media and Communication Channels

Media and communication are information that will be communicated to the public via the various professional platforms.

Print Media	1. Press Releases 2. Advertisements 3. Advertorials 2. Media Responses to Enquiries 3. Direct Interviews with Print Media Journalists
Radio and TV Media	1. Interviews 2. Paid for Advertising 3. Pre-recorded Programmes

Direct communication is information that will be communicated to employees and the public directly.

Website	1. Information 2. Notification 3. Statutory Documents 4. Vacancies
Intranet	1. Information 2. Notification 3. Emergency Communication 4. Documents 5. Templates
Email	1. Information 2. Notification 3. Emergency Communication
WhatsApp	1. Information 2. Notification 3. Emergency Communication

Newsletter	1. Information 2. Communication
Advertising	1. Notification 2. Public Participation
LED Screen/Billboards	1. Information 2. Notification
Promotional Material (pamphlets, posters, and infographics)	1. Information 2. Notification 3. Public Participation
Notice Boards	1. Information 2. Notification
Social Media (Facebook and Instagram)	1. Information 2. Notification 3. Public Participation
Call Centre	1. Information 2. Notification 3. Emergency Communication
Service Accounts	1. Information 2. Notification
IDP Roadshows and Ward Meetings	1. Information 2. Notification 3. Communication 4. Public Participation
Council Meetings	1. Information 2. Notification
Mayoral Public Engagements	1. Information 2. Notification 3. Communication

	4. Public Participation
Branding	1. Create Awareness 2. Build Brand Pride

9.2 Internal and External Media and Communication Objectives

The overall objective of external media and communication will be to:

- Build Kouga Local Municipality (KLM) as a brand which fosters trust and confidence, cultivating a favourable public perception.
- Communicate uniformity via the brand.
- Ensure that communication aligns with Kouga Local Municipality's (KLM) mission, vision, and values, promoting a consistent and cohesive brand image.
- Ensure that a single message is communicated from Kouga Local Municipality (KLM).
- Ensure informative, accessible, transparent, and accountable information to all residents.
- Ensure timely and accurate information dissemination during disaster or emergency situations.
- Raise awareness of basic municipal services and support.
- Report on outcomes of activities, projects, developments, and initiatives by Kouga Local Municipality (KLM).
- Encourage maximum constructive public participation.
- Support and enhance investment promotion and tourism activities within the Kouga region.
- Develop and strengthen media relations with journalists and media outlets to ensure accurate and positive coverage of Kouga Local Municipality's (KLM) activities and achievements.

9.3 Action Plan for Internal and External Media and Communication

The following communication actions are to be implemented:

- Calendar Development

- Create a comprehensive calendar for the year, incorporating both repetitive and new campaigns to ensure a structured and organised approach to media planning.
- Digital Transformation and Integration
 - Embrace digital technologies to seamlessly integrate communication across various platforms, enhancing the reach and engagement with stakeholders.
- Content Diversification
 - Develop a variety of content formats (statements, videos, infographics, podcasts, etc) to cater to different stakeholder preferences and effectively convey Kouga Local Municipality's (KLM) initiatives and achievements.
- Partnership and Collaborations
 - Forge partnerships with relevant organisations and influencers to amplify reach, credibility, and impact within the community and beyond.

9.3.1 STAKEHOLDER ENGAGEMENT (INTERNAL)

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Intranet					
Information to employees	Media and Communication Unit	As needed/ Ongoing	Intranet	All basic info to be available, including templates and legislation.	To implement.
					Proper content management.
				Updated information and messages.	Cooperation from departments within the municipality to provide information regarding services within different departments.
					Identify an official in every department to provide information about department's activities.
Email					
Sending Messages	Media and Communication Unit	As needed/ Ongoing	Email	Send staff related messages and information.	Cooperation from departments within the municipality to provide information regarding services within different departments.
					Identify an official in every department to provide

					information about department's activities.
WhatsApp					
Staff Updates	Media and Communication Unit	As needed/ Ongoing	WhatsApp	Newsflashes.	Database of internal cell numbers to be updated regularly.
				Send notifications and information to employees.	

9.3.2 STAKEHOLDER ENGAGEMENT (EXTERNAL)

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Forums					
District Communicators Forum (DCF) Meetings	Sarah Baartman District Municipality and Local Municipalities	As needed	Meetings	To communicate challenges, successes, and plans on related issues.	
Local Communicators Forum (LCF)	Media and Communication Unit	As needed	Meetings	To communicate challenges, successes, and plans on related issues.	To be implemented.

9.3.3 MEDIA ENGAGEMENT

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
External Media Platforms					
Media Releases	Media and Communication Unit	Planned schedule/ Ongoing	Print Media: -Kouga Express -St Francis Chronicle -Die Burger -The Herald -Weekend Post -Daily Sun -Times Live -Sunday Times -Eyewitness News -Mail & Guardian Online: -Jeffreys Bay Online News -JBay Swop Shop -JBay News	Receive, research, and respond to queries.	Monitor the media to allow for rapid responses.
				Research and write articles for circulation to the media.	Increase capacity to write press releases.
					Greater cooperation and faster response from all role players in providing relevant and accurate information.
				Issue statements on behalf of the Executive Mayor.	Issue statements outlining all key resolutions after each Council meeting
				Media launches.	Proactive communication –Special focus on the successes and accomplishments of the municipality. -Break challenging issues to the media through accurate and quick response (staying in control of the story).
				Issue alerts for unplanned service interruptions.	Service delivery site visits.

				Post on website.	
				Post on social media.	
Radio/TV interviews and adverts/live broadcasts	Media and Communication Unit	Ongoing	-Algoa FM -RSG -PEFM -Luister FM -Umhlobo Wenene -Oasis FM -SABC -ENCA	Receive, research, and respond to queries.	Increase the number of slots.
				Issue statements on behalf of the Mayor and Municipal Manager.	Scripted programmes to maximise the quality of information presented.
				Secure interviews.	Prerecord programmes to make sure material for broadcasting is readily available.
				Service delivery and administrative messages.	Secure more funding.
Advertising					
Advertising	Media and Communication Unit	Planned schedule/ Ongoing	Print and Social Media	Buy advertising space in various publications and media mediums.	Advertise more regularly.
				Identify and utilise opportunities for free advertisements.	Secure more funding for advertising.
				Inform communities about service delivery news and public participation opportunities.	Find more platforms for free advertising.

				Provide feedback from the municipality to communities.	Find more mediums to use for advertising to maximise impact thereof.
				To adhere to the official language policy of the municipality.	
Guided Tours					
Guided Media Tours	Media and Communication Unit and relevant departments	Once a Year	Event	Increase visibility of leadership, service delivery, and tourism – showcase Kouga.	To be implemented in 2024/2025 financial year (budget).

9.3.4 DIGITAL PLATFORMS

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Kouga Local Municipality Website					
Website Management	Media and Communication Unit & ICT	Ongoing	Municipal Website	Monitor and update information.	Train all media and communication employees to assist and monitor website information and communication.
					Each department must identify a person to upload documents relevant to their department – for

					example policies, notices, and vacancies.
				Ensure all information is current and correct.	Proper content management.
				Publish direct and indirect forms of communication.	Create templates for directorates to make provision of information easy and uploading more efficient.
				Ensure legislative requirements are met.	Ensure user friendly. Allow greater interaction: lodge complaints etc.
Social Media					
Social Media Management	Media and Communication Unit	Daily	-Facebook -WhatsApp -Instagram	Compose, post, and send messages on social media platforms.	Identify dedicated person in Media and Communication Unit to upload and monitor information.
					Source information from all departments.
YouTube					
Video Management	Media and Communication Unit	Ongoing	Facebook	Compose and upload videos on YouTube channel.	Upload/share more videos.

9.3.5 PRODUCT DEVELOPMENT

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Newsletter					
Newsletter (External and Internal)	Media and Communication Unit	Quarterly	-Social Media -WhatsApp - -Email -Print -Website	Gather content, design, proof, print and distribute.	Source relevant contributions every month
				Inform residents how the municipality functions and how to optimally utilise services provided, as well as service delivery highlights.	Identify official in every department to provide information about the department's service delivery.
				Distributed via email, social media, WhatsApp, and website.	A database of residents and stakeholders must be compiled.
				Hard copies to be available at municipal offices.	Improve distribution.
From the Mayor's Desk					
Service Delivery/ Information Infographic	Media and Communication Unit	Once a Month	Social Media	To create infographic about highlight(s) of the week – message to residents.	To implement.
From the Mayor's Desk - Video	Media and Communication Unit	Once a Month	Social Media	To create a video about highlight(s) of the month – message to residents.	To implement.

From the Mayor's Desk - Podcast	Media and Communication Unit	As needed	Social Media	To create podcast about important matters – message to residents.	To create podcast channel. To implement.
Promotional Material					
Promotional Material	Media and Communication Unit	Ongoing	Flyers, pamphlets, and posters	Design, print and distribute.	
Service Delivery Videos	Media and Communication Unit	As required/on going	Social Media	To create a video about frequent service delivery queries – to be explained to residents.	To be implemented.
Podcast	Media and Communication Unit	As required	Social Media	To create podcast about important matters – message to residents.	To create podcast channel.

9.3.6 PUBLIC PARTICIPATION

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Community Engagements					
Roadshows and Meetings	Office of the Speaker, Public Participation, Ward	As scheduled	IDP Roadshows	Advertise and ensure all stakeholders know they are welcome to attend.	Create more awareness through advertising using

	Councillors, IDP Unit, and Media and Communication Unit		and Ward Meetings	To meet regularly as per approved Council agenda.	various mediums and flyer drops.
				Issues raised by ward committees to be forwarded to and addressed by relevant departments.	
Mayoral Outreach	Media and Communication Unit, Office of the Mayor & PPU	Annually	Mayoral Public Engagements	Advertise as required.	Ensure follow-up post outreach on issues raised.
				Enhance the reputation of Kouga Local Municipality as a caring institution.	

* Also refer to the approved Public Participation Policy dated August 2023 on Kouga Local Municipality's website (www.kouga.gov.za).

9.3.7 OTHER

COMMUNICATION ACTIVITY	RESPONSIBLE PERSON	TIMEFRAME	CHANNEL	ACTION	
				Basic	Improvement
Service Interruptions					
Unplanned Service Interruptions	Media and Communication Unit, Call Centre, Relevant Department	15 Minutes from first contact/ As required	Social Media	Supervisor to inform Media and Communication Unit.	Greater cooperation and faster response from all role players in providing relevant and accurate information.
				Media and Communication Unit to	

				draft message – setting out which service has been interrupted, which areas are affected, what the problem is, repair progress and estimated timeframe.	
				Supervisor must inform Media and Communication Unit if circumstances change.	
Crisis Communication					
Communication	Media and Communication Unit, JOC, Relevant Departments	Immediate/ As required	Social Media, Print Media, Broadcast Media	Establish a JOC including all roleplayers and WhatsApp group for communication between key roleplayers.	To implement
				Popularise public contact number.	
				Draft regular short updates in consultation with the Mayor, designated Mayoral Committee Member and Municipal Manager.	
				Distributed on all platforms.	
				To facilitate interviews/ site visits.	
Call Centre					

Call Centre	Call Centre, Media and Communication Unit	Daily/As required	Social Media and WhatsApp	Communicates and relay communication to relevant stakeholders about service delivery matters.	Ensure proper capacity available to deal with incoming communication. Ensure high level of service and professionalism of employees while dealing with stakeholders.
Miscellaneous					
LED Screen	Media and Communication Unit	As required/ Ongoing	LED Screen	Display information and other promotional material.	Secure funding for additional LED Screens. Create revenue opportunity via advertisements.
Service Accounts	Media and Communication Unit	Monthly	Service Accounts	Advertise programmes/ messages on available free space.	Improve use of space.

10. CONCLUSION

A media and communication strategy is a vital component of overall organisational strategy, contributing to brand success, stakeholder engagement, and adaptability in a dynamic and competitive environment.

It must be noted that the success of the above platforms relies on the speed with which the relevant information is received to disseminate.

Approved by Council: 30 January 2024

Council Resolution: 24/01/DMMI

A handwritten signature in black ink, appearing to read 'C. Du Plessis', written in a cursive style.

MR. C. DU PLESSIS

MUNICIPAL MANAGER