

Molemole Municipality

**REVIEWED
Communication
Strategy
2018/2019**



1. MUNICIPALITY'S VISION

A developmental people driven organization that serves its people

2. MUNICIPALITY'S MISSION

To provide essential and sustainable services in an efficient and effective manner.

3. VALUES

- Honesty
- Integrity
- Confidentiality
- Accountability
- Transparency
- Democratic participation by the community members

INTRODUCTION

This Strategy seeks to implement the National Communication Policy, which is founded on the national legislative and policy framework, including but not limited to:

- The Constitution of the Republic of South Africa, 1996
- The National Communication Strategy Framework 2014-2019
- The Social Media Policy Guidelines 2011
- Local Government : Municipal Systems Act, 32 of 2000;
- Promotion of Access to Information Act, 2 of 2000; and
- Intergovernmental Relations Framework, 13 of 2005.

The Strategy provides practical communication projects and targets to be pursued during the 2018/19 financial year and is amenable to regular amendments to ensure achievement of the objectives of the Communication within the dynamic local government environment.

The intensification of outreach campaigns and more use of platforms such as Council Outreaches, Thusong Services Centre, Ward Committees and Social Media is critical for local government

Leadership to remain in touch with the people, understand their concerns and address their needs.

This document sets out strategies to improve and also create a positive image of Molemole Municipality. It is also based on Chapter 4 of the Municipality Systems Act that the municipality must create conditions for communities to partake in its affairs.



OBJECTIVES

- Influence media agenda.
- Inform and encourage participation of stakeholders
- Encourage internal communication.
- Promote public participation.
- Market Municipal activities
- Promote information flow.

CORE-FUNCTIONS

- Educate the public and encourage public participation in government processes and policies
- Encourage participation between the municipality and sector departments.
- Promote dissemination and access to information
- Promote, maintain and enhance positive image of the municipality.
- Knowing the needs of the people.

CHALLENGES

- Negative media relations.
- Limited financial resources
- Limited human resources
- Limited understanding of local government works
- Building good relationship with the traditional leaders.

MUNICIPAL AREA AND DEMOGRAPHIC PROFILE

Molemole Municipality is predominantly rural, with two small towns; Mogwadi and Morebeng and is one of four local municipalities within the Capricorn District Municipality, with a population of 108,321 people, the majority of its population black people. The Municipal head office is 60kms to the north of Polokwane, with a population density of 31.9 persons per square kilometre.

The Municipality has a total of 16 Wards, with at least 37 registered villages, clustered into Western and Eastern parts and now parts of the Disestablished Aganang Municipality.

POLITICAL COMPOSITION

The council is made up of 32 councillors including the Mayor, Speaker and Chief Whip. From Council members, there are six(6) EXCO members, sixteen (16) Ward Councillors and ten (10) PR Councillors.

KEY COMMUNICATORS

- Mayor and Councillors
- Municipal Manager
- Communication Officer

COMMUNICATIONS TOOLS

INTERNAL

- Newsletter
- Municipal Events
- Notice boards
- E-mails

EXTERNAL

- Council Outreaches
- Media
- Newsletter
- Social Media
- Municipal Website
- Municipal Events
- Pamphlets

STAKEHOLDERS

INTERNAL

- Council
- Executive Committee
- Management
- Staff Members
- Labour unions
- Ward Committees

EXTERNAL

- Capricorn District Municipality
- Provincial and National Departments
- Non-Governmental Organizations
- Traditional leaders
- SALGA
- Media
- National and provincial departments
- Community Members

Key Communication Drivers

- The State of the Nation Address
- State of the Province Address
- State of the District Address
- IDP Programme
- Municipal Budget
- Annual Reports



- Council Outreach Programmes

Month	Activity	Communication Tool
June 16	National Youth Day	
June	Youth Development Month	Campaign Awareness
July 18	International Mandela Day	
August 02-07	National Science Week	
August 09	National Women's Day	
September	Tourism Month	
September	National Heritage Month	
September 24	Heritage Day	
October	Mental Illness Awareness Month	
November	Council Outreach Programs	
November 25	16 of Activism against Women and children abuse	
December 01	World Aids Day	
January	Back to School Campaigns	
February	SONA/SOPA	
March 21	National Human Rights Day	
March	Water Celebration Week	
April 27	National Freedom Day	
April	IDP/Budget Review	
May	IDP/Budget Adoption	

COMMUNICATIONS TOOLS

1. NEWSLETTER.

- The unit is producing quarterly newsletter.

OBJECTIVES:

- To bring mutual understanding and interactive communication between the



municipality and the public.

CRITERIA

- An official newsletter is compiled and distributed across the municipality quarterly.
- Communities are allowed to address the municipality by articles through the newsletter.
- All letters to the chief editor are responded to.
- Data base of community structures is established and updated annually.
- Municipal communication unit attend and help communicate activities, functions and programs of community structures.
- Community structures are encouraged to contribute news to the municipal publication.

2. WEBSITE

- Municipal website is established.

OBJECTIVES:

- To forge links and professional work relation with other sectors.

CRITERIA

- The website be updated frequently.
- The website be linked with both the national and provincial government's websites as well as to website of all municipalities within the province in case where such sites exist.
- All public reports, policies and speeches of the Mayor and Municipal Manager are posted on the website.
- The website address be printed on all the municipal publication, newsletter, promotional material and business cards

4. SOCIAL MEDIA

- Municipal Facebook and Twitter accounts to be established and funded via the Communications office.

OBJECTIVES:

- Establish a social media presence as well as promote Municipal presence on the World Wide Web.

CRITERIA:

- Twitter and Facebook accounts to be updated only the Communications Department
- Updates to be signed off with initials
- Updates to be done as and when required, with news and or information of Municipal activities.
- Social media links and handles to be printed on Municipal Communication

COMMUNICATION CYCLE

July – September



- Popularisation of the IDP and Budget through the interviews with the Mayor and budget publications in local papers
- IDP report back meetings
- Women's month interviews with the Mayor on local radio stations
- Mayoral Imbizo

October – December

- Financial Statements and Annual Reports
- IDP Review First Phase
- Festive season messages to stakeholders – Arrive Alive
- Mayoral Imbizo

January – March

- IDP Community Consultations
- Service Delivery Reports
- Easter Holiday Messages (Arrive Alive)

April – June

- Budget Speech
- State of the Municipal Address
- Budget and IDP Outline with the Mayor
- Youth month interview with the Mayor

MEDIA RELATION STRATEGY

EXECUTIVE SUMMARY

Molemole Municipality is a client centered organization that values the role of media in addressing the public who are indirectly, as there are issues that need to be managed in order to protect the image and reputation of Molemole.

More specifically what this means is the management of issues and stakeholders relationship that ultimately impact on the destiny and reputation management. The strategy is aimed at generating mutual understanding between the media and our municipality that will eliminate risks promote creativity, growth and new opportunities.

CORPORATE STRATEGIC INTENT ORGANISATION'S VISION

Molemole Municipality is a participatory Municipality that turns prevailing challenges in to opportunities for growth and development through optimal utilization of available resources.

ORGANISATION'S OBJECTIVES

- To improve technology efficiencies and quality



- To satisfy all communities
- To create a dynamic learning organization.

OVERALL DIVISION OBJECTIVES

- To protect, manage and promote Molemole Municipality's image and reputation through strategic communication.

AIMS AND OBJECTIVES

- To outline media relation major activities of Molemole.
- To enhance and sustain strategic relations with various departments to obtain support from them.
- To show how media Relations will influence, where possible media interest towards the municipality.
- To show how issues that are facing municipality from the media will be dealt with.

TARGET PUBLICS:

The following target publics have been determined in view of Media Relations strategy. Internal staff, especially managers, would be required to support the strategy, assist in identifying the potential issues and opportunities in their spheres of activity.

The targets are:

- Municipality management
- Labour Unions
- Councillors
- Communities

LINKAGES CONCEPT

In putting the strategy, it is important for the municipality to understand the level of influence that public and stakeholders has on its operations. Main linkages for Media Relation have to be with internal departments so that they can be able to address issues together. Importance departments like Technical department, Local Economic Development, Corporate department, should have strong links with Media Relations of the municipality.

MESSAGES

With this strategy, Media Relations will strive to promote the following messages about municipality:

- Service delivery
- Poverty alleviation projects.
- Infrastructure development

STAKE HOLDER RELATIONS



The main stake holders for media relations division are journalists. It is important that the municipality strengthen relations with the media so that it gets positive publicity and to understand what municipality is all about. This will be done through:

Media tours


- Touring of municipal projects so that journalists have first-hand information on the projects.
- Touring municipal facilities.
- Touring municipal satellite offices.
- Touring Municipal projects to update the media on progress

Media house visits

The visits are meant to familiarized municipality communication unit with the media and see how journalists operate as well as to address issues with the media. We will visit:

Newspapers (provincial and National)
Radio Stations (Community and Regional)

APPROVAL:

SIGNATURE	
SURNAME AND INITIALS	PAYA M.E
DESIGNATION	MAYOR
COUNCIL RESOLUTION NUMBER	
COUNCIL DATE	