

COMMUNICATION PLAN AND CHECKLIST

1. Task team members contacts and brief activity report

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Pillars of the action plan

1. Communication frameworks, protocol & process development
2. Scanning of the communication and media environment
3. Community mobilization plan
4. Stakeholder engagement and mobile services coordination plan
5. Branding plan
6. Media engagement
7. Product development and distribution plan
8. Social media engagement

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
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As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
COMMUNICATION FRAMEWORKS, PROTOCOLS & PROCESS DEVELOPMENT					
1. Develop communication strategy document and action plan. Documents sent to the Presidency, COGTA, OTP and COGTA.	Communications workstream led by the Provincial core team; (OTP; COGTA and, GCIS)	12/09/2014	None		
2. Strategy and plan sent to the Presidency, COGTA and OTP	(GCIS)	12/09/2014	None		
3. Development of key messages.	Communications work stream and sign off by the Presidency.	12/09/2014	None		
4. Circulate the branding plan for the Presidential Imbizo	GCIS	12/09/2014	<i>No co-branding is permitted.</i>		
5. Artworks and designs	GCIS and Presidency	17/09/2014	None		
6. Secure videography and photography.	GCIS and OTP	12/09/2014	None		
7. 50 Branded media packs produced	The Presidency and OTP	23/09/2014	None		
8. Development of media advisory for all media	The Presidency and GCIS	25/09/2014	Presidency leads the development of media advisory. ONE advisory to be developed with contact from across the THREE spheres.		
9. Development of media statements for all media engagements planned pre, during and posts the Presidential visit.	Presidency & OTP	As and when required	None		
10. Preparing of the media packs containing: <ul style="list-style-type: none"> Activity schedule 	Presidency, COGTA and OTP	23/09/2014	None		

As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
<ul style="list-style-type: none"> Any relevant information on Imbali township 					
11. Media Accreditation	GCIS	25/09-29/09	None		
SCANNING OF THE COMMUNICATION & MEDIA ENVIRONMENT					
12. Communication environmental assessment report on service delivery issues	GCIS	12/09/2014	None		
13. Weekly media scanning	GCIS	Daily starting from 15/09/14	None		
COMMUNITY MOBILIZATION PLAN					
14. Loudhailing preparing for the Presidential public participation engagement session.		25, 26,27,28 Sep 2014	None		
15. Street Banners (5) 4 single sided 1 double sided	COGTA and OTP	22/09/2014	None		
16. Posters for community meeting, site visits and mobilisation = 2000	OTP	22/09/2014	None		
STAKEHOLDER ENGAGEMENT & MOBILE SERVICES COORDINATION PLAN					
17. Engagement meeting with Departments offering mobile services in line with the FIVE priorities and coordination of information exhibition stands with Departments	OTP	12/09/2014.	None		
18. Mobile services deployment at the community engagement session.	OTP and Umsunduzi OSS Local Task Team	29/09/2014	None		

As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
BRANDING PLAN					
19. Branding for the Presidential Imbizo venue.	Backdrop and other products to be procured by the GCIS Provincial office	15/09/2014	No co- branding.		
20. Branding of the podium inside the community engagement session.	GCIS	30/09/2014	None		
21. Branding of service delivery and information stalls at the community engagement meeting.	OTP & GCIS to oversee and sector departments are to do their branding in and outside their stalls.	30/09/2014	None		
PRODUCT DEVELOPMENT AND DISTRIBUTION PLAN					
22. 5 000 mobilisation leaflets.	OTP	22/09 /2014	None		
23. 800 posters for community meeting to be used for branding the venue area and general mobilization.	OTP	22-30 – 09/2014	None		
24. 05 street Banners 4 single sided 1 double sided	COGTA	19/09/2014	None		
25. Special SIMAMA on Umsunduzi Municipality	OTP	26/09/2014	None		
PRE MEDIA ENGAGEMENT APPROACH & MOBILIZATION None					
(PRE)					
26. Mobilization adverts through Ukhozi FM to be played 03 times a day as from Friday the 19 th of September 2014	OTP	19/09/14- 30/09/2014	None		

As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
27. Mobilization through Ukhozi FM programme by the Mayor Umsunduzi LM Done on Tuesday 23/09/14 by District MM	Umsunduzi LM	23/09/2014	None		
28. Placement of adverts on print media preferably local media	GCIS and Umsunduzi LM	18/09/2014 & 25/09/2014	None		
29. Placement of adverts on print media preferably main stream	OTP	19/09/2014-28/09/2014			
30. Provincial media launch of the Presidential monitoring visit to the KwaZulu Natal: Premier linked to Ukhozi breakfast show.	OTP	29/09/2014	None		
31. Preparation of media packs	Presidency; GCIS & OTP	29/09/2014	None		
32. Distribution of media advisory and invites (Radio and print) through Ukhozi FM, SA FM, dailies and local newspapers	The Presidency, OTP, GCIS	26-29 /09/2014	None		
33. MEC for COGTA on Ukhozi FM	COGTA	26/09/2014	None		
34. Umgungundlovu District Mayor on Umgungundlovu FM	Umgungundlovu	26/09/2014	None		
MEDIA ENGAGEMENT & MANAGEMENT APPROACH (DURING)					
35. Morning live crossing from Imbali Township <ul style="list-style-type: none"> • Umgungundlovu Mayor @ 7h30am • Minister Radebe@ 7h35 am • Premier of KwaZulu 	The Presidency	30/09/2014	None	None	None

As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
Natal@ 7h40am <ul style="list-style-type: none"> Morning live times and exact venue are not confirmed yet 					
36. Live crossing Ukhozi Breakfast show slot (07h50 – 8h00 am) for Premier Mchunu	OTP	30/09/2014	None		
37. Media management and general coordination, including transport arrangements	The Presidency OTP, COGTA & GCIS.	30/09/2014	None		
38. Management of Media during site visits.	Communicators from all line departments, OTP and the GCIS.	30/09/2014	None		
MEDIA ENGAGEMENT APPROACH & MOBILIZATION (POST)					
39. Post visit print article.	Umsunduzi communications/GCIS	2 /09/2014	None		
40. Post link to Ukhozi FM evening news show MEC for COGTA. 6:00-6h30 pm	COGTA	30/09/2014			
41. Post interview by Umsunduzi Mayor on Umgungundlovu Radio	GCIS and Umsunduzi LM	1/10/2014			
42. Continuous communication and profiling of service delivery milestones post the Presidential Imbizo. (feedback)	Premier, DG, MECs, Mayors, MMs and government communicators.	30/11/2014			
SOCIAL MEDIA ENGAGEMENT PLAN					
43. Update Presidency facebook and	The Presidency	Updates as	None		

As at 9 September 2014

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE & DATE	REMARKS	BUDGET	STATUS
Twitter sites on Imbali Presidential Imbizo		necessary			
44. Uploading content and pictures on GCIS Twitter site	GCIS	30/09.2014 and thereafter as necessary	None		
45. Uploading content and pictures on KwaZulu Natal Provincial Government Twitter and Facebook sites	OTP	30/09.2014 and thereafter as necessary	None		
46. Uploading content and pictures on Umgungundlovu DM facebook and Twitter sites	Umgungundlovu	30/09.2014 and thereafter as necessary	None		
47. Uploading content on Umsunduzi Facebook and Twitter site	Umsunduzi	30/09.2014 and thereafter as necessary	None		
48. Uploading content on all relevant government websites	All relevant departments	30/09.2014 and thereafter as necessary	None		
SHOWCASING OF SERVICE DELIVERY PROGRAMMES					
COMMUNICATION ACTIVITY	RECOMMENDATIONS	RESPONSIBILITY		STATUS	
49. Media walkabout as the President and the Executive visits households	Provincial Steering Committee will determine final programme	OTP and Presidency		None	
50. Media walkabout as the President and the Executive visits service delivery stalls	Home Affairs, SASSA, DoH, and other service departments	OTP, GCIS, COGTA		None	