



2010 NATIONAL COMMUNICATIONS PARTNERSHIP MEDIA & COMMUNICATIONS CLUSTER FUNCTION

1. POSITIONING

Of the four core clusters, Media & Comms is most closely linked to Marketing & Advertising and in fact, could really be an integral part of that cluster. The reason that it is not is because it is required to play a key role in creating an environment in which the Marketing & Advertising cluster can best function. Most specifically, this will be with regard to engaging the editorial component of the media industry to ensure that the Marketing & Advertising cluster will have the best possible access to all relevant communications platforms and vice-versa.

Apart from the media industry, the Media & Comms cluster will also need to ensure that all private and public sector communications bodies are receptive to the products of the Marketing & Advertising cluster.

In short, the main function Media & Comms Cluster is facilitation through engagement.

2. STRUCTURE

It is anticipated that the Media & Comms Cluster (M&CC) will be dynamic in structure, by co-opting relevant individuals to assist with whatever task it sets itself. For example, in terms of engaging with SANEF, it would seek to involve respected media industry people such as Tim Modise and others who have the respect of the country's leading editors.

3. OBJECTIVES

The primary objective of the M&CC will be to engage with the editorial component of the country's media, via its representative body, SANEF. In addition it will also engage with the representative body for foreign media in SA as well as, where necessary, industry bodies representing the Marketing, Advertising, Public Relations, Direct Marketing industries etc.

4. ENGAGEMENT STRATEGY

Overall strategy will not be based on simply requesting various media groups and other representative bodies to say nice things about South Africa relative to 2010 and to refrain from negative publicity.

On the contrary, the best rules of engagement will be on the basis of mutual respect and mutual co-operation. Therefore, to use the engagement with SANEF as an

example, the objective will be to first of all ask SANEF to consider working with the 2010 NCP on the basis of what the NCP can do to make it easier for the media to access 2010 information, people and peripheral issues.

Secondly, it will be suggested that as 2010 is a fait accompli and of such importance to not only the future of the country, but the media industry as well, that the media should consider itself more than simply a messenger but a participant and beneficiary.

It will be strongly emphasised that this engagement will NOT be on the basis of the NCP attempting to encourage sunshine journalism or suppress coverage and comment when things go wrong. The whole idea will be to open a line of communication so that, for example, the NCP can identify potential issues before they occur and ensure that the media is made aware of them. Equally, involvement by SANEF would ensure that the media is made aware of all manner of events and meetings well in advance and the more of these that the media is able to attend the less likely it will be for misunderstandings, misquoting and so on, to occur.