

## **Government Media: Essential Tools for Communicators and Journalists**

**This is an accredited and certificated five-day course offered by Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership, an associate institute of the University's School of Journalism and Media Studies.**

**Course participants need to have a tertiary-level education and at least three years' work experience to enrol on this course, which is accredited at the National Qualifications Framework Level 6.**

**The course targets communicators who work in the national, provincial and district government communications departments, or those who regularly interface with the media such as municipal managers and mayors.**

**It covers the following modules:**

- 1. Reporting for Government Newspapers:** This module focuses on practical reporting exercises based on simulated national government/local government events and also looks at the key roles that news editors/editors play to guide their reporting staffs to produce accurate, truthful, impartial, balanced and timely news that matters to audiences and the implications of this for government communicators.
- 2. Handling of Media and External Relations:** This module examines how the print, broadcast and multi-platform media operates; what the media expects from national government/local government communications officers; and it also gives participants a variety of important tips and simulations on how to handle media interviews, press releases and press statements, etc.

- 3. Handling of Campaign Programmes:** This module focuses on what national/local government communication officers need to do to prepare for and run an effective communication campaign programme and how to evaluate its success or failure.
- 4. Role of Editorial Independence and Journalistic Ethics:** This module looks at the critical role and relevance of editorial independence and media ethics to journalism in a democracy and how these act as best guarantors for any media company's credibility and profitability. It examines the implications editorial independence and ethics for government communicators.
- 5. Leadership and Human Resources Management:** This module covers key aspects of leadership and management and how they impact the overall operations of any organization; the human resources element of this module focuses on recruitment, training, assessment, incentives, discipline and redundancy in any organization. The key is to make the right appointments and we consider some useful pointers from South Africa's human resources and labour perspectives.

**END OF BRIEF COURSE OUTLINE OF GOVT MEDIA COURSE**