

POLICY: CORPORATE PUBLICATIONS

Item A-COM (2-2004) CM 26/08/2004	COMMUNICATIONS AND MARKETING DIRECTORATE: CORPORATE PUBLICATIONS POLICY
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RESOLVED:

1. **That** the report on a Corporate Publications Policy for the Ekurhuleni Metropolitan Municipality **BE NOTED**.
2. **That** the Corporate Publications Policy attached as **Annexure "A"** to the report **BE APPROVED** as the policy of the Ekurhuleni Metropolitan Municipality.
3. **That** an Editorial Committee **BE ESTABLISHED** to make recommendations regarding the content of newsletters and all other publication material.

ANNEXURE A

**EKURHULENI METROPOLITAN MUNICIPALITY
PUBLICATIONS POLICY****1. DEFINITIONS**

For the sake of this policy:

PRINT PUBLICATIONS – All corporate print publications issued on behalf of the EMM, intended as a conduit of information to internal or external audiences, including Internal and External newsletters; Corporate Sales Packs; Annual Reports; Budget Speeches; Term Reports; and Brochures. It excludes memoranda and letters on official stationery.

AD-HOC PUBLICATIONS - Are defined as impromptu printed materials bearing the name “Ekurhuleni Metropolitan Municipality” or its coat of arms and/or logo and acting as a conduit of corporate information between the Ekurhuleni Metropolitan Municipality and its internal or external publics, such as Department specific brochures, guides, posters and flyers. It excludes administrative memoranda and letters on official stationery.

INTERNAL NEWSLETTER – Is defined as the official publication providing information to employees, printed at regular intervals and bearing the name “Ekurhuleni Metropolitan Municipality” or its coat of arms and/or logo and acting as a conduit of information between the Ekurhuleni Metropolitan Municipality and its employees. It excludes memoranda and letters on official stationery.

EXTERNAL NEWSLETTER – Is defined as the official publication providing information to residents of Ekurhuleni, printed at regular intervals and bearing the name “Ekurhuleni Metropolitan Municipality” or its coat of arms and/or logo and acting as a conduit of information between the Ekurhuleni Metropolitan Municipality and residents (the community) within its area of jurisdiction. It excludes memoranda and letters on official stationery.

DEPARTMENTAL BULLETIN – Is defined as a publication bearing the name “Ekurhuleni Metropolitan Municipality” or its coat of arms or logo together with the Department name and acting as a function and department-specific conduit of professional and social information between an Executive Director of a Department and staff of the Department.

ELECTRONIC PUBLICATIONS – Are defined as text and/or graphics, sound and animation resources available on the World Wide Web, bearing the name “Ekurhuleni Metropolitan Municipality” or its coat of arms and/or logo and accessed through the hypertext transfer protocol or other means. It also includes e-mail newsletters and other e-mailed promotional materials, but excludes text e-mail messages for administrative purposes.

DIRECTOR: COMMUNICATIONS AND MARKETING – Refers to the incumbent, or person specifically delegated for this function by the Director: Communications and Marketing.

CLIENT DEPARTMENT – Refers to any Department requesting assistance with the production of a publication, represented by an individual who is fully authorised to act on behalf of the Department concerned.

2. BACKGROUND

This policy aims to formalise policy on the design, compilation and dissemination of printed and electronic corporate publications of the Ekurhuleni Metropolitan Municipality, referring primarily, but not exclusively, to municipal reports, official newsletters and the Metro's Internet Website, and informed by the communications policy that guides the work of the Communications and Marketing Directorate in communicating on behalf of EMM.

Communication of the activities and plans of the Metro through various communication channels to its staff and 2,5 million residents has been identified as a critical success factor in the Communications Strategy developed for the Ekurhuleni Metropolitan Municipality.

With an organisation the size of the Metro, there is a definite need for a cohesive policy that will address the issue of official printed and electronic communication between the Ekurhuleni Metropolitan Municipality and its various publics. It is imperative that the Council communicates with its various stakeholders to ensure transparency and accountability.

As part of the key performance areas of the Communications and Marketing Directorate, this directorate is responsible for all corporate publications of the Ekurhuleni Metropolitan Municipality and use these as a vital medium of communicating with the various stakeholders.

It is important for all departments to acknowledge the established publications identified by the Communications and Marketing Directorate and to utilise and support these as the official voice of the EMM.

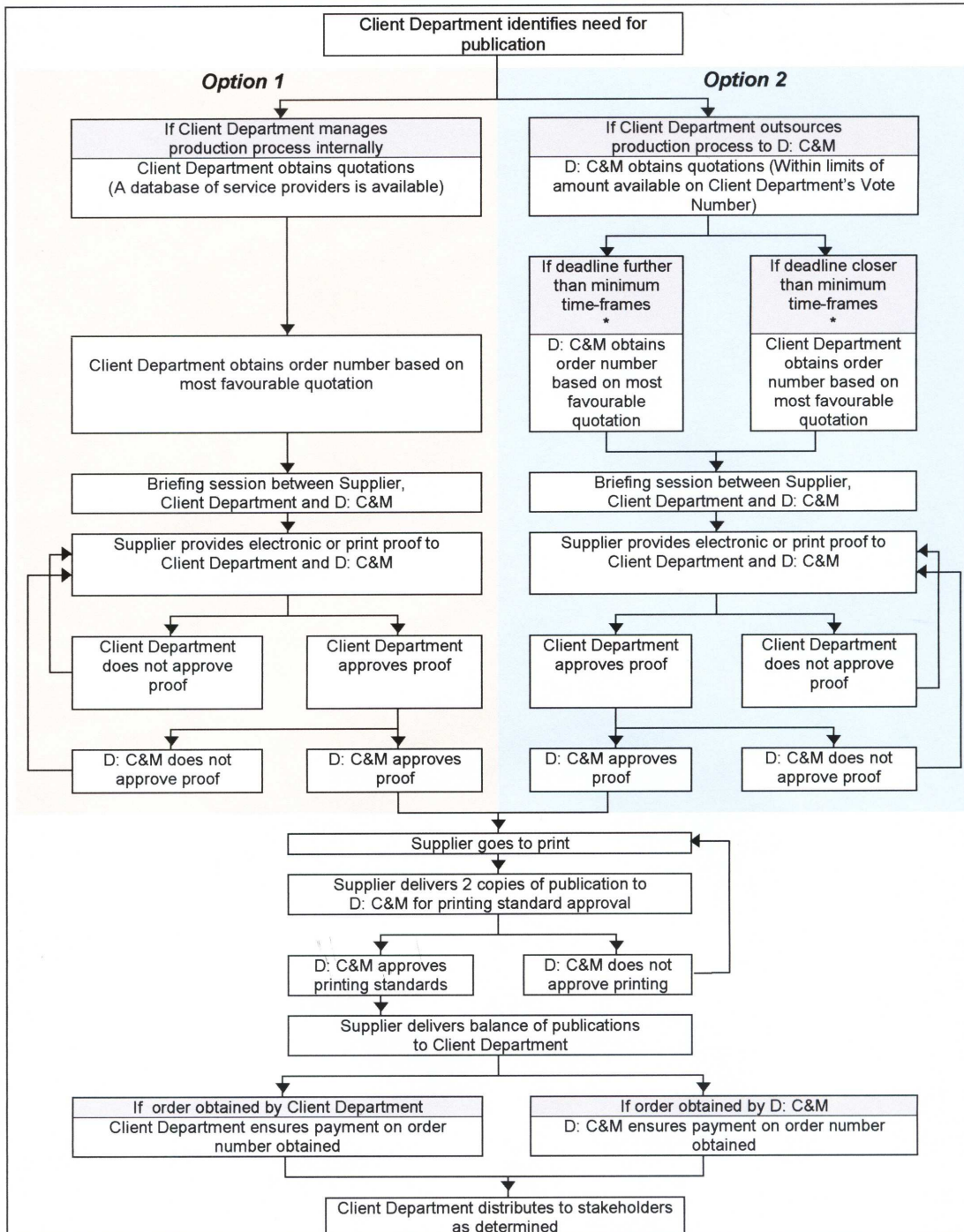
3. PROCESS

The aim of this Policy is not to centrally produce every single Council publication, as the resources to deal with such a workload are simply not available to the Directorate: Communications and Marketing. It is also not meant to be pedantic in executing the responsibilities of the Directorate; in ensuring that corporate design standards are maintained.

Rather, it aims to provide guidance to Departments on the process to be followed to ensure all publications issued on behalf of the Ekurhuleni Metropolitan Municipality conform to applicable policies and are of a high standard.

This Policy therefore proposes that Departments wishing to produce a publication follow one of two options in achieving the best possible outcome. The options are indicated graphically by means of a flow-chart below.

PUBLICATIONS PRODUCTION FLOW-CHART



- * • Final time-frames can only be confirmed after consultation.
- A minimum of 15 working days should be allowed for cards, invitations, flyers, posters and other one or two page products that can be designed in-house but are printed externally.
- A minimum of 20 working days should be allowed for booklets, brochures and other products exceeding 2 printed pages.
- Quotations will be sourced and forwarded to the client to obtain an order number should the project not fall within the minimum time-frames.
- Work may not commence on any project until an order number is supplied.

3.1 Option 1 provides for the Client Department project managing the whole production process. Involvement of the Communications and Marketing Directorate is confined to liaison with preferred suppliers regarding design

standards and corporate identity use, final approval of the product prior to print and ensuring that print standards are met.

- 3.2 Option 2 provides for the Communications and Marketing Directorate project managing the whole production process on behalf of, and to the specifications set by, the Client Department.

Depending on the time-frames involved, it could even extend as far as sourcing of quotations, processing of orders, setting up briefing and proofing meetings, monitoring the print process and ensuring production dead-lines are met.

While the processes outlined in Option 1 and Option 2 are set, Client Departments are free to choose which option will best suit their proposed publication.

As far as the financial processes are concerned, the party requesting quotations (whether the Client Department or the Directorate: Communications and Marketing) will be responsible for generating the official order and ensuring payment of the suppliers.

4. PRINT PUBLICATIONS

The following is a list, not intended to be all-inclusive, of corporate print publications covered by this policy:

- Internal and External newsletters:
- Corporate Sales Packs:
- Annual Reports;
- Budget Speeches;
- Term Reports;
- Corporate Brochures;
- Departmental Brochures;
- Posters;
- Flyers;
- Invitations; and
- Programmes.

The Communications and Marketing Directorate must approve all corporate print publications issued on behalf of the EMM, intended for use by internal or external audiences.

In addition, all publications bearing the name “Ekurhuleni Metropolitan Municipality,” its coat of arms or logo intended for external and internal audiences must conform to the Corporate Identity Policy as approved by the Ekurhuleni Metropolitan Municipality.

Whatever the origin of each item produced, or the budget to which it will be charged, all publications meant for distribution to internal or external audiences on behalf of the Municipality are to be approved by the Communications & Marketing Directorate prior to print, to ensure consistency, content, specifications and compliance with the Corporate Identity.

Further, the Directorate of Communications and Marketing is charged with maintaining a high standard of quality and appearance at the best possible cost.

Ultimately, an effective publication will be a successful communication piece, which provides solutions and aids the entire organisation.

In execution of the Publications Policy, the following should be noted and implemented in terms of print publications:

- 4.1 Scheduling and format of proposed publications will be determined on the basis of consultation between the Communications and Marketing Directorate and the Client;
- 4.2 All outsourcing of work will take place at the discretion of the Director: Communications and Marketing. In such instances, quotations will be sought and referred to the Client for acceptance;
- 4.3 Preference will be given to local suppliers in line with the EMM Procurement Policy; provided the local supplier's skills, track record and expertise fulfill the requirements of the project;
- 4.4 Only once an order number is available will instruction be issued to proceed with production;
- 4.5 If the production process is outsourced to the Directorate of Communications and Marketing, the Directorate will remain the conduit for communication between the Client and the Supplier;
- 4.6 All translation services will be outsourced at the cost of the Client, until such time as a translation unit is established within the Municipality, and subject to any directive or policy regarding the use of official languages;
- 4.7 All copy and design is subject to approval from both Client and the Director: Communications and Marketing, prior to publication;
- 4.8 The Director: Communications and Marketing will have final interpretive authority in terms of this policy, as pertains its use in or on print publications; and
- 4.9 Distribution of all printed materials is the sole responsibility of the Client.

5. ELECTRONIC PUBLICATIONS

All corporate electronic publications issued on behalf of the EMM, intended for use by internal or external audiences, must be approved by the Communications and Marketing Directorate.

The following is a list, not intended to be all-inclusive, of corporate electronic publications covered by this policy:

- Internet Websites;
- Intranet Websites;
- Corporate screensavers;
- Corporate wallpapers;
- Standard e-mail stationery and
- Bulk e-mailers.

The Mayoral Committee, at its meeting of 6 December 2001, approved a report on the design and implementation of the official Internet website of the Metro, which assigned the co-ordination of this marketing function to the Communications and Marketing Directorate.

In execution of the Publications Policy, the following should be noted and implemented in terms of Electronic Publications:

- 5.1 The Communications and Marketing Directorate will serve as the co-ordinating office and final editor for all content contained in official electronic publications, whether intended for use by internal or external audiences;
- 5.2 The website www.ekurhuleni.com will be the only official presence of the Ekurhuleni Metropolitan Municipality on the World Wide Web;
- 5.3 No project specific websites may be published and/or linked to the official website of the Ekurhuleni Metropolitan Municipality, without the approval of the Communications and Marketing Directorate;
- 5.4 The Communications and Marketing Directorate will publish all/any electronic newsletters;
- 5.5 Each Department is responsible for the identification of a departmental representative, responsible for updating the website information pertaining to that department only;
- 5.6 The responsibility to ensure the accuracy of all materials received from Departments and placed on the website, is that of the relevant Executive Director;
- 5.7 The Director: Communications and Marketing will have final interpretive authority in terms of this policy, as pertains its use in electronic publications; and
- 5.8 The Communications and Marketing Directorate is responsible for maintaining a high standard of quality and appearance for electronic publications as a whole.

6. DEPARTMENTAL BULLETINS

Executive Directors wishing to communicate directly within their departments with an internal publication may do so via Departmental Bulletins. However, this policy seeks to ensure maximum use of existing publications resources, thus departments are encouraged to use the official internal newsletter to communicate to the broader staff complement.

In execution of the Publications Policy, the following should be noted and implemented in terms of Departmental Bulletins:

- 6.1 Departmental Bulletins should be complimentary to, rather than competitive with, the Metro's official newsletter for all staff members, as this is the appropriate publication for release of news that affects all Metro employees or carries interest that crosses department lines;
- 6.2 Departmental Bulletins are internal publications and may not be distributed to an external audience;
- 6.3 Departmental Bulletins must appear under the name "Ekurhuleni Metropolitan Municipality", be entitled "(Department Name) Bulletin" and display the official logo of the Ekurhuleni Metropolitan Municipality;
- 6.4 No logos other than the official Ekurhuleni Metropolitan Municipality logo or mayoral crest may be used, where applicable;
- 6.5 The design of the publication and use of the official logo must conform to the Corporate Identity Policy;
- 6.6 The date of publication, name and contact details of the newsletter editor must appear on each issue;
- 6.7 Departmental Bulletins must be produced in template format, the first of which must be designed in consultation with the Director: Communications and Marketing;
- 6.8 Subsequent editions must be submitted to the Director: Communications and Marketing, for approval prior to print;

- 6.9 The information must be department-specific and of no interest to, or duplicated in, the Metro's official newsletters;
- 6.10 Any news items not specific to the department require approval of the Director: Communications and Marketing for publication;
- 6.11 In addition to professional, department-related policy news, such publications are also the appropriate source for social news. For example, announcements of marriages, births and birthdays;
- 6.12 Each department's staff is responsible for compilation of Departmental Bulletin content;
- 6.13 Each department's Executive Director is responsible for approval of proposed content prior to submission for layout;
- 6.14 Production schedules, printing and distribution are matters to be handled by the individual departments;
- 6.15 Two copies of all completed (printed) publications are to be sent to the Director: Communications and Marketing for approval of printing standards, prior to distribution; and
- 6.16 All publication costs are to be borne by the individual departments.

7. DEPARTMENTAL PRINTING AND STATIONERY

In execution of the Publications Policy, the following should be noted and implemented in terms of Departmental Printing and Stationery:

- 7.1 Stationery must be budgeted for and purchased by each Department;
- 7.2 The Communication and Marketing Directorate will design and approve all stationery for use within the Metro, as it is the official custodian of the Corporate Identity;
- 7.3 Templates for memoranda and fax cover sheets for all departments have been designed and must be used exclusively; and
- 7.4 In order to ensure corporate uniformity, no modifications or alteration of the existing template may take place without approval of the Director: Communications and Marketing.

8. GRAPHIC DESIGN

The Communications and Marketing Directorate has the capacity to assist Departments with the graphic design of publications such as notices, flyers and posters.

In execution of the Publications Policy, the following should be noted and implemented in terms of Graphic Design of publications:

- 8.1 Graphic Design assistance will only be provided for official projects;
- 8.2 All information must be provided electronically for the design and layout of documents;
- 8.3 All projects must carry the approval of the Executive Director of the relevant Department, as well as the Director: Communications and Marketing;
- 8.4 No Department wishing to design their own publications may proceed to print without prior approval of the design by the Director: Communications and Marketing;
- 8.5 The Directorate Communications and Marketing may provide templates for frequently requested design work, such as birthday cards and programmes, in Microsoft Word format; and

8.6 Printing and distribution of template-based publications are the responsibility of the relevant Department. However, two copies of all completed (printed) publications are to be sent to the Director: Communications and Marketing for approval of printing standards, prior to distribution;

9. CORPORATE IDENTITY

The Corporate Identity of the Ekurhuleni Metropolitan Municipality was approved by Council at its meeting held on 31 May 2001, and the Communications and Marketing Directorate entrusted with maintaining the integrity of its use.

In execution of the Publications Policy, the following should be noted and implemented in terms of the use of the Corporate Identity in or on any publications:

9.1 All publications issued on behalf of the Ekurhuleni Metropolitan Municipality must apply the Corporate Identity in terms of the approved Corporate Identity Policy of Council;

9.2 The corporate logo and mayoral crest are registered trademarks of the Ekurhuleni Metropolitan Municipality and may not be changed or adapted in any way, shape or form in any application;

9.3 The Director: Communications and Marketing, as custodian of the Corporate Identity, will have final interpretive authority in terms of this policy, as pertains its use in or on publications; and

9.4 Requests for approval of the use of Corporate Identity in publications produced by other departments must be accompanied by a chromalin or other form of proof as determined by the Director: Communications and Marketing, of the material to be approved.

10. DISCLAIMER, COPYRIGHTS, TRADEMARKS

The Ekurhuleni Metropolitan Municipality retains copyright on published materials, whether in printed or electronic publications or found on its official Internet website.

In execution of the Publications Policy, the following should be noted and implemented in terms of Departmental Bulletins:

10.1 For trademark and copyright protection of print and electronic publications, the following notice, or an amended version thereof, is to be published on the official website of the Ekurhuleni Metropolitan Municipality on www.ekurhuleni.com:

“The material that appears in official print or electronic publications of the Ekurhuleni Metropolitan Municipality is for informational purposes only. Despite our efforts to provide useful and accurate information, errors may appear from time to time.

Before you act on information you've found in our publications, you should confirm any facts that are important to your decision. We are not responsible for, and cannot guarantee the performance of, goods and services provided by those we feature in our publications or website or others to whose sites we link. A mention of a product or link to another website does not constitute an endorsement of that site (nor of any product,

service or other material offered on that site) by the Ekurhuleni Metropolitan Municipality.

Although we make the Ekurhuleni Metropolitan Municipality's publications freely accessible, in doing so, we do not relinquish our rights to the materials appearing on the service. The materials available through our electronic and print publications are the property of the Ekurhuleni Metropolitan Municipality and are protected by copyright, trademark and other intellectual property laws.

Any use of the official corporate identity of the Ekurhuleni Metropolitan Municipality (Company Logo and/or Mayoral Crest) without expressed permission by the owner constitutes trademark and copyright infringements and may lead to legal prosecution.

You are free to copy, display and print for your personal, non-commercial use information you receive through our publications. But you may not otherwise reproduce any of the materials without the prior written consent of the owner.

Requests for permission to reproduce or distribute materials found in the publications of the Ekurhuleni Metropolitan Municipality, should be sent to:

The Director: Communications and Marketing

Ekurhuleni Metropolitan Municipality

Private Bag X1069

Germiston, 1400

Fax: +27 (11) 820 4310/4212

info@ekurhuleni.com

Or any other contact address as may be determined and displayed on the website from time to time.”

10.2 In order to protect copyright, all printed publications must carry the following notice:

“© `year` Ekurhuleni Metropolitan Municipality. All rights reserved.

See copyright notice www.ekurhuleni.com”

11. BUDGET

The Communications and Marketing Directorate makes provision on its annual budget for the cost of corporate publications such as the Internal and External

Newsletters, Annual Reports, Corporate Communications and Marketing Brochures/Publications, Exhibition Materials and the Internet website.

It need be noted though, that no provision is made for ad-hoc publications of other departments; be these brochures, flyers, posters, invitations or others.

In execution of the Publications Policy, the following should be noted and implemented in terms of budgeting for publications:

- 11.1 All ad hoc publications that are department specific are published in line with the special needs of the Department and as such need to be budgeted for by the specific department; and
 - 11.2 Departments must budget for all publications pertaining to Department specific projects; including the costs of copy-writing, translation, design, reproduction, printing, delivery, distribution and any other costs that may be incurred in production of the required publication.
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