



Independent Communications Authority of South Africa

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MEDIA TRAINING FOR ICASA LEADERSHIP AND COMMUNICATIONS TEAM

1. INTRODUCTION

- 1.1. The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications, and postal services sectors in the public interest. ICASA utilises the media to, among others; educate, inform, communicate its objectives, create awareness about its services to the licensees as well as the general South African public.
- 1.2. ICASA has recently appointed new Councillors for a four-year term. The Councillors will be responsible for different portfolios and at times, will be required to communicate the outcomes and programmes of the portfolios to the media. In addition, South Africa's media landscape is always revolving and people who communicate and make decision on behalf of an organisation should always communicate accordingly. It is therefore essential for Councillors and the ICASA EXCO to undergo media training to sharpen their communication competencies and maintain a good representation of ICASA in the media.

2. OBJECTIVES OF THE MEDIA TRAINING

- 2.1. Media training will assist the ICASA Leadership to better understand the ever-changing media landscape;

- 2.2. Media training will provide ICASA Leadership with an insight on how to prepare for interviews and engagements across different mediums (traditional and online media);
- 2.3. The training will provide techniques that will help ICASA Leadership navigate all types of interview situations while communicating ICASA's key messages;
- 2.4. Assist the ICASA leadership to understand the role of Communications in helping ICASA manage its reputation (internally and externally); and
- 2.5. To understand the role of the Communication PR practitioners in directing ICASA's communication goals.

3. TRAINING DETAILS

- 3.1. The media training should take place over a period of two days (half days from 09:00 – 13:00) in a physical setting covering both practical and theory programmes. This training will take place in April 2023.
- 3.2. *Number of the trainees:* 30
- 3.3. The following topics should be extensively covered

Day 1: Theory

- Overview of the South African media landscape
- An overview of ICASA's current state of media engagement. An overview of the current media environment
- The dynamics and structures that shape newsrooms
- Public sector communication and considerations
- Overview and impact of new media for an entity such as ICASA
- How to maximise positive coverage
- Effective preparation for interviews, Press Conferences, and media briefings
- The role of communicators and their importance
- How participants can link projects and campaigns to interviews
- How to create key messages that will gain media coverage and what makes a media interview/story memorable

Day 2: Practical Programme scope

- Conduct practical radio and television interviews in line with ICASA's media engagement using ICASA media case study and unpack with participants
- Participant to analyse each other's interviews and provide feedback.

3.4. Training delivery format:

For this training, the mode of training delivery should be in a synchronous learning. This should be in a form of a workshop or classroom learning (where participants can interact with the instructor and conduct practical programmes).

4. SERVICE PROVIDERS RESPONSIBILITIES

4.1. The service provider should be able to provide appropriate equipment and material for the training:

- Provide trainees with training material (manuals or printed handouts)
- Provide certificates of attendance to all trainees
- Equipment to set up a mock television and radio studios for interviews
- Equipment for recording the participant's interviews for play-back
- Audio-visual material to illustrate different topics in the programme
- Learning material for participants to take away

4.2. Implementation approach

- 4.2.1. Project Management Approach (Team members and responsibilities) and studio set up details for practical work;
- 4.2.2. The service provider must be an accredited individual / company by an accredited SETA or body within the industry- (Communication/media, etc.) and provide qualifications in Media and Communications for the Facilitators;
- 4.2.3. The service provider should provide input to the overall training programme; and
- 4.2.4. The service provider should demonstrate competence in media training and issues management and produce training reports and recommendations.

5. SUBMISSION PROCESS (MANDATORY REQUIREMENTS)

The service provider is expected to explain how they will fulfil the above-mentioned requirements.

5.1.1. Service Provider's Profile.

This should include evidence of the service provider's capacity to perform the services required, including:

- Company profile
- Sample of similar projects undertaken indicating the past training plans. and/or programme for media training.
- Letters of reference from previous clients where a similar project was undertaken.