



**MICT**

# Ministry of Information & Communication Technology

## DIRECTORATE OF AUDIO VISUAL MEDIA CHARTER



### THIS CHARTER

The Directorate is committed to render a timely, coordinated and effective multimedia information service, to promote constructive dialogue towards socio-economic development and democracy, with the view towards making Namibia an informed, knowledgeable and technology-driven society.

### Our Commitment to you, is to

- Implement and increase beneficial use of ICTs in Namibia through managing ICT Centers in regional remote rural and urban areas
- Film, edit, produce, disseminate and retrieve audiovisual materials;
- Facilitate the free flow of information through the Public Address (PA) system;
- Provide the public with effective tools of Information and Communication Technology at all levels;
- Provide multi-media coverage to the President, other government officials and Heads of States visits from other countries;
- Distribute and sell videos/DVDs on government policies, activities, programmes and the country's developmental plans;

### What we ask from you

The quality of our service provision depends on the cooperation, input and feedback that we receive from you.

We therefore need you to:

- Give us constructive feedback where necessary.
- Submit a formal and detailed request for our services (video production, video sales, public address system), within five (5) working days.
- Pay for the services where this is due, by cash or cheque for private entities and debit acceptance for governmental agencies.
- Respect our staff members because they are professionals in their respective fields of specialisations.
- Notify the Directorate, in writing, if you are not satisfied with our services.

### Our Standards Applicable to Specific Work Areas

Video Productions and Engineering Services  
We will:

- Produce Video/DVDs for rural community dissemination.

- Issue you with a receipt for every purchase made or an invoice for bookings of our services.
- Respond to your request for our products or services within five(5) working days after receipt of your request.
- Respond to your order for the purchasing of videos/DVD copies within five(5) working days.
- Respond to your request for PA System services within five(5) working days after receipt of your request.

### If you contact us

#### By telephone:

We will:

Answer the phone within four (4) rings, Identify ourselves by name and institution; Inform you as to when you can expect a full response, should we not be in a position to answer your enquiries immediately. Refer you to relevant institutions should your request be beyond our product and service scope.

#### In writing:

We will:

Reply to all correspondence within five (5) working days. If not, we will notify you when to expect an answer.

#### Face-to-Face:

We will:

See you within five (5) minutes of the agreed time if you made an appointment. If you do not have an appointment, we will still see you within ten (10) minutes of your arrival because we care about our customers.

#### When things go wrong

We will:

Deal with your complaints within five (5) working days Offer a genuine apology when it is needed. Assure you that we will prevent the same mistake from happening again.

#### Your view counts

We will welcome our clients' proposals on how they wish to receive our services. We believe that we can only improve and render effective and efficient services when our clients are satisfied.

### You need to:

- Identify yourself
- Be clear
- Be specific
- Keep records

Any comments, suggestions, recommendations, requests or complaints about the Directorate's activities and programmes, should be directed to:

Director  
Audio Visual Media  
Ministry of Information and Communication Technology  
Dr. Frans Indongo Street, Forum (Old Sanlam) Building  
City Centre, 3rd Floor, CBD  
Private Bag 13344  
Windhoek

Tel: + 264 61 283 2700 / 2701 / 2714 / 2735 / 2716 / 2725  
Fax: + 264 61 220177 / 305 282  
<http://www.mict.gov.na>  
<mailto:avm@mict.gov.na>

If you are still not satisfied with any responses received or the way in which your complaint had been handled, kindly communicate to:

The Permanent Secretary  
Ministry of Information and Communication Technology  
Private Bag 13344  
Windhoek  
Tel: 00 264 61 283 9111  
Fax: 00 264 61 230 170  
<mailto:info@mict.gov.na>  
<http://www.mict.gov.na>

Specific enquiries about services should be directed to the relevant Heads at the following telephone numbers:

Video Productions : +264-61-402837  
Engineering Services : +264-61-2832744/2731  
Support Services : +264-61-2832725