



# Ministry of Information & Communication Technology



## DIRECTORATE OF PRINT MEDIA AFFAIRS CHARTER

### THIS CHARTER

- Sets standards of the services you can expect from the Directorate of Print Media Affairs
- Reflects our commitment to deliver quality publications, photographs, information, education and communications (IEC) materials on socioeconomic issues affecting Namibians
- Provide you with an opportunity to help us improve our services should you find them wanting
- Inform you how you should contact us

### Our Goals are to:

- Render a timely and professional information dissemination service to Government institutions, the local and foreign media, as well as the general public.
- Publish factual information and images on government policies and development programmes
- Provide regional and national platforms for the promotion of information, knowledge and dialogue through GRN campaigns such as the Nationhood and National Pride (NNP) and HIV/AIDS.

### Our Commitment to you, is to:

Cognizant of the fact that people need factual information to make informed decisions on socio-economic issues that affect their lives such as democracy and HIV/AIDS, and recognising the role of print media in bringing information to the people, we pledge the following:

- Honour your right to information by providing you factual and quality information
- Honour Article 21(1) (a) of the Constitution which is a fundamental right to freedom of speech and expression, which includes the freedom of the press and other media
- Be ethical and professional in all our writing and publishing work
- Promote smart partnership among all stakeholders – government, donors and the people
- Be honest and respectful to all our readers and customers
- Maintain excellent relations with all government and media
- institutions, media practitioners, as well as the public at large;
- Be honest and respectful to all our customers;
- Treat individual queries with sensitivity and confidentially.

### What we ask from you

To help us to provide you with an efficient and quality service, we would like you to:

- Treat our staff with respect and we will reciprocate the gesture
- Suggest how we should improve our services e-mail your questions to us and to follow that up with a telephone call; be patient if we cannot respond to your queries immediately; inform us immediately if your contact details have changed;
- Suggest improvement if you are not satisfied with our service.
- For Foreign media practitioners on working visits to Namibia to submit completed application forms for temporary work permits and media accreditations with supportive documents at least eight(8) days before departure from your residence;
- Allow the Ministry of Home Affairs and Immigration at least five working days (5) to process and issue temporary work permits;

- Submit written requests for interviews with politicians, including the line of questioning, at least one month in advance

### Our standards applicable to specific work areas:

We will:

- Publish a quality, educative and informative bi-monthly magazine, Namibia Review for all local and international readers
- Distribute accreditation documents to media institutions one month prior to the expiry of existing media cards;
- Reprint and publish the Namibian Constitution every five years
- Distribute accreditation documents to media institutions one month prior to the expiry of existing media cards;
- Process media cards of institutions within a week after receipt;
- Print, bind and publish the Speeches of the President and State of the Nation Addresses to Parliament every five years
- Produce quality IEC materials such as posters, pamphlets, flyers on specific issues like the voters' education, HIV/AIDS, violence against women and children, land reform, poverty reduction etc.
- Provide timely and factual information for website feed
- Promote the SADC Media Awards to all media
- Assist with and source information on SADC and its activities;
- Inform foreign media practitioners within one working day of the outcome of interview requests.
- Acknowledge receipt of application forms for temporary work permits and media accreditations forms within one working day;
- Monitoring of the media daily
- Process applications for temporary work permits within five hours after receipt from Ministry of Home Affairs and Immigration;
- Digitalise our images/photographs especially historic photographs and photographs of Parliamentarians, Cabinet Members, Ministers, Deputy Ministers and Permanent Secretaries
- Together with Offices/Ministries/ Agencies (O/M/As) plan, develop, implement and coordinate relevant and effective IEC campaign materials to contribute towards nation building
- Together with development partners plan, develop, implement and coordinate appropriate communication strategies and advocacy campaigns to enhance social mobilisation and behavioral change
- Electronically keep a monthly updated list of all our clients
- Market all publications

### If you contact us by;

By telephone, we will:

- Identify ourselves by Directorate and name;
- Answer within three (3) rings
- Provide you with factual and correct information;
- Honestly tell you if we are unable to assist and refer you to relevant institutions;
- Give you feedback within four (4) hours if we were unable to respond immediately

### In writing, we will:

- Immediately acknowledge receipt of e-mails and faxes
- Respond within four (4) hours if you require information to meet a deadline;
- Respond to general correspondences within two (2)

working days;

- If we cannot provide general information within the time frame above, we will inform you when to expect and answer;

### Personally, we will:

- See you within five (5) minutes of the agreed appointment time;
- As soon as possible if you turn up without an appointment;
- Assist immediately where possible or inform you when to expect an answer.

### If things go wrong

We will:

- Offer a genuine apology;
- Appreciate suggestions on how to improve our service;
- Undertake to avoid making the same mistakes.

### Lodging a complaint

You need to:

- Identify yourself
- State clearly and concisely why you are not satisfied with a specific service
- Suggest an improvement to our shortcomings or
- weakness in service provision

### Your views count

We are continuously striving towards an efficient & effective service delivery in our Directorate and would therefore appreciate your input in improving our services to you

### Any comments and suggestions about our services should be directed to the:

Director  
Directorate of Print Media Affairs  
Private Bag 13344  
Windhoek  
Tel: +264 61 2839111 Ext. 2515/2514  
Fax: +264 61 251297

### Enquiries about specific services should be directed to:

Media Liaison Services  
Tel: +264 61 2839111 Ext. 2670/2665/2348  
Production  
Tel: +264 61 2839111 Ext. 2505  
Campaigns  
Tel: +264 61 2839111 Ext. 2506  
Sales, marketing and exhibition  
Tel: 264 61 2839111 ext. 2508/2397/2502

### If you are not satisfied with our services, kindly write to the Office of the Permanent Secretary at:

The Permanent Secretary  
Ministry of Information and Communication Technology  
Government Building  
Robert Mugabe Avenue  
Private bag 13344  
Windhoek  
Tel: +264 28329111  
Fax: +264 251297  
Fax2E-mail: 0886523710  
Email: infor@mict.gov.na