

GOVERNMENT INFORMATION AGENCY {GINA}

POLICY DOCUMENT



➤ TABLE OF CONTENTS

● Policy Statements	2
➤ Vision	2
➤ Mission	2
● Revising Gina's Structure	3
● The Matrix Structure	4
● The Departmentation Structure	5
● Functions of Gina	6

Policy Statements

Vision	Presenting a vital and significant contribution with the Government for an enhanced quality of life for all Guyanese through fulfilling the Government and the public's information needs
Mission	<p>The GINA, as the Government's communication and information agency, will develop and coordinate:</p> <ul style="list-style-type: none">• Communication and information strategy for the Government;• Production and dissemination of information to the media on Government policies, programs, and projects;• Provision of feedback to the Government with people's reaction as presented in the media;• Dissemination of information through different modes of communication – media releases, media notes, feature articles, backgrounders, media briefings, interviews, media conferences, and media tours, etc;• Preparation of daily and special publication reviews based on news stories and editorials from the media;• Application of information technology to facilitate rapid processing and feeding of information;• Provision of accreditation to media personnel;• Development communication between the Government and the society at large;• Integration among the sectors of the Government;• Identification of the people's information needs;• Provision of effective and efficient media and information services to the Government;• Formulation and implementation of policies for a democratic communication and information environment;• Presentation of Guyana's image both nationally and internationally;• Training programs for the Government's communication and information personnel;• Enabling the public to participate in reconstruction and development, nation building, and governance;• Encouraging the public to input the governance process.

Revising Gina's Structure

GINA's organizational structure currently is characterized by Divisional Departmentalization. What this means is that GINA is constituted by Divisions, that is, the formation of departments based on type of media service. GINA has three Divisions – Communication Services Division, Media Interface Division, and the Administrative Division –, and these, in turn, have a number of sub-divisions. These sub-divisions are the press, television, radio, media monitoring, dissemination, regional, research and publications, photo library, general library, information enquiry service, and a project desk.

In effect, GINA's activities are grouped or compartmentalized into Divisions and sub-divisions where personnel make specialized contributions to a particular service. These specialized areas requiring specialized skills are not well coordinated throughout GINA, as they are interlocked into their particular Divisions and sub-divisions. This interlocking of specialized skills in each Division duplicates activities, as personnel assigned to different Divisions do work on similar matters. Each Division does not facilitate an adequate depth of technical expertise because the scope of the assignment is confined to that Division. A tendency has now developed where Division/sub-division versus GINA's objectives are overemphasized. This overemphasis has gradually produced an unhealthy competition among Divisions and their sub-divisions.

A better organizational structure for effecting public relations activities is departmentation by matrix which now is superimposed upon the departmentation structure. The matrix structure combines both the functional and divisional forms to secure the best advantage of each. In the matrix structure, personnel are still placed in a standard functional hierarchy and are accountable to a functional department head. But now with a matrix structure, personnel are assigned to cross-functional teams concentrating on specific public relations projects.

The cross-functional teams are drawn from any of the Divisional areas, with project teams having a multiplicity of technical expertise. Selection of personnel for a specific project depends on the skill level of the staff person. These personnel perform tasks in both their functional departments as well as being assigned to specific projects. Each project has a project leader whose function only lasts for the duration of the project. At any one time, we could observe a number of projects being effected with a number of project leaders. The focus on projects will provide an outcomes-based approach to enhancing the quality of government communication. An example of the matrix structure follows.

Figure 1: [The Matrix Structure](#)

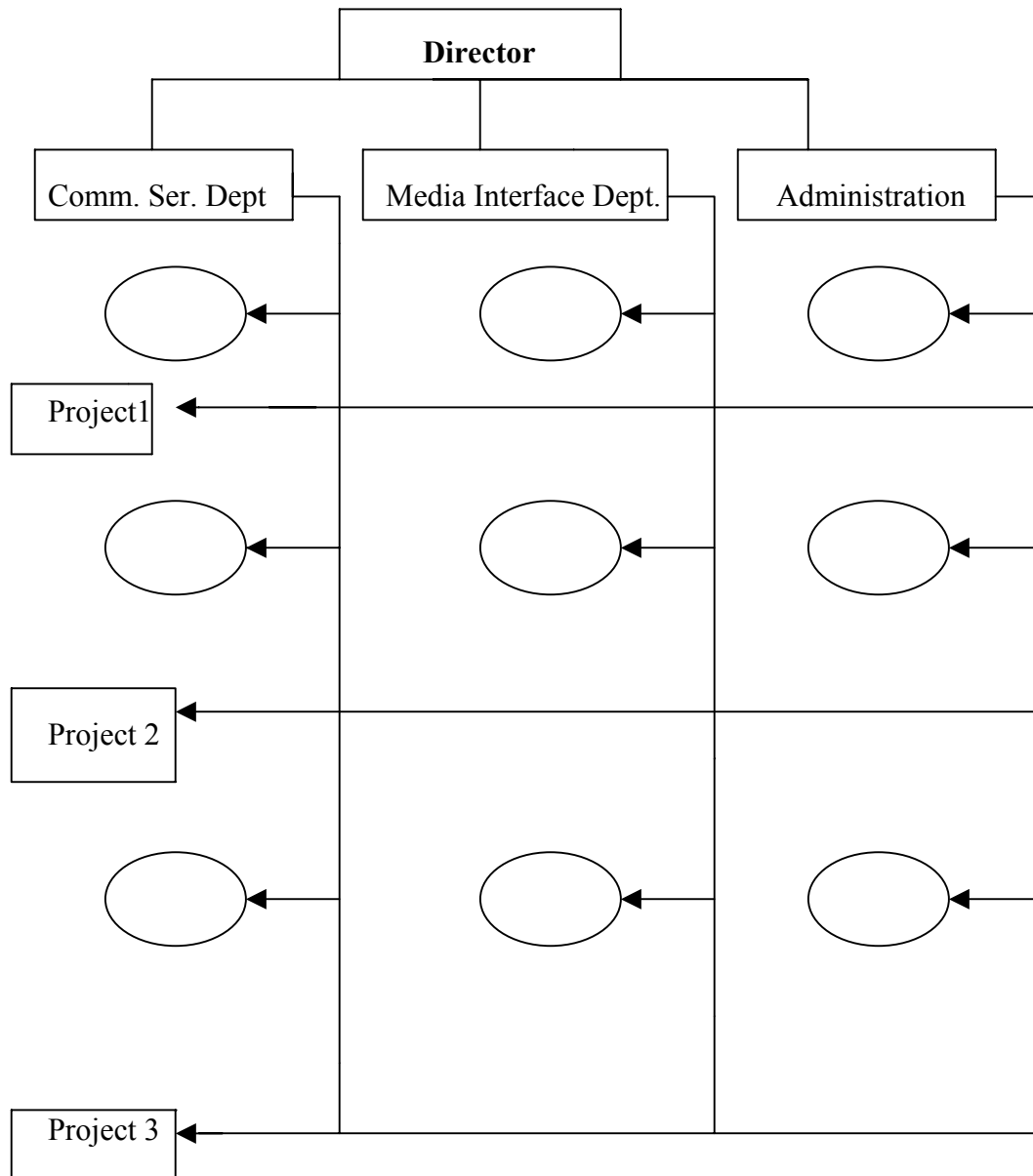
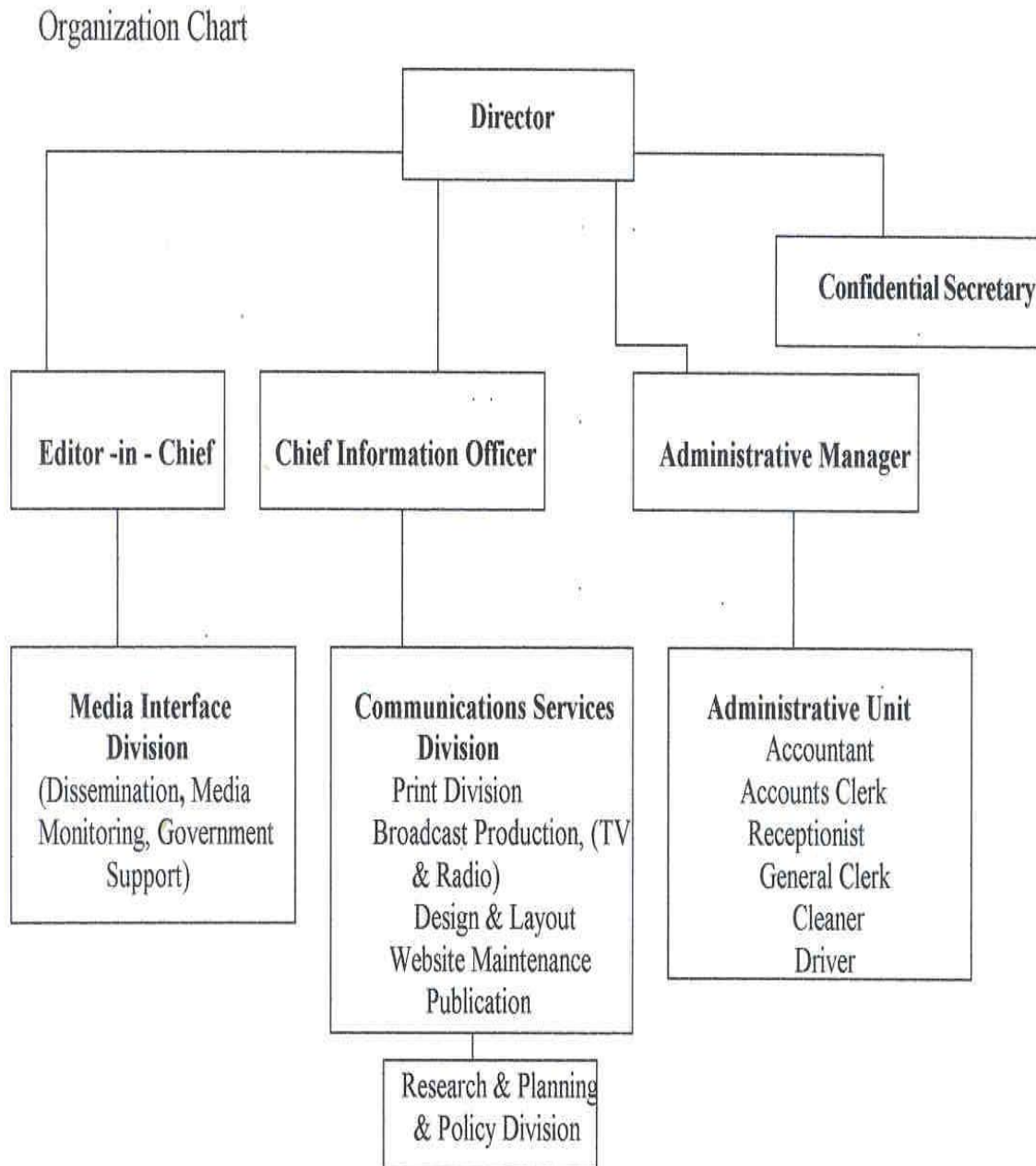


Figure 2: The Departmentation Structure



Functions of GINA

With regard to media advisories in the coverage of events, the following criteria are presented:

- The information must be exclusive to GINA.
- The information has to be solely governmental information.
- The information must not be perishable beyond a few days.
- The information should be characterized by side bars/angles.
- The information has to emanate from locations where the mainstream media do not traverse:
- GINA should continue to cover Presidential and the Cabinet Secretary's assignments. Information Officers on these assignments will have to inject unique, public relations angles to the items presented.

In addition to selective coverage of media advisories, as herein outlined, GINA's strategic functions over the year have included:

- Media briefings, conferences and releases.
- Feedback to Government on media and public response to Government's policies, programs, and projects.
- Periodic reports on developmental projects.
- Producing regular features.
- Mounting exhibitions, display advertisements, and outdoor publicity.
- Field publicity focusing on developmental communication activities relating to Government's policies, programs and projects; these could include seminars, group discussions, films, and community developmental work.
- Producing backgrounds on areas of public interest.
- Producing research papers on issues.
- Assessing and measuring public opinion on issues of the day.

Establishing a reference library and a photo library.

- Media monitoring.
- Maintaining a dynamic web site and an information unit.
- A Project Desk - all media advisories and requests for assistance to be sent to this Desk.
- Information Enquiry Service- Information to be obtained on request.
- Logistical arrangements of special events.
- Facilitating broadcast time on radio and television.

