

**ADDRESS BY MINISTER FOR INFORMATION, HON. KOJO OPPONG  
NKRUMAH, AT THE OFFICIAL LAUNCH OF THE INFORMATION  
SERVICES DEPARTMENT (ISD) NEW ORGANIZATIONAL STRUCTURE ON  
TUESDAY, 23<sup>RD</sup> MAY, 2023 AT THE GNAT HALL**

THE CHIEF DIRECTOR, MINISTRY OF INFORMATION  
DIRECTORS AND DEPUTY DIRECTORS  
STAFF OF THE INFORMATION SERVICES DEPARTMENT  
COLLEAGUES FROM THE MEDIA  
LADIES AND GENTLEMEN

Good Morning! Distinguished ladies and gentlemen!

I am delighted to welcome all of you to this event this morning.

The official launch of the ISD New Organizational Structure.

An event which is very important to us at the Ministry and ISD

Indeed, the past years have been a challenging one for the Department and its effect can be seen in all spheres of its activities. Thank God we have sailed through successfully.

The Information Services Department as you already know has been the Public Relations outfit of the government all these years.

The Department has faced many challenges in the delivery of its mandate. Irrespective of that, the institution has always risen to the task in ensuring that what is expected of it is well done.

I want to use this opportunity to congratulate you for still ensuring that you deliver on your mandate despite unavailability of the necessary logistics that you need to make you efficient.

ISD as we all know has employed many platforms to communicate government policies and programmes to the public and in the same way, provided feedback to the government on public reactions on the implementation of these policies and programmes.

The Mobile Cinema Vans has been one of the main platforms that ISD has employed to carry out this task. Meet – The – Press and Town Hall Meetings among other engagements have also been used for the same purpose in ensuring that the Ghanaian public is well informed of what the government is doing.

However, times have change, and have affected the way information has to be disseminated efficiently and effectively to the people. This informed ISD's Transformational Agenda.

ISD evolved from an organization established in the latter part of 1939 as a branch of the Colonial Government Secretariat which was dedicated to convey news on the 2nd World War to the people of the Gold Coast. This was done through the production of a weekly journal dubbed the “Empire at War”.

After the war, it was renamed the Public Relations Department with oversight responsibility of the Ghana Broadcasting Corporation, the Ghana News Agency and the Ghana Film Industry Corporation until these institutions were de-coupled to form separate entities.

In accordance with recommendations made by the Coussey Committee constituted to investigate the 1949 disturbances, the Gold Coast Government re-organised the Department into the Department of Information and transformed it into an effective Government information disseminating Unit.

This was meant to bridge the communication gap between the government and the general public in a two – way communication manner.

After the February 24 Revolution in 1966, the then Ministry of Information and the Department of Information Services was merged to become the Central Publicity Agent of the Government.

The Department was later split in 1971 to become the Public Relations Secretariat and the Public Relations Department which is currently known as the Ministry of Information and the Information Services Department respectively.

This restructuring was done to ensure the effective and efficient dissemination of information on government policies and programmes and the management of feedback from the general public.

The ISD's information vans were an important tool for disseminating information to the public during a time when news channels were not yet available. This ensured that the public were kept up to date with news and events, especially in their local languages. The ISD's information vans were also a great way to promote literacy and education in the country.

The emergence of news channels in Ghana provided the public with access to a much wider range of news sources and information than they had previously. The increased availability of news channels also meant that people were able to access up-to-date information more quickly and easily than they had been able to before.

This made some people to think that the ISD's information vans are not necessary and, as a result, their use gradually declined. To this end, the ISD began to shift its focus to channels of information dissemination apart from the vans.

The ISD also began to produce more specialized publications including the Ghana Today Magazine (Hardcopy) as an alternative, in order to provide the general public with more in-depth information and analysis on topics.

It is worth noting that, the Department's service delivery capacity was dwindling over decades. Hence, the need for a radical and strategic re-engineering of the Department's existing structure and massive re-tooling effort to revamp the long-lost service delivery capacity.

In line with this, the Department has gone through a transformational agenda recently to meet the changing needs of society. This agenda has focused on modernizing and streamlining the Department's operations and services to better serve the public.

The ISD has adopted several initiatives to meet this goal. These included increasing the Department's use of digital technologies, expanding the range of services it offers and improving citizen access to information.

To strengthen the ISD's digital capabilities, the Department has invested in developing and implementing an advanced digital infrastructure through the Research Division. This infrastructure will enable the ISD to better manage its data and to provide citizens with easy access to information.

The ISD is also working to improve its media outreach and to better engage with citizens through social media.

In order to expand its range of services to meet the needs of citizens, the ISD has launched several new initiatives. These included the establishment of the Access to Information Division and the refurbishment of the Public Relations Coordinating Division, the Research Division and the Newsroom.

## **ACCESS TO INFORMATION DIVISION**

The Access to Information (ATI) Division was established and commissioned on the 17th of July, 2020 within the Information Services Department (ISD). The Division was initially established as a Secretariat to support the implementation of the Right To information Act.

The Division is charged with the mandate to train and deploy Right To Information (RTI) Officers to Ministries, Departments and Agencies (MDAs) to assist institutions manage public request for government information. It also provides back-end support to RTI Officers on their daily activities.

## **PUBLIC RELATIONS COORDINATING DIVISION**

As part of the Transformational Agenda, the Public Relations Coordinating Division (PRCD) was also retooled and reoriented to play a lead role in coordinating government information daily.

The PRCD is responsible for staffing all Ministries, Departments and Agencies with well-trained Public Relations Officers.

Additionally, an online information platform called Bonsu has also been introduced as part of the Transformational Agenda to enable the PROs to send information timely to the Department. The Bonsu platform has made it easier and faster for the government to gather, store, and analyze data.

This has enabled the Division to make more informed decisions and to be more responsive to the needs of the public. The information gathered are used to develop policies that are tailored to the needs of the people.

## **NEWSROOM**

Also, the ISD newsroom was retooled with several new computers and other equipment to help journalists do their jobs more efficiently. Journalists in the newsroom pick reports from the easily accessible Bonsu platform, which they convert into news stories for publication on the ISD official website ([www.ghanatoday.gov.gh](http://www.ghanatoday.gov.gh)).

## **RESEARCH DIVISION**

The ISD Research Division was accordingly retooled with new computers and other equipment due to the Transformational Agenda, ensuring quality and accurate gathering, processing, and provision of data to inform government decision-making processes.

## **PROCUREMENT OF NEW CINEMA VAN**

Finally, the long awaiting good news is that ISD is in the process of procuring CINEMA LED Trucks that will bring innovation and creativity to reach the public in all corners of the country.

The Mobile Cinema Van will provide an excellent and effective means of reaching out to a greater number of people, and serve as an effective channel for displaying content with a better reach of the target audience.

To this end, I have the sole honour to declare the New ISD Organizational Structure officially launch.

**THE CHIEF DIRECTOR, MINISTRY OF INFORMATION**

**DIRECTORS AND DEPUTY DIRECTORS**

**STAFF OF THE INFORMATION SERVICES DEPARTMENT**

**COLLEAGUES FROM THE MEDIA**

**LADIES AND GENTLEMEN**

Thank you for your attention.