

NEWS MEDIA GUIDELINES

To provide clear, concise communications, all media inquiries should be channeled through the Communications and Public Relations Office of the Association through the National Executive Commissioner. This policy was established to describe the Association's position with respect to interacting with news media representatives. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.

Policy

An employee or department that seeks to publicize a program, event or achievement should contact the Communications and Public Relations Office of the Association. The Communications Department has access to numerous news media contacts and will employees to coordinate publicity or visibility for programs, events or newsworthy issues.

It is the responsibility of the Communication's Office of the Association to initiate and/or respond to news media requests and to manage those interactions. When an employee or department is contacted by the news media, he/she is strongly encouraged to notify department immediately, before providing any information or responding to questions.

While on KSA property, news media representatives should, if necessary and appropriate, be accompanied by the communications officer or the departments staff member.

KSA complies with all applicable government laws regarding the retention and release of personal records of all current employees in accordance to the data privacy Act in Kenya.

If an event attracts news media interest, all press releases and statements to the news media will be routed through and disseminated by the Communications Office of KSA. It is the responsibility of each department head to implement procedures to comply with this policy, while also ensuring that freedom of expression and inquiry is respected and observed.

The Association obtains authorization from those whose photographs are taken with the intent to publicity. Their consent allows KSA to incorporate these photographs in situations appropriate to the image including release to the news media and to publish KSA publications, on its website, in videos, on CDs, or in other promotional materials including paid advertising.

These guidelines are an Annex to the Communications and Public Relations Policy