



STAKEHOLDER ENGAGEMENT POLICY

SECTION 1 **BACKGROUND AND INTRODUCTION**

Kenya Editors' Guild is the foremost professional association of editors in Kenya whose mission is to promote media professionalism and credibility. KEG boasts of over 150 member across 10 media stations as well as various universities.

KEG envisions a Kenya and East African political and economic environment in which the media operates freely but responsibly; in which journalists practice their profession without threat or fear of intimidation and in which citizens trust and support media as a central lynchpin of democracy and governance. As the main gatekeepers in the media industry in Kenya, editors occupy important positions as they determine the information available to the people, the framing of issues, and their presentation to disparate audiences. As frontline workers, they remain vulnerable and susceptible to attacks from people opposed to the truth. KEG's mission is to promote credibility and excellence in journalism.

KEG delivers its mandate through five programmatic areas as described below.

Policy, Research and Advocacy KEG conducts training and leads high-level policy dialogues with policy makers, political and business leaders, in the policy and advocacy programmatic area.

Membership Development: Allows KEG to develop its members (Sector development).

KEG enriches the membership through programmes that bring them together to chart way forward on the industry. These events include annual editors' convention every December and a monthly Press Club luncheon where editors interrogate policy decisions. KEG also conducts master classes, training sessions, webinars and exchange visits fro members.

Next Gen Initiative - Allows KEG to reach out to the next generation: In the Next Gen initiative, KEG conducts mentorship for the next generation of journalists through symposiums and trainings.

Community Engagement: Allows KEG to go to non-journalists and also engage the community. Outreach programmes called Town Hall meetings are a time to introspect and allow the public to critique editors for their editorial decisions. The secretariat is only one year old, and KEG's other vision is to strengthen its capacity.

OBJECTIVES OF KEG

Article II of KEG Constitution stipulates KEG objectives as follows:

1. Promotion of standards of journalism, the independence of media and to advise members on issues of practical and ethical concern.
2. To represent members' interests in all matters of editorial and professional concern and interest
3. To monitor legislation on matters affecting the news media either directly or indirectly and to make appropriate representations to Parliament, regional assemblies and other organisations and authorities at all levels of government and public life
4. To interpret legislation and advisory notices to members and other organisations
5. To provide a forum for the discussion and resolution of challenges facing editors and to promote the objectives of the guild
6. To network with other professional organisations
7. To help improve the quality of journalism through active support of education and training
8. To represent Kenya's editors regionally and internationally
9. To recognize and reward editorial excellence

STAKEHOLDER ENGAGEMENT POLICY

The stakeholder engagement policy provides direction on how to engage stakeholders associated with the Guild, gaining their input and responding to the various needs. The policy supports alignment in associating with stakeholders in programmes and policy advocacy.

Aim of the Stakeholder engagement policy

The overall aim is

1. To improve transparency and accountability, build trust and ownership
2. Enlist the support of stakeholders' expertise
3. Enhance delivery of results , eg influencing policies, creation of policies that affect media industry
4. Increasing funding opportunities for KEG

Objectives of the engagement policy

1. Increase participation of stakeholders in the activities of Kenya Editors' Guild, taking into account their key strengths/competences.
2. Enhance contribution of stakeholders in the design, implementation, monitoring and evaluation as well as resource mobilization in the programmes of KEG
3. Enable stakeholders understand KEG policies, priority action areas, opportunities for engagement and limitations
4. Enable the Guild to understand and respond to stakeholder perceptions, interests and to manage expectations.

Guiding Principles

- Focus on results, impact to society
- Shared responsibility

STEPS

- Identify
- Plan
- Engage
- Act Analyse
- Feedback

STAKEHOLDER ENGAGEMENT PROCESS

- i) Defining the desired outcomes from the engagement – why
 - Have clear aims, set this from the outset
 - Identify the benefits for stakeholders to be engaged
 - Assess, analyse and prioritise, as well as understand their motivations
- ii) Identifying the stakeholders to be engaged (who)
They likely hold interests in media/ engage in media
Include those who have power to influence their ecosystems
KEG constitution provides for diversity- be inclusive, reach out to the marginalised, take into consideration gender balance
- iii) Identify the best times to engage (when)
- iv) Select the best methods for engagement (how)
 - Engagement process needs to be properly funded- think about the budget
 - Engage as early as possible so that the whole team moves together
 - Timing of the engagement can it inform any relevant external policies
- v) Plan the detail of engagement
- vi) Dealing with stakeholder conflict when it arises
- vii) Review/ assess process to demonstrate achievement and to identify lessons learnt to inform future engagement exercises

EFFECTIVE ENGAGEMENT

- i) Engage dialogue with stakeholders as equal partners and express value for their knowledge/ points of view
- ii) Allow stakeholders the opportunity to plan their own engagement
- iii) Not all stakeholders desire to be involved all the time
- iv) Allow stakeholders power to influence/ lead the process
- v) Use professional facilitators where necessary
- vi) Address Ethical issues in the engagement
- vii) Be prepared to be flexible and adaptable – tailor decisions, outcomes to policy
- viii) Ensure communication can be easily understood by all stakeholders
- ix) Provide feedback to partners as soon as possible
- x) Share best practices with peers
- xi) Assess success and share

WHO CAN KEG PARTNER WITH

1. Organisations, individuals who share similar vision
2. Like minded organisations
3. Government institutions, NGOs, Private entities, Foundations etc with a shared vision
4. Nature of partnership/ requests must be presented in writing, signed by the head of organization or representative
5. Organisations must have legally constituted and functional governance structures.
6. Board resolution seeking the establishment of such partnership must be presented

WHO CAN KEG NOT PARTNER WITH

1. Individuals mentioned in corruption /criminal cases, confirmed as such
2. Organizations confirmed to have participated in fraud, conned Kenyans of money
3. Individuals mentioned in immoral cases- having participated in / condoned sexual harassment, in line with KEG sexual harassment policy and Code of Conduct
4. Individuals / organisations having been confirmed as condoning sexual harassment

KEY ELEMENTS:

- Members' data will be guarded as per privacy policy
- Specific data regarding members will only be released to parties upon presentation of an official letter of request
- What can we not accept?
- **Notice period:** Requests must be sent in writing, signed at least three weeks to allow mobilization, permission seeking and participation of members
- However, given the nature of the industry, each case must be looked at on merit – justified reason for convening
- Requests must clearly indicate what the partner is providing in the engagement, what KEG members are entitled to in the engagement
- KEG through the relevant committees, will consider the proposal and spell out KEG's agenda in the engagement

WHAT'S IN IT FOR KEG?

ORGANISATION	REQUEST	DATES/ DESTINATION	WHAT DO KEG MEMBERS GET?	
			Speaking opportunity	[]
			Presentation opportunity	[]
			Panel discussion slot	[]
			Per diem for all participants	[]
			Payment for speakers	[]
			Transport allowance	[]

The current (2024) policy stipulates payments of kshs. 250, 000 as administrative/ logistics costs, and shs. 3000 for transport allowance. These costs and others are included in the KEG Rate Card.