



**PUBLIC ENGAGEMENT, COVERAGE AND
PRODUCTION / PUBLICATION POLICY**

(PUBLIC CAP)

**INDEPENDENCE FROM EXTERNAL
INTERESTS, PREVENTION OF CONFLICT OF
INTEREST, ADHERENCE TO AYV ONLINE...**

GUIDELINES

PART 1

1. INTRODUCTION

- 1.1 We are a one-stop media house providing a cutting-edge communication solution across the world. We have tv channels, radio, newspaper, printing press etc. We also broadcast on DStv Ch. 399 in Sierra Leone and across Africa.
- 1.2 AYV International is headquartered in London, United Kingdom with networks across the world including in Africa, Asia, Europe, Pacific, the Americas, and Caribbean.
- 1.3 AYV has established a strategic partnership with the British Broadcasting Corporation (BBC), the world service programme in London. This partnership offers both AYV and the BBC a world-class broadcasting platform and resources for our audiences.
- 1.4 The AYV's reputation and the strength of its brand in Sierra Leone and around the world are based upon its fundamental values of editorial integrity, independence, and impartiality. These values are central both to the AYV's Public Services and our Commercial Services. Audiences everywhere must be able to trust the AYV. To achieve that, our impartiality, editorial integrity, and independence must not be compromised by outside interests and arrangements. We must maintain independent editorial control over our content.
- 1.5 This policy and impendence from external influence guidelines concerns the editorial decisions and production of AYV editorial content and related AYV activities. It should be read in conjunction with editorial Policy, which considers how to ensure that the external activities and interests of those involved in producing content and related activities do not bring the AYV's editorial integrity into question. Specifically, people working for the AYV must not accept gifts or hospitality from anyone who might believe it will give them a business or political advantage.
- 1.6 This Public CAP is intended to help people working for and with the AYV operate appropriately in every aspect of our public engagement, coverage, production and other areas.

PART 2

2. BASIC PRINCIPLES

AYV's approach to coverage and public engagement is based on 3 key principles (ABC):

- 2.1 **Audience First:** That AYV's audience First strategy means we are committed to delivering the best media experience for our audience, maximizing our messages to ensure they resonate with our target audience, and in the public interest,
- 2.2 **Best Practice & Regulatory Standards:** That our people and audience have opportunities to contribute to developing AYV's guidance, advice, and quality standards, and support their implementation, and
- 2.3 **Contents - Fit for Purpose:** That, because of our commitment to our audience, our work and coverage have a greater focus and relevance for the people and audience we serve.

PART 3

3. OUR COMMITMENT

- 3.1 At AYV, we treat every member of the public with the professionalism, respect, and attention that we would expect to receive as members of the public ourselves. This means we put your interests first and we work hard to understand exactly what you are looking to receive from us. That goes beyond simply creating the right media solutions for you-it includes appreciating how you want our media service and coverage to work best for you.
- 3.2 You will have expectations of us as a media outlet and we will have expectations of you as a member of the public. It is important to exchange those views early on, both at the start of our relationship with you and then again at the outset of each piece of media work we undertake for you. This helps build trust between us and avoid any misunderstandings or surprises.
- 3.3 **Children and young people:** Children and young people have a right to a voice on the AYV's channels, but we should ensure that they are able to operate in a safe and appropriate environment. If we can't be sure coverage, production, publication is not in the best interests of such contributors, even with the consent of parents or guardians, we may choose not to publish that content.
- 3.4 As part of this approach, we make sure that you know who is working on your contents at any time and where they fit in the overall AYV team structure headed by your production manager. We will outline work we believe is required and the expectations of the work as your production progresses. We promise to respond to your queries promptly, even if there is nothing new to report. If we need to meet you it will usually be by **appointment at our offices/studios**. But if you can't come to us because of a disability then we may be able to come to you.

PART 4

4. THE COSTS OF OUR WORK

- 4.1 We don't charge for news. Our incredible journalists are not allowed to demand payment for news or current affairs coverage. For every piece of story or media coverage we undertake for you, before we start work, we will provide our terms and editorial policies, including our expectations, unless we agree another arrangement with you in advance. However, it should be noted that commissioned or production work including commercial and non-commercial/charities (not news related) will require some resources to deliver, and we may charge a fee to business institutions.
- 4.2 We will do our best to work within that arrangement and explain why and by which means if we need to change it. We will give you the best possible information we always have on our coverage and production. Depending on your circumstances, you may be able to receive free production towards your programmes, projects, events, and our relationship with you is based upon shared values and common interests, including promoting and supporting good, accurate journalism-based on contents that are ethical, balanced, independent, critical and of public interest.

PART 5

5. STANDARDS OF OUR COVERAGE & PRODUCTION

- 5.1 We take pride in delivering the best possible media coverage we can. We are regulated by the Independent Media Commission, which also provides helpful guidance to our work and help us monitor and maintain the highest quality of coverage, in line with internationally recognised best practice and regulatory standards.
- 5.2 We undergo a regular independent audit to maintain standard of our work. Our AYV people are required to always wear AYV branded uniforms or identification whilst on duty and are not allowed to represent the AYV without such identification.

PART 6

6. THIRD-PARTY ADVERTISING AND THE AYV BRAND

- 6.1 The AYV brand must not be used to endorse other institutions. We can achieve this by ensuring that advertising, promotion, and press releases by other institutions do not give the impression of AYV endorsement, and advertising does not pass off AYV contents.
- 6.2 The AYV name, logos, titles, channel names, programme titles, formats or characters, sets, music, or catchphrases should not normally be used by commercial advertisers, except in joint promotions or advertising for licensed AYV products and contents. Any use of AYV brand must be approved by the CEO or COO or designated GMs/Directors and an agreement signed before implementation.
- 6.3 If the AYV brand forms part of a product being advertised, it can be referenced within the advertising, as long, as the quantity and prominence of references to the AYV across the campaign, is proportionate to the AYV's involvement in the product.

PART 7

7. COVERAGE AND LIVE STREAMS FROM THIRD PARTIES

- 7.1 We must maintain editorial control of a production or live stream on any of our coverage including presenting, producing, and editing.
- 7.2 The risk of allowing a third party's live output or production to appear on a AYV platforms must be assessed before we proceed. We should take account of the source of production or the live stream, the nature of the content and the format.
- 7.3 We should not normally link to or embed live streams or any other form of continuous live broadcasting from personal or unverified social accounts. We should not normally link to or embed live streams from a sponsor of a third-party event.
- 7.4 Before entering an external relationship with the purpose of producing editorial content, we must ensure that:
- a) the third party is appropriate
 - b) the relationship is appropriate given the editorial content to be produced
 - c) the AYV will maintain independent editorial control over its editorial content.

Appropriateness: Third party

- 7.5 An assessment must be made of the third party's objectives and aims, its activities, its financial soundness, who funds or sponsors the institution and whether the institution

has been involved in any controversy which could have a material negative effect on the AYV's reputation.

7.6 We must be satisfied that the external editorial relationship will not conflict with the values and standards in the AYV Editorial Guidelines.

7.7 A senior editorial figure must take a decision, in light of the assessments on the appropriateness of the external relationship.

7.8 There should be assessments at the start of further projects or series of content with the same organisation to ensure that nothing has changed that could affect the appropriateness of the external relationship from continuing. We should also consider whether the cumulative effect of extending it is appropriate.

Appropriateness: Editorial content

7.9 We must not enter into an external relationship with other parties that would create a conflict of interest which could compromise the AYV's impartiality, editorial integrity or independence.

Appropriateness: Editorial Control

7.10 The AYV must have independent editorial control over everything it produces, broadcasts or publishes and must have the right to reject material supplied by any third party. Content created by third parties for the AYV must meet the standards in the Editorial Guidelines. The AYV must always retain the right to edit as it sees fit.

7.11 External relationships should normally fit with and be appropriate for the editorial remit and audience expectation of the service. Editorial content must not be created solely to provide an opportunity for a commercial relationship, including, but not limited to, advertising, sponsorship or external funding.

7.12 People working for AYV must not accept money or other valuable consideration in exchange for editorial coverage or feature on shows/programmes, links, credits or publicity by the AYV. However, Commercial Services may make product placement arrangements.

7.13 We should normally approve any public reference to the AYV or to a relationship with the AYV which is made by the third party or parties in the external relationship. For transparency, production should keep records of any financing from an outside organisation and retain details of assessments conducted.

PART 8

8. PARTNERSHIPS AND SPONSORSHIP

- 8.1 AYV seeks to offer public value by working in partnership with others. We agree common aspirations and ambition with our partners in order to achieve both mutual benefit and benefit for our audiences.
- 8.2 The partnership may involve complementary activities, such as an event hosting on the same theme as a AYV programme. In other cases, the partner and the AYV may jointly fund an off-air activity.
- 8.3 The partnerships must be editorially justified, and the partner selected according to editorially appropriate criteria.
- 8.4 Our partnerships should be fair and beneficial to all institutions in the partnership. However, an editorial partnership must not be limited to the AYV covering a partner's activities or promoting their campaigns and we must not promote them, their products, services or trademarks relating to activities outside of the partnership.
- 8.5 Partners should be given due attribution and recognition, including in the branding and promotion of the output and services created or distributed. Credits for partners must be appropriate and editorially justified.
- 8.6 We should not enter into editorial partnerships with:
- a) political parties and political institutions
 - b) lobby groups
 - c) Companies dealing with harmful drugs or products
 - d) organisations involved in adult products or services, or
 - e) weapons manufacturers

The senior editorial figure should be not lower than head of department.

Mandatory Referral

- 8.7 The AYV should not normally enter a partnership with a foreign government. Any proposal to do so must be referred to CEO or COO or Director Contents Editorial Policy and Standards.
- 8.8 We should not be used by a government or campaign group initiative to launch or appear to endorse a government, political party or campaign group policy.**
- 8.9 Relationships with government departments, religious organisations, charities, trusts, foundations, and non-governmental organisations which undertake lobbying should not compromise the AYV's impartiality. Sponsored material must also not be broadcast or published.

Partnerships on Public Services

- 8.10 We must seek to enter into partnerships, particularly in the creative economy, where to do so would be in the public interest, and with a wide range of organisations.
- 8.11 We may share non-broadcast costs for editorial partnerships with suitable bodies such as arts and cultural bodies, charitable institutions, trusts or foundations and organisations including local authorities and government agencies where editorially justified. All partnerships must conform to the Statement of Policy on Use of Alternative Finance in AYV Content.

PART 9

9. FREE AND REDUCED COST FACILITIES, PRODUCTS AND SERVICES

- 9.1 We should normally pay for travel, accommodation, and most other services we use. This does not apply to product placement and prop placement.
- 9.2 Consumer and lifestyle content which reviews or features a wide range of products may accept free or reduced cost products or services if they are editorially justified and meet appropriate selection criteria. But in such cases production must:
- a) keep records of what has been accepted
 - b) never promise that any product or service will be featured, and if featured, that it will be in a favourable light
 - c) only accept discounts if these are consistent with discounts offered to other large organisations
 - d) inform suppliers in writing that they cannot refer to the AYV's use of their products or services in any advertising or promotions
 - e) only give on-air and online credits if editorially justified.
- 9.3 Suppliers must not have an editorial say in the content and should not be given a preview of it.

Shared Facilities

- 9.4 Where a facility, such as a feed is shared between the AYV and a third party, the AYV must retain editorial control of any ensuing content on AYV platforms and pay the appropriate portion of the cost.

Media Facility and Fact-Finding Trips

- 9.5 On Public Services, and for news and current affairs content on Commercial Services, we should not normally accept expenses-paid trips unless they are the only way to cover a significant event.
- 9.6 Any proposals to accept an expenses-paid trip must meet the AYV editorial policy.
- 9.7 In our content we should not normally refer to any commercial operators offering the facility, or to charities and lobby groups. Any reference to other organisations which have facilitated the trip must be editorially justified.

Mandatory Referral

- 9.8 Any proposal to accept an expenses-paid trip must be referred to a senior editorial figure or, for independent production companies, to the commissioning editor who will consider whether:
- a) The trip, and any references to organisations which have facilitated it, are editorially justified and will not damage the editorial integrity of the AYV.
 - b) a contribution should be made towards the cost, were reasonably practicable.
- 9.9 [For Commercial Services only] staff, consultants and content producers working for Commercial Services which review a range of services and facilities may seek assistance from travel providers such as tourist boards, airlines, and hotels. In such cases:
- a) there must be no assurances of any coverage in exchange for such services
 - b) information should be published on a range of travel suppliers and not just those who provide us with assistance.

Promotional Material or Stories Supplied by Outside Bodies

- 9.10 We must select and cover stories for our own independent editorial reasons and be alert to situations when organisations may access multiple areas of the AYV by different routes to try to place stories across our platforms in a limited period.

PART 10

10. CONFLICT OF INTEREST: DECLARATION OF PERSONAL INTERESTS

- 10.1 All individuals engaged by the AYV are required to declare any personal interests which may affect their work with the AYV. These should be set out on a Declaration of Personal Interest form and it is the responsibility of individuals to ensure it is maintained and is up to date.
- 10.2 Most staff, contents providers, freelancers and consultants are also asked to declare any commercial interests which may impinge on their work with the AYV. Independent producers should make a declaration at the time of commissioning.
- 10.3 External interests – both commercial and non-commercial – of presenters and other on-air talent could lead to a conflict of interest. When contracts are negotiated, talent must declare any commercial or other external interests that may have a bearing on their on-air role or which are connected with the subject matter of the programme they present.
- 10.4 Significant financial interests should be declared by all production and editorial staff working for the AYV if they are in any way connected with the area in which they work or the subject matter they cover.
- 10.5 The onus is on individuals to inform their managers about any outside interests they (or, in some circumstances, their family or close personal contacts) have, so that the AYV can decide what action is needed in response to any perceived conflict of interests.
- 10.6 Some non-political voluntary public roles, such as school governor or magistrate, are normally acceptable even for those involved in editorial decision-making, including in news and current affairs output. These roles should be declared.

Risks of Conflicts of Interest

- 10.7 There are four principal areas of risk that may arise from an individual's external interests and activities. These risks exist across all output areas:
- a) the risk of bringing the AYV into disrepute
 - b) the risk of bringing the AYV's impartiality into doubt
 - c) the risk of bringing the AYV's independence into doubt
 - d) the risk of an individual's commercial interests, promotional work, external activities, and other interests compromising the AYV's integrity.

All output areas

- 10.8 The external activities of programme makers, content producers and on-air talent must not risk damaging the AYV's reputation. An individual's off-air connections with charities, campaigns, political parties or other organisations must not risk bringing the AYV's impartiality or integrity into doubt.
- 10.9 People involved in making or presenting content for the AYV risk compromising the integrity of their AYV output - and damaging their own reputation - by off-air involvement in inappropriate commercial interests.

News and Current Affairs

- 10.10 News and current affairs output may deal with any issue, cause, organisation or individual and there must be no doubt over the integrity and impartiality of editorial teams. It is important that audiences can trust AYV news and current affairs content. For these reasons, there are additional constraints on those involved in the production and presentation of AYV news and current affairs output. These restrictions safeguard the AYV's impartiality and protect individuals involved, who may face accusations of bias.
- 10.11 There are also significant restrictions on the external and commercial work that it is appropriate for individuals working in news and current affairs to carry out. These restrictions are set out below in the appendix.

External Activities

- 10.12 External activities which may give rise to a conflict of interest include, but are not limited to:
- a) public expressions of opinion
 - b) political activities
 - c) involvement with charities and campaigns
 - d) writing commitments
 - e) public appearances
 - f) academic roles
 - g) media training
 - h) promotional work, including commercial advertisements and endorsements
 - i) references to the AYV and AYV content in advertisements that are not connected to the AYV.
 - j) regular contributions to third-party output
 - k) actors and artists replicating a AYV role in external output
 - l) presenters of factual output appearing in drama or entertainment contents
 - m) talent- or agent-owned independent content production companies.

10.13 Individuals involved in the production or presentation of any output of this nature have additional restrictions and must not:

- a) state or reveal publicly how they vote or express support for any political party
- b) express a view for or against any policy which is a matter of current party-political debate
- c) advocate any particular position on a matter of public policy, political or industrial controversy, or any other 'controversial subject'
- d) exhort a change in high-profile public policy
- e) speak or write publicly about the AYV without specific, prior approval from the relevant head of department.
- f) Rare exceptions, for example, when an individual is personally affected by a specific matter, must be declared as a conflict so that mitigating action can be taken.

Political Activities

10.14 Anyone is entitled to be a member of a political party or other organisation within the law. However, individuals in some roles need to consider whether public disclosure of such membership would risk undermining public confidence in their ability to fulfil some or all aspects of their job, or otherwise risk the perception of the AYV's impartiality.

10.15 Active involvement in a political party – or other public activity which demonstrates a political view – may give rise to a conflict of interest for those engaged by the AYV or who are publicly associated with the AYV. This includes on-air talent on long-term contracts.

10.16 Such activity must not compromise the AYV's impartiality or integrity or undermine public confidence in the AYV. Judgements about what is acceptable will reflect individual circumstances, including the type of activity and the nature of the individual's AYV role.

10.17 Any political activities, such as campaigning or expressing views on social media with regard to issues of public policy and other controversial subjects, are likely to be incompatible with roles in News and Current Affairs.

10.18 Being an active member of a political party is incompatible with most roles in News and Current Affairs.

10.19 Presenters, reporters and editorial people in news, current affairs, factual and consumer output should not normally associate themselves with any campaigning body, particularly if it backs one viewpoint in a controversial area of policy.

10.20 All individuals involved in the production or presentation of editorial output for the AY may wish to undertake external work, including writing articles, or books, or for publications on websites. Such activity should not risk compromising the impartiality or integrity of the AYV or its content or risk damaging the reputation of the AYV.

Writings

- 10.21 Any proposals to write about current affairs, or matters of public policy, or political or industrial controversy or other 'controversial subjects' must be referred to a senior level in the relevant division. In the case of freelancers, referral must be made if publication is likely to coincide with the time of broadcast of relevant output.
- 10.22 The columns or social media posts, whether regular or one-off, must be read by a senior editorial figure within the AYV and the content must meet the requirements of the Editorial Guidelines.
- 10.23 Individuals cannot write a regular newspaper or magazine column dealing with current affairs or matters of public policy, political or industrial controversy, or any other 'controversial subject'.

Public Speaking and Other Public Appearances

- 10.24 Public speaking commitments or other public appearances should not compromise the impartiality or integrity of the AYV or its content or suggest that any part of the AYV endorses a third-party organisation, product, service or campaign.
- 10.25 Where staff, freelancers, or consultants of AYV programmes undertake off-air public appearances, it may undermine their on-air role for the AYV. They should not allow the use of the AYV's name or brands in connection with advertising for a public appearance. There should be no suggestion of a AYV connection or endorsement of the third-party event or organisation unless it is editorially appropriate and has been approved by the relevant head of department.
- 10.26 Individuals involved in the production or presentation of AYV news and current affairs output – including freelancers known primarily as presenters or reporters on AYV news and current affairs output – must remain impartial when speaking publicly or taking part in events, such as a public discussion or debate. They must not promote any political party, campaigning organisation or lobby group. Chairing conferences may create conflicts of interests. They should not chair conferences which are a promotional exercise for a commercial company that directly supports any political parties or is not impartial on a matter of public policy, political or industrial controversy or any other 'controversial subject'.

Personal Benefits

- 10.27 Under no circumstances should anyone working for the AYV or on behalf of the AYV receive personal benefits from suppliers or accept goods or services as inducements. The requirements of the Guidelines are consistent with the Anti-corruption act.

On-Air Talent and Promotional Activity Including Commercial Advertising and Endorsements

- 10.28 The AYV does not seek to place unnecessary or unreasonable restrictions on talent, whether on-air talent or other production talent. However, promotional activity, which includes commercial advertising and endorsements, must not risk damaging the integrity of the AYV content they are associated with, or risk damaging the AYV's reputation generally. Nor should those activities undermine the personal reputation of the individual.

People working for AYV/Talent or Agent-Owned Independent Production Companies

- 10.29 The involvement of talent or their agents in the ownership or senior management of independent production companies making content for the AYV must not cast doubt over the impartiality, integrity, or editorial judgements of any AYV output.
- 10.30 It is essential that the AYV is seen to be, and can demonstrate that it is, in overall editorial control of all aspects of the programme or content and has put in place appropriate measures to maintain editorial control and to ensure there is no conflict of interest. AYV content must not be used as a vehicle to promote the external commercial interests of talent or their agents.
- 10.31 There are strong risks of a conflict of interest if talent and/or their production companies are commissioned to produce programmes about themselves. The same applies to agents and/or their production companies who pitch content about the talent they represent.
- 10.32 **Mandatory Referral.** There may be circumstances where it is not possible to produce a programme about specific talent unless it is produced by an independent production company owned by, or as a co-production with, that talent or an associated agency. In such cases, proposals can only be considered if there is strong editorial justification. The matter must be referred to the relevant divisional director and Editorial Policy; Director Quality Assurance Editorial Policy and Standards, and CEO/COO must also be consulted.

PART 11

11. AYV ONLINE, SOCIAL MEDIA

- 11.1 Online and social media platforms provide an invaluable opportunity for both AYV output and people working for AYV to share content and engage with others in an informal environment. But just as everything we do on our own platforms is informed by the Editorial Guidelines, so is all our activity on online and social media platforms – whether it is in a ‘professional’ or ‘personal’ or capacity.
- 11.2 We should maintain a clear distinction between AYV spaces which are run by the AYV for AYV purposes and personal spaces which are run by people working for AYV or AYV talent for their personal purposes. People working for AYV should avoid bringing the AYV into disrepute through their actions on social media.
- 11.3 All AYV activity online or on social media, whether it is ‘official’ AYV use or the personal use by people working for AYV is subject to the Editorial Guidelines and editorial oversight in the same way that our on-platform content is.
- 11.4 We should take particular care about maintaining our impartiality on social media, both in our professional and personal activities. AYV spaces on social media should reflect the same values and audience expectations as their on-platform brands.
- 11.5 Personal Activity: social media is now part of everyday life whether we use it personally, professionally, or both. All people working for AYV should be able to engage in social media activities if they wish. However, when someone is clearly identified with the AYV and/or discusses their work, they are expected to behave appropriately and in ways that are consistent with the AYVs’ editorial values and policies.
- 11.6 Even where people working for AYV don’t identify themselves as working for the AYV, they should be aware of the risk of being identified by others or by activities they may have undertaken elsewhere online or offline.
- 11.7 **Expressions of Opinion online:** Where individuals identify themselves as being linked with the AYV, or are programme makers, editorial staff, reporters, or presenters primarily associated with the AYV, their activities online have the potential to compromise the AYV’s impartiality and to damage its reputation.
- 11.8 Our audiences must be able to trust the integrity of AYV programmes and services and be confident that the outside activities of our presenters, programme makers and other staff do not undermine the AYV’s impartiality or reputation or that their editorial decisions are not perceived to be influenced by any commercial or personal interests.

11.9 Disclaimers written in biographies such as ‘my views not the AYV’s’ provide no defence against personal expressions of opinion on online social media that may conflict with AYV guidelines. Nothing should appear on their social media accounts which undermines the integrity or impartiality of the AYV. They should not:

- a) state or reveal publicly how they vote or express support for any political party.
- b) express a view for or against any policy which is a matter of current party-political debate.
- c) advocate any particular position on a matter of public policy, political or industrial controversy, or any other ‘controversial subject’
- d) exhort a change in high-profile public policy
- e) speak or write publicly about the AYV without specific, prior approval from the relevant head of department.

11.10 **Bringing the AYV into disrepute:** When individuals are identified as being people working for AYV they should not engage in activities on social media which might bring the AYV into disrepute.

11.11 They should act with courtesy and consideration towards their colleagues, they should not attack or abuse them or their work on social media, they should respect their privacy in the workplace and the commercial sensitivity of announcements made to people working for AYV.

11.12 People working for AYV should also not post offensive or derogatory comments or content on social media and avoid abusing their position as people working for AYV in personal interactions.

11.13 **Using Personal Accounts in a Professional Capacity:** People working for AYV may choose to use their personal social media accounts in the course of their work – for example in finding contributors or sourcing user generated content. Where they choose to do so, with the agreement of their line manager, they should be transparent about who they are and that they are acting on behalf of the AYV. However, they should not be obliged to use their personal accounts and may choose to use a AYV branded account to undertake this activity.

11.14 **Personal Activity on Official AYV Accounts:** People working for AYV with ‘official’ AYV accounts will use these accounts primarily in a professional capacity, although they may choose to include some personal detail where they and their line managers are in agreement. They may use these accounts to promote content they have created for AYV platforms, but they should seek advice from their line manager and Editorial Policy before using these accounts

to promote books or any other activity such as an event that may or may not be directly related to their AYV role.

- 11.15 **Guidance for Managers on social media:** Managers in each area will decide what is appropriate for individuals in their team based on this guidance note and the AYV Editorial Guidelines on Conflicts of Interest. They should not adopt an unnecessarily restrictive approach. But they should bear in mind concerns about impartiality, confidentiality, conflicts of interest or commercial sensitivity.
- 11.16 AYV emails and websites platforms: People working for AYV should not use their private email accounts to do any AYV communications. They may use private emails to promote content they have created for AYV platforms, but they should seek advice from their line manager and Editorial Policy before using these accounts to promote books or any other activity such as an event that may or may not be directly related to their AYV role.
- 11.17 **Copyright and Fact-check:** Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author. Fact-check your posts. Always evaluate your contribution's accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error. Spellcheck and grammar check everything. Content never disappears once it has been posted.
- 11.18 Correct errors promptly. If you find that your entry contains an error or mistake, correct it. Since transparency is key; admit your mistake, apologize if necessary, and correct it.
- 11.19 AYV has a zero-tolerance discrimination and anti-racism policy. Any online discourse in violation of our non-discrimination and anti-racism policy, including shared content online, may be cause for termination.
- 11.20 **Confidentiality, Privacy & Red Flags:** People working for AYV should not disclose or use confidential or proprietary information of the AYV or any client/customer in any form of online media. Sharing this type of information, even unintentionally, can result in legal action against people working for AYV, the company, and/or the client. Avoid forums where there is little control over what you know to be confidential information. If you are not sure, consult with management. Respect the privacy of your colleagues and of the opinions of others. Before sharing a comment, post, picture, or video about a client or colleague through any type of social media or network, his/her consent is not only a courtesy, but also a requirement.

11.21 People working for AYV will be required to sign a confidentiality agreement to obtain any PASSWORDS for AYV work. Once they have obtained the passwords the information must be kept confidential and not shared with anyone. If someone is demanding or requesting that you share any social media passwords, please alert management as soon as possible.

IF YOU ARE NOT SATISFIED

110.8 We want all of our people and audiences to be satisfied with the work we carry out for them. Despite our best efforts, occasionally things may not go to plan, and you may want to make a complaint.

110.9 We have a procedure set up for this, to make it easy both for you to use and for us to learn from. The process for complaints is provided to people working for AYV and audiences, which may be found on our website. We treat any complaint seriously and in accordance with our complaints' procedure.

COVERAGE AND PUBLIC ENGAGEMENT POLICY	
FROM	AYV
TO	Public/audiences/partners
TEAM LEAD	CEO/COO
STRATEGIC OUTCOME	We take pride in delivering the best possible media coverage we can.

APPROVED NEWS AND CURRENT AFFAIRS (A category)

A	COVERAGE	CHECKLIST	AYV OBLIGATIONS	PUBLIC OBLIGATIONS	RESPONSIBLE PERSONS
1	NCA/Ent News	Check Editorial Policy Check CAP policy Check booking form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform	Provide journalists Equipment/resources Air the news & right of reply	FREE ODS travel may be jointly arranged.	News Editor

2	AYV Shows/events	Check Editorial Policy Check CAP policy Check booking form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform	Provide journalists Equipment/resources Air the news & right of reply	FREE ODS travel may be jointly arranged.	Producer
3	Publications	Check Editorial Policy Check CAP policy Check booking form	Provide journalists Equipment/resources Publish the news & right of reply	FREE ODS travel may be jointly arranged.	News Editor
BUSINESS & PARTNERS COVERAGE (B category)					
B	COVERAGE	CHECKLIST	AYV OBLIGATIONS	PUBLIC/CLIENT OBLIGATIONS	RESPONSIBLE PERSONS

	<p>Business production</p>	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check is Profit making institution/programmes</p> <p>Check for Contracts/Agreement</p> <p>Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Travel arrangement</p> <p>Air contents live or within 3 days</p> <p>Invoices/relevant taxes</p>	<p>Production costs</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>ODS travel may be jointly arranged.</p>	<p>GMs/Commercial /Marketing Director</p>
	<p>Business OB</p>	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check is Profit making institution/programmes</p> <p>Check for Contracts/Agreements</p> <p>Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Travel arrangement</p> <p>Air contents live or within 3 days</p> <p>Invoices/relevant taxes</p>	<p>Production costs</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>ODS travel may be jointly arranged.</p>	<p>GMs/Commercial /Marketing Director</p>

		0JoOgNGN7JkaCx9PxmQ/viewform			
	Business shows/events	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check is Profit making institution/programmes</p> <p>Check for Contracts/Agreements</p> <p>Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Travel arrangement</p> <p>Air contents live or within 3 days</p> <p>Invoices/relevant taxes</p>	<p>Production costs</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>ODS travel may be jointly arranged.</p>	<p>GMs/Commercial /Marketing Director</p>
	Publications/Adverts	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check booking Form</p> <p>Check is Profit making institution/programmes</p> <p>Check for contracts/agreements</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Travel arrangement</p> <p>Publish adverts or within 3 days</p> <p>Invoices/relevant taxes</p>	<p>Publication costs</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>ODS travel may be jointly arranged.</p>	<p>GMs/Commercial /Marketing Director</p>

CHARITY/CONTENTS COVERAGE - AYV SPONSORED (C category)					
C	COVERAGE	CHECKLIST	AYV OBLIGATIONS	PUBLIC/CLIENT OBLIGATIONS	RESPONSIBLE PERSONS
	Charity & Contents production	Check Editorial Policy Check CAP policy Check is Not for profit Check for MOU Check is AYV sponsored Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform	Provide media team Equipment/resources Air contents live or within 3 days	Shared costs/ discount Travel arrangement Refreshment Storage/ safe space Credit/copyright	CEO/COO

	Charity & Contents OB	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check is Not for profit</p> <p>Check for MOU</p> <p>Check is AYV sponsored</p> <p>Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-0JoOgNGN7JkaCx9PxmQ/viewform</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Air contents live or within 3 days</p>	<p>Shared costs/ discount</p> <p>Travel arrangement</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>Credit/copyright</p>	CEO/COO
	Charity & Contents shows/Events	<p>Check Editorial Policy</p> <p>Check CAP policy</p> <p>Check is Not for profit</p> <p>Check for MOU</p> <p>Check is AYV sponsored</p> <p>Check booking Form https://docs.google.com/forms/d/e/1FAIpQLSdgPces6m19Xl5DfARoFwAhJMyVoe-</p>	<p>Provide media team</p> <p>Equipment/resources</p> <p>Air contents live or within 3 days</p>	<p>Shared costs/ discount</p> <p>Travel arrangement</p> <p>Refreshment</p> <p>Storage/safe space</p> <p>Credit/copyright</p>	CEO/COO CEO/COO

		0JoOgNGN7JkaCx9PxmQ/viewform			
--	--	---	--	--	--

Amb. Anthony Navo; Jr
Founder/Chief Executive Officer (CEO) for AYV

Messeh Leone
Chief Operating Officer (COO) for AYV

Habibul Munzir
General Manager Broadcast /Transmission/Tech for AYV

Josephine Tucker
General Manager HR/Admin for AYV

Daniel Moore
Director, Marketing, Partnerships, External Relations

Samuel Wise Bangura
Director, Contents, Communications, Policies

Amadu Lamrana Bah
Director, News and Current Affairs for AYV

Claude Kaynie
Director, Production/Entertainment for AYV

Janet Momoh
AYV Legal Affairs