**Centre for Information Technology and Development (CITAD)**



**MEDIA STRATEGY**

**Introduction**

The central objective of CITAD is to promote sustainable development, among other things by leveraging information and communication technology to empower people. This requires better knowledge of ICTs and how they can be used for development, increasing transparency that will make governments more accountable and creating the necessary conductive environment, including laws and regulations that will promote universal access to ICTs and place them in the hands of the people. Doing this entails a great deal of advocacy and cmapa9ng and public sensitization. This media strategy is to ensure that all actions, activities and programmes that CITAD implement will create the media visibility, allowing messages to reach the targets and produce the desired outcomes that such that they will contribute to the attainment of the objectives of the organization.

**Vision:** A ***knowledge-based democratic society free of hunger***

**Mission:** Using ***ICTs to empower citizens for a just and knowledge based society that is anchored on sustainable and balanced development***

**Goal:** Make CITAD a very visible organization in the country

1. To support the advocacy work of CITAD
2. To create a good social eco system by projecting a positive image of CITAD

**STRATEGY**

1. Ensuring that all activities of CITAD are fully covered by the media
2. Instituting a regular media interfacing to share CITAD works with the media
3. Conducting media house visits to maintain good media relations
4. Conducting press conference on issues relevant to the work of CITAD
5. Making press statements on topical issues
6. Making effective use of social media for the dissemination of activities of CITAD
7. Establishing a Standing Media Committee to ensure the implementation of the Media Strategy
8. Updating the websites of the organization to make sure every activity is reported and archived on the sites
9. Promoting good media relations by organizing occasional training programmes for media workers
10. Publishing in house magazine on the programmes and projects of CITAD

**ACTIVITIES**

1. Media House Visits: this should be done quarterly
2. Media interface: twice a year
3. Training of media staff: twice away
4. Publishing in house Magazine: quarterly exclude those related to specific projects
5. Press statements: as demanded by occasion and issues
6. Social media: all activities must be reported with pictures on the social media platform of the organization
7. Pre-even notice: all events must be pre-publicize two days to their happening
8. Invitation to the media: journalists to be invited to the event of CITAD should be given at least three-day notice
9. Reports of activities should be sent to the webmaster at least 2 days after the event
10. Press conference: as demanded by events and occasions

**IMPLEMENTATION**

The key to the implementation of this policy is the establishment of the Media Committee. The Media Committee shall consist of the following:

* **Membership/composition**
1. Senior Programmes Officer – Chainman
2. Research/Media Officer- Secretary
3. Online Media Programmes Assistant
4. ME Officer member
5. One person from training
6. One intern
* **Responsibilities of the Committee**
1. General coordination of media relations
2. Supervision and directing the Media officer in the discharge of his/her duties
3. Organizing press conferences, media interface and media tours
4. Initiating training programmes for journalists
5. Ensuring that the website and social media platform of the organization are regularly updated
6. Serve as the Editorial Committee of the in House magazine and Annual Report of the organization
7. Monitoring and evaluation the media engagements of the organization
* **Monitoring and Evaluation**

The Media Committee shall develop an appropriate framework for how monitoring and evaluation of the media engagements of the organization. Such a framework shall have metrics that include media mention, special programmes featured, broadcast coverage, social media analytics and website visits, among others. In the process of the evaluation, the Committee will generate reports for the attention of the Management, drawing attention to successes and challenges and making suggestions on what should be done to overcome challenges.