

**NAKURU TOWN CAMPUS COLLEGE****EGERTON RADIO EDITORIAL POLICY****PART 1****Introduction:**

Egerton Radio (101.7 FM) was launched in June 2012 as a training radio for students taking Communication and Media studies at Egerton University. Its other aim was to sensitize locals on cohesion and harmonious living following the post-election violence period of 2007/08 that also largely affected the University (a number of staff were displaced and the University also acted as a refuge center for some communities during the period), as well as be a branding and public communication tool for the University.

Initially it was only being heard in Njoro (campus) and its environs but following its renovation in 2020, the radio is now received in some parts of Nakuru Town.

**Mandate of the Radio:**

- ✓ To impart practical radio broadcasting skills to students of Egerton University taking Communication and Media Studies, and related studies.
- ✓ To raise funds for Egerton University.
- ✓ To brand and market Egerton University.
- ✓ To perform corporate social responsibility for Egerton University

**Vision of the Radio:**

To be a centre of excellence in practical media training, mentorship and leadership.

**Mission of the Radio:**

To contribute to the holistic training of communication and media personnel in Kenya and beyond.

**Core Values:**

- ✓ Professionalism
- ✓ Team Work
- ✓ Integrity
- ✓ Honesty
- ✓ Devotion to duty

## PART 2

### Editorial Objectives:

Egerton Radio will be guided by the **FAIR PRINCIPLE** in its programming as well as its news production.

- **F – FACTS:** Only factual information shall be shared on Egerton Radio and its online platforms.
- **A – ACCURACY:** The editorial and production teams at Egerton Radio shall take all measures to ensure facts above are as accurate as possible.
- **I – IMPARTIALITY:** Egerton Radio shall at all times be impartial in its programming. In cases where a party is unfairly mentioned, the programming and news production teams shall take all measures to give the party a right of reply.
- **R – RESPONSIBILITY:** In all its actions Egerton Radio shall endeavor to be a responsible broadcaster. Before any editorial decision is taken, it shall ask an introspective question: “SO WHAT?”
- **R – RELIABILITY:** Egerton Radio shall endeavor to be a reliable broadcaster that can be depended upon by the community.

## PART 3

### Administration of Social Media:

- All social media posts shall reflect the FAIR PRINCIPLE as explained above.
- The social media accounts of the radio will be managed by a staff who will be designated for that purpose.
- Radio show hosts can however use their social media handles to popularize their programmes while tagging the radio. However, this has to be done with responsibility.
- All digital banners shall reflect the radio’s (and in effect the University’s) corporate colours.

## PART 4

### Guests and Interviews:

A presenter wishing to host a guest shall communicate the idea to their respective producer who shall then give directions. In some cases, this direction shall be sought from the Head of Studio.

## PART 5

**Conflict of Intertest:**

Egerton University has an underlying conflict of interest in all programming. While the University Management may not interfere directly with general editorial directions, due care and diligence shall be taken by the production teams to ensure the University is not mentioned negatively in any of the programmes. All programming shall be geared towards the promotion of the University's agenda as stated in the mission and vision, and quality statement.

**PART 6****Editorial Responsibility:**

The overall editorial responsibility shall be vested in the Head of Section. This shall then be delegated to all staff and student journalists engaged in the radio. However, the editorial responsibility with respect to News shall be vested with the News Editor while that of continuity production shall be vested in a staff that shall be designated for that purpose.

**PART 7****Review of Editorial Policy:**

This Editorial policy shall be reviewed whenever need arises.