



UNIVERSITY OF EASTERN AFRICA, BARATON

Media Procedures



**QUALITY MANAGEMENT SYSTEM DOCUMENTATION
BASED ON ISO 9001:2015**

University of Eastern Africa, Baraton

Quality Management System based on ISO 9001:2015

Publication of the yearbook

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UNIVERSITY OF EASTERN AFRICA, BARATON

QUALITY MANAGEMENT SYSTEM

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Vice Chancellor

Date: 2nd April, 2025

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Name Prof. Moses M. Kibirango
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Date: 2nd April, 2025



Publication of the yearbook

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Publication of the yearbook

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1.0 GENERAL

1.1 Purpose

To ensure consistency and effectiveness in the publication of the yearbook.

1.2 Scope

This procedure applies to the publication of the University's yearbook.

1.3 References

Document Category	Document Title
Policy	Baraton Media Data Protection Policy, 2024

1.4 Terms and Definitions

Abbreviation/Term	Description
AdBoard	Administrative Board

1.5 Principal Responsibility

The Media Manager shall ensure adherence to this procedure.

1.6 Input

Draft content

1.7 Resources

- a) Personnel
- b) Funds
- c) Hardware and software
- d) Stationery

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process

2.2 Process Steps

Step	Activity	Record	Responsibility
2.2.1	This procedure shall start with the Media Manager, on a biannual basis, advertising for yearbook crew members.	Evidence of communication Copy of advertisement	Media Manager



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Step	Activity	Record	Responsibility
2.2.2	Upon receipt of applications and on the lapse of the specified deadline, the Media Manager shall share the list of candidates to the Media Committee for shortlisting. The criteria for shortlisting shall be:- a) requisite knowledge and skills, b) financial needs of the students, and c) academic and disciplinary record	List of shortlisted candidates	Media Committee
2.2.3	The Deputy Vice-Chancellor for Student Affairs and Services shall on receiving the list of shortlisted candidates appoint them based on the Media Committee's recommendations and the criteria in 2.2.2.	Appointment letters	Deputy Vice-Chancellor for Student Affairs and Services
2.2.4	Upon appointment, the Media Manager shall ensure briefing of the Yearbook Crew members on the expectations and timelines.	Briefing minutes	Media Manager
2.2.5	The Media Manager shall receive and review the content from the Yearbook Crew members.	Draft content	Media Manager
2.2.6	The Media Manager shall convene meetings with the Media Committee for review and input.	Reviewed content	Media Manager



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Step	Activity	Record	Responsibility
2.2.7	In the event that there is need for revision, the Media Manager shall ensure it is done.	Reviewed content	Media Manager
2.2.8	The Media Manager shall present the draft Yearbook to the AdBoard for approval for publishing. In the event that there is need for revision, the Media Manager shall ensure it is done.	Approved content	AdBoard
2.2.9	Upon approval by the AdBoard, the Media Manager shall initiate the Procurement Procedure for printing purposes.	Purchase requisition	Media Manager
2.2.10	Upon receiving the yearbook, the Media Manager shall report to the Media Committee and develop a distribution plan for circulation to the University Community.	Minutes of Meeting Distribution Plan	Media Manager

2.3 Process Output

Approved and circulated yearbook

2.4 Subsequent Processes

No subsequent process

3.0 PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Accuracy and completeness	Number of errors reported per publication

University of Eastern Africa, Baraton

Quality Management System based on ISO 9001:2015

Content Planning & Delivery

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QUALITY MANAGEMENT SYSTEM

Approved by:

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Name: Prof. Msafiri Mmamba Jackson
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Content Planning & Delivery

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1.0 GENERAL

1.1 Purpose

To ensure timeliness, consistency and efficiency in content planning and delivery.

1.2 Scope

This procedure applies to content planning and delivery by Baraton FM and Hope Channel Baraton.

1.3 References

Document category	Document title
Regulation	Community Radio Broadcasting License by Communication Authority of Kenya, 2024
Statute	Kenya Information and Communications Act, 2013
Statute	Media Council Act, 2013
Code	Programming Code for Free-to-Air Radio and Television Services
Code	Code of Conduct for the Practice of Journalism in Kenya

1.4 Terms and Definitions

Abbreviation/Term	Description
AdBoard	Administration Board
KICA	Kenya Information and Communications Act
Section Head	Refers to Section, Head TV, Section Head, Radio and Section Head, Yearbook

1.5 Principal Responsibility

The Media Manager shall ensure adherence to this procedure.

1.6 Inputs

Approved Programme Template/Script.

1.7 Resources

- a) Staff
- b) Funds



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c) Hardware

d) Software

e) Stationery

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process.

2.2 Process Steps

2.2.1 Content Planning

Step	Activity	Record	Responsibility
2.2.1.1	This procedure shall start after the end of the day's show with the Producer who is the Team Leader, holding a daily editorial meeting with the team members who are the host/presenter(s). The agenda of the meeting shall be to discuss ideas for the following day's show and shall be guided by the following: a) News cycle of the day, b) National calendar of events, c) Current approved budget, d) Editorial Policy, KICA, Code of conduct for the practice of journalism in Kenya.	Minutes of Meeting	Producer
2.2.1.2	At the end of the editorial meeting, the Producer shall prepare the next day's Programme Template/Script clearly indicating the programme flow.	Draft Programme Template/Script	Producer



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Step	Activity	Record	Responsibility
	The Producer shall implement recommendations from the Editorial meeting.		
2.2.1.3	The Producer shall send the Programme Template/Script to the Media Manager for approval.	Evidence of communication	Producer
2.2.1.4	Upon approval, the Producer shall ensure production of the show.	Time stand	Producer
2.2.1.5	In the event there are guests to be hosted in the show, the Producer shall communicate to them and make arrangements to facilitate their way to the studio and the production of the show.	Evidence of communication	Producer
Note 1	The Producer shall sign the Attendance Book and ensure the presenters and the guests (if any) sign on the book.	Attendance Book	Producer
2.2.1.6	During the production, the Producer shall stick to the flow and prepare a Program Script on the execution at least 12 hours before the show.	Execution report	Producer
2.2.1.7	After the show, the Team Leader/ Producer shall hold a meeting with the team members to prepare a review report indicating the flow of the show, any arising challenges and technical challenges, content	Reviewed Execution Report	Producer



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Step	Activity	Record	Responsibility
	feedback and areas in need of improvements.		
2.2.1.8	The Team Leader/Producer shall share the review report with the Section Head and take action where necessary.	Reviewed Execution Report	Team Leader/Producer
2.2.1.9	On a daily basis, the Section Head shall forward reports to the Media Manager.	Evidence of communication	Section Head
2.2.1.10	The Media Manager shall on quarterly basis present the reports to the Media Committee for their information and necessary action.	Minutes of meeting	Media Manager

2.2.2 Content Delivery

Step	Activity	Record	Responsibility
2.2.2.1	<p>This procedure shall start at least 15 minutes to show time with the Producer reviewing the approved rundown. The Producer shall ensure that the following is done:</p> <ul style="list-style-type: none">a) News Rundown has been prepared and sent.b) News Jingle has been edited and sent.c) Weather forecast has been written and reader on set.d) Guests list has been approved, contacted, and security notified.	Evidence of communication	Producer



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Step	Activity	Record	Responsibility
	e) Product rundown has been approved and available.		
2.2.2.2	Upon the confirmation of the above, the Producer shall ensure adherence of the product rundown and note areas of improvements.		Producer
2.2.2.3	When on air, the Producer shall ensure all systems are working as they should including monitoring all the livestreams, along with the cohost monitoring feedback including on social media and report any technical issues should there be any.		Producer
2.2.2.4	After the show, the Producer shall prepare a report and file it with the Section Head. The report shall detail the following: a) The flow of the show. b) Feedback either technical or content. c) Challenges and areas of improvement. d) Time in and Time out. e) Feedback & Feedback Analysis f) Compliance.	Report	Producer



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2.2.3 Compliance Management

Step	Activity	Record	Responsibility
2.2.3.1	On an annual basis, the respective Section Head (TV and Radio) shall prepare a Compliance Schedule.	Compliance Schedule	Section Head (TV and Radio)
2.2.3.2	Upon preparing the Compliance Schedule, the respective Section Heads shall undertake the compliance activities outlined in the Schedule and as per the timelines specified.	Compliance Schedule	Section Head (TV and Radio)
2.2.3.3	On a quarterly basis, the respective Section Heads shall prepare Quarterly Reports and share them with the Media Manager.	Quarterly Reports	Section Head (TV and Radio)
2.2.3.4	On annual basis, the Media Manager shall, renew the licenses with the Communications Authority of Kenya as required by law.	Valid licenses	Media Manager

2.3 Process Outputs

- a) Delivery of content
- b) Compliance with legal requirements

2.4 Subsequent Processes

No subsequent process



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3.0 PROCESS KEY PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Evaluation
Accuracy and completeness of content	Number of complaints received on inaccurate or incomplete information
Implementation of legal requirements	Number of incidents of noncompliance with legal requirements

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Handling of Media Complaints

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QUALITY MANAGEMENT SYSTEM

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Handling of Complaints

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Handling of Complaints

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1.0 GENERAL

1.1 Purpose

To ensure consistency, timeliness and effectiveness in the handling of media complaints.

1.2 Scope

This procedure applies to the handling of media complaints by Baraton FM and Hope Channel Baraton.

1.3 References

Document Category	Document Title
Regulation	Community Radio Broadcasting License by Communication Authority of Kenya, 2024
Statute	Kenya Information and Communications Act (KICA), 2013
Statute	Media Council Act, 2013
Code	Programming Code for Free-to-Air Radio and Television Services
Code	Code of Conduct for the Practice of Journalism in Kenya

1.4 Terms and Definitions

Abbreviation/Term	Description
AdBoard	Administrative Board
Section Head	Refers to Section, Head TV, Section Head, Radio and Section Head, Yearbook

1.5 Principal Responsibility

The Media Manager shall ensure adherence to this procedure.

1.6 Inputs

Received complaint.

1.7 Resources

a) Personnel



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b) Hardware and software

c) Stationery

2.0 PROCESS DESCRIPTION

2.1 Predecessor Processes

No predecessor process

2.2 Process Steps

Step	Activity	Record	Responsibility
2.2.1	This procedure shall start with the Media Manager in Baraton FM/Hope Channel Baraton receiving a complaint through any of the following channels: a) phone calls b) e-mails c) letters d) social media platforms e) in-person visits to the station	Received complaint	Media Manager
2.2.2	On receiving the complaint, the Media Manager shall ensure logging of the complaint in the Complaints Register.	Complaints Register	Media Manager
2.2.3	The Media Manager shall ensure acknowledgment of Complaint within 48 hours of receipt.	Evidence of communication	Media Manager
2.2.4	The Media Manager shall assign the complaint(s) to the relevant Section Head for investigation.	Evidence of communication	Media Manager
2.2.5	Guided by the relevant Policies and Guidelines, the Section Head shall: a) review the audio/video recordings of the program	Investigation Report	Section Head



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Step	Activity	Record	Responsibility
	<p>b) review the scripts or transcripts</p> <p>c) where applicable, conduct interviews of staff involved in the production or broadcast of the content.</p> <p>The Section Head shall prepare an Investigation Report and forward it to the Media Manager for review and action.</p>		
2.2.6	On receiving the report and based on the outcome of the investigation, the Media Manager shall determine whether the complaint is valid.	Reviewed Investigation Report	Media Manager
2.2.7	If the complaint is invalid, the Media Manager shall communicate a detailed explanation to the Complainant.	Evidence of communication	Media Manager
2.2.8	<p>If the complaint is valid, the Media Manager shall take appropriate action, which may include:</p> <p>a) issuing an on-air apology</p> <p>b) correcting inaccurate information</p> <p>c) removing offensive content</p> <p>d) disciplinary action against staff (if necessary)</p>	Complaints Register	Media Manager



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Step	Activity	Record	Responsibility
	The action taken shall be recorded in the Complaints Register.		
2.2.9	The Media Manager shall: a) communicate the outcome of the investigation and the actions taken to the complainant within 21 days of receiving the complaint. b) retain a record of all complaints, investigations, and resolutions for at least 12 months. c) conduct a quarterly review of complaints and submit the reports to the Communications Authority of Kenya.	Evidence of communication Quarterly reports	Media Manager

Note 1: In case the Complainant is dissatisfied and escalates the matter to the Communications Authority of Kenya, the Media Manager shall act in accordance with the applicable legal requirements.

2.3 Process Output

Resolved complaint.

2.4 Subsequent Processes

No subsequent process

3.0 PROCESS PERFORMANCE INDICATORS

Key Performance Indicator	Monitoring and Measurement
Time and timeliness	Turnaround time for resolution of complaints (within 21 days)