



ELECTORAL COMMISSION OF ZAMBIA

OBJECTIVES AND TERMS OF REFERENCE FOR THE ECZ/MEDIA CORPS

In accordance with the ECZ Strategic Plan in which the Commission plans to institutionalise regular Interactions with stakeholders in the electoral process, the Commission hereby establishes a media corps to enhance the Commission's media relations and ensure quick dissemination of information to the public.

OBJECTIVES

The objectives of setting up the media corps are to:

- Establish a network of informed, knowledgeable and specialised media practitioners on election related and governance issues;
- Ensure that the Commission's communication is targeted at specific media practitioners, who will be our contact persons.
- Develop a comprehensive database of key media houses and practitioners; and,
- Strengthen the relationship between the Commission and the media in Zambia;

TERMS OF REFERENCE

The terms of reference for the media corps are to:

- Scrutinise and verify information relating to the Commission and the electoral process that is received by their various media organisations.
- Act as elections focal point persons in their various organisations
- Orient their peers in their respective organisations on the Commission's new developments & innovations
- Be involved in the development and revision of media related election materials
- Assist the Commission in the publicity of its activities
- Assist the Commission in obtaining feedback from its stakeholders through their various media
- Coordinate with the Commission's publicity Coordinators in the districts on matters of publicity
- Coordinate training of Media Personnel in their institutions