



**SEYCHELLES BROADCASTING CORPORATION**

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## **Policies and Procedures**

### **Press Conferences**

Document Name:

**SBCPOL-06-Policy and Procedures for Press Conferences**

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# **SBCPOL-06-Policy and Procedures for Press Conferences**

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## **1.0 Introduction**

A Press Conference is a media tool which brings important and updated information to the public in a timely manner. By their *important and/or urgent* nature, Press Conferences generate news and are invariably newsworthy.

Press Conferences are a relatively new development in our media landscape. Prior to 2020, Press Conferences were few and far between and most of these were recorded ones. Since 2020, there has been a considerable increase in the number of Press Conferences, especially Live Press Conferences, triggered mainly by the COVID-19 situation and the subsequent need to keep the public informed and updated in a timely manner. In 2020, the Corporation covered over 133 Press Conferences, of which 125 were live. For 2021, to date, the SBC has covered 30 Press Conferences of which 28 were live ones.

The SBC has spearheaded this initiative now that it has the technological capability to enable same relatively easily, as part of its mandate to help ensure an informed and educated public.

This policy document seeks to outline how the Corporation will manage Press Conferences, live or delayed, going forward.

## **2.0 Live or Delayed Broadcast**

If a Press Conference is being requested, it is expected that the information or message therefrom is of particular importance and/or urgency, and that the public would want to receive this message or information as and when it is being communicated.

The final decision on whether a Press Conference will be live or not, however, rests with the SBC as the platform provider.

Where Press Conferences are recorded to be aired later, the SBC will have to exert more stringent Editorial control, which invariably means that not all of what transpired in the Press Conference will be automatically rebroadcast. (*Please refer to Section 8 for further details.*)

## **3.0 Request for coverage of Press Conferences**

All requests for Press Conferences should be made in writing through the standard form provided: **SBCPOL-06-F1-Press Conference Request Form** at least three working days before the event is due to take place.

The form can be found on the Public Documents page :<https://sbc.sc/public-documents/>

This form can be filled-in, signed, and emailed electronically to: [deputy.ceo@sbc.sc](mailto:deputy.ceo@sbc.sc) and [ceo.secretary@sbc.sc](mailto:ceo.secretary@sbc.sc)

All requests will be acknowledged, and a response provided within 24 hours.

If the Press Conference is urgent and at short notice, the requestee shall call the Newsroom on 4289 651 or the Deputy CEO on 4289711.

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### **4.0 Duration of Press Conference**

Press Conferences must have a clear agenda, with valid and specific reasons.

Just like all information, the clearer, to-the-point and concise they can be, the more beneficial for the *receiver* and, indeed, the *sender*.

Requests for coverage should be supported by an outline of what is to be addressed during the Press Conference.

The SBC is not encouraging extremely long Press Conferences which might not hold the audience's attention.

The coverage of Press Conferences by the SBC shall normally **not exceed 60 minutes**.

### **5.0 Frequency of Press Conferences**

The frequency of coverage by the SBC for a particular entity shall normally not exceed 1 per month. However, this will also be determined by events happening in the country.

### **6.0 Platforms**

Press Conferences will normally be broadcast on SBC3, Radyo Sesel and the SBC YouTube channel.

Press Conferences of national interest and high importance can also, at the discretion of the SBC, be broadcast on SBC1.

In exceptional cases, when Radyo Sesel is broadcasting another live event, Paradise FM shall carry the Press Conference. This will be for Press Conferences of high importance and urgencies related to national and public service interest.

Political Press Conferences will, consequently, not (normally) be aired on Paradise FM.

### **7.0 Repeats**

#### **Television**

All Press Conferences will be repeated as from 7 p.m. on the same day on SBC3.

Exceptions will be made and communicated when a Press Conference takes place late in the afternoon or early evening. In such instances repeats shall be on the following day.

When there are more than one Press Conferences to be repeated on the same day, they will be broadcast in the chronological order that they took place.

There shall be a second repeat over the weekend. Exception for three (3) runs will be for Political Press Conferences, which shall have only one repeat (usually the evening of the same day.)

#### **Radio**

When the first broadcast of a Press Conference is live on Radyo Sesel, it will be repeated on Saturday morning of that same week.

If the first broadcast of a Press Conference is on Paradise FM, there will be a repeat on Radyo Sesel the same day, and a second repeat on the following Saturday.

When there are more than one Press Conferences in a week, these will be repeated on Friday and Saturday.

Exception will apply for Political Press Conferences, which shall have only one repeat.

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### **8.0 Editorial Standards and Control**

The SBC will apply its editorial control and standards on all Press Conferences in line with its Editorial Guidelines, published in August 2020.

These standards apply to all SBC's platforms, including its You Tube page.

Delayed Press Conferences will be reviewed and, where necessary, edited before the first broadcast or posting.

Live Press Conferences cannot be edited, evidently, but the repeat will be scrutinised and, if necessary, edited as per the SBC's editorial guidelines.

Therefore, if a Press Conference has been broadcast live, the version on YouTube shall remain as the 'archive' version, unless valid complaints/issues arising necessitates editing that version.

### **8.1 Live Political Press Conferences**

Live Political Press Conferences will generally be treated in a similar manner as all live Press Conferences.

Freedom of expression normally comes with responsibilities. And in the case of a Live Political Press Conference, this responsibility falls largely on the requestee and their nominated speakers who hold the legal and moral responsibility to speak the truth, to avoid hate speech, not to incite hatred and discord, and to not cause undue offence or harm to others.

When any entity or a Political Party provides a recorded programme for broadcast, for example a Political Party Broadcast, the programme is reviewed to ensure that it meets all of the SBC's editorial requirements. Since this is not possible with live broadcasts, the SBC will ensure an ongoing editorial review of such live press conference.

If it is subsequently deemed that the Corporation's editorial and ethical principles are continually and/or unduly being breached, the Corporation will not approve any further live broadcasts for that particular entity.

There is a clear need to achieve an acceptable balance between the right to freedom of expression, the protection of the ideals of a democracy and the responsibility that these entails.

The SBC, therefore, appeals to all stakeholders to ensure that this service is used wisely and only when necessary, to propagate information that is new, correct and true.

SBC, on its part reiterates its commitment to continue playing its role, not only to inform and educate the public, but as a key player in one of the four pillars of our democracy.

### **9.0 Additional Information**

For further queries or information please email [deputy.ceo@sbc.sc](mailto:deputy.ceo@sbc.sc) or call 4289711

### **10.0 Related Policies and Documents**

- a. SBCPOL-06-F1-Press Conference Request Form
- b. SBCPOL-01-Editorial Guidelines

[Both above documents to be eventually hyperlinked to our website versions]

# **SBCPOL-06-Policy and Procedures for Press Conferences**

## **11.0 Guidelines for stakeholders organising a Press Conference.**

### **1. Request a Press Conference only when you have Important and/or Urgent news to communicate**

Press conferences take a fair bit of organising, and they are not easy events to manage. You therefore only want to hold one when you have really big and fresh news to communicate and want to get it out to a large audience as fast as possible.

### **2. When journalists want to know**

If journalists are calling you all day about an issue or for a statement, that is a good time to have a press conference.

If not a single reporter has asked about an issue, do not schedule a press conference about it. If nobody's asking, then probably nobody wants to know and the press might not turn up at your press conference.

### **3. Inform the media about your Press Conference**

Once the decision to hold a Press Conference has been made and the topic identified, communicate with the media to confirm availability. A Press Conference should not be publicised until the respective media houses have confirmed their presence.

### **4. Ensure your Press Conferences are well spaced out.**

Press Conferences should be well spaced out. It is not advisable that a requestee holds a Press Conference more than once a month unless there is very important public information to be shared or unless sought after by the media. Scheduling Press Conferences every few days, every week or when the general public is preoccupied with other events will not hold much attention.

### **5. Give an indication of what you are going to talk about**

Having a plan as to what is going to be addressed is very important and help keep the focus on the topic and respecting the time frame of 60 minutes. This also helps journalists to research the subject matter.

### **6. Plan your 60 minutes.**

Speakers should generally focus on their topic and make their point as early as possible leaving enough time for the media to question them.

It is recommended that a Press Conference starts with a statement, leave enough time for questions and end with a short summary.

### **7. If there is more than one speaker**

If there is more than one speaker. Plan and allocate each member with a couple of minutes to make their point and if there are more than one topic, make clear who is going to address each one.

## **Sources**

<https://www.thebalancesmb.com/when-to-hold-a-press-conference-and-when-not-to-2295940>

<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/press-conference/main>

[https://www.thenewsmanual.net/Manuals%20Volume%201/volume1\\_21.htm](https://www.thenewsmanual.net/Manuals%20Volume%201/volume1_21.htm)