

2018

KUSDA COMMUNICATION POLICY



The Communication Department,
Seventh- Day Adventist Church
Kenyatta University (KUSDA)

PREAMBLE

We, the KUSDA Communication Department, having seen the dire need of a formal document guiding the various aspects of Communication within the church, have hereby come up with a blueprint- the first of its own kind, to assist the church leadership and membership in managing the equipment available to the glory and honor of God's name. Being a guideline that, among other aspects of communication services offered in and/or by the church, incorporate the storage, use, operation, etc of the KUSDA Public Address System as well as those of the KUSDA Singing Ministries, the entire communication team came together with the representatives of the 7 ministries to brainstorm and compile a binding document so as to promote harmony and order.

Having been passed by the Church Board entirely as it is or with the amendments deemed necessary, it is in good faith that each and every church member takes it upon himself/herself to abide by the directions provided herein.

ABBREVIATIONS AND ACRONYMS

KUSDA- Seventh-Day Adventist Church, Kenyatta University

CD- Audio disc

DVD- Visual disc

TV- Television

PA- Public Address system

IT- Internet Technology

KU- Kenyatta University

KUTV- Kenyatta University Television

CID- Church Investment and Development Department

PM- Personal Ministry Department

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1.0 INRTRODUCTION

1.1 COMPOSITION OF THE COMMUNICATION DEPARTMENT

The composition or membership of the department is as stipulated in Chapter 4 (pages 51 and 52) of the KUSDA Church constitution.

1.2 ROLES OF THE MEMBERS AND THE COMMITTEES WITHIN THE DEPARTMENT

COMMUNICATION DIRECTOR

The Communication Director shall: -

- (a) Coordinate the designing, distributing and putting up of posters in and around the University at strategic and appropriate places;
- (b) Together with the relevant departments promote the selling of the books, magazines, gospel tapes, CDs and DVDs, among others produced by the church members and groups;
- (c) Coordinate all the activities of the sub-committees within the department;
- (d) Serve as a source of information about the church for the communication media.
- (e) Try to guide other departmental leaders and church members to internet resources which will be helpful to them.
- (f) Help with special events, giving special attention to the public relations aspects.
- (g) Make sure that the church is identified by an exterior sign appropriate to the architecture of the church.

COMMUNICATION SECRETARY

The communications secretary shall: -

- (a) Deputize for the communication director in the performance of duties and functions of the office;
- (b) Keep updated records of the department;
- (c) Be the secretary to the communications council;
- (d) Be responsible for the gathering and dissemination of news.

RADIO, TV AND POSTERS COMMITTEE

The Radio, TV and Posters Committee shall: -

- (a) Consist of 5 members nominated by the nominating committee;

- (b) Be responsible for distributing and putting up of posters in and around the University at strategic and appropriate places;
- (c) Be responsible for putting up the banner every Sabbath;
- (d) In conjunction with personal ministries department identify and coordinate presenters for the radio and TV programs;

PUBLIC ADDRESS SYSTEM (PA) COMMITTEE

The public address committee shall: -

- (a) Consist of 5 members nominated by the nominating committee;
- (b) Be in charge of the public address system;
- (c) Ensure the public address system is put in place at the right time;
- (d) Ensure the public address system is well maintained and serviced;

COMMUNICATIONS COUNCIL

The communications council shall comprise of: -

- (a) Communications Director;
- (b) Communications secretary;
- (c) Two members from the radio, TV and posters committee;
- (d) Two members from the public address committee;
- (e) One member from the website committee;
- (f) One member from the press;

WEBSITE COUNCIL

The website council shall comprise of: -

- (a) Two IT specialists;
- (b) Two representatives from the communication department;

The committee among other duties shall: -

- (a) Feed information to and update the KUSDA website;
- (b) Work hand in hand with the communication and clerk's departments;
- (c) Receive communication to be fed into the website from all the departments of the church.

2.0 KUSDA CHURCH PUBLIC ADDRESS SYSTEM

2.1 ASSETS AND DEFINITIONS

- (a) The department shall keep and from time to time update a record of the assets and their definitions (specifics) for easy identification.
- (b) The conditions of the assets shall be made clear at the start of every semester or academic year for strategic planning by the church.
- (c) Upon acquisition or receipt of any asset(s) meant for use by and/or in the department it(they) shall be entered into the records.

2.2 STORAGE

- (a) The communication department shall have a designated location, *preferably a room within the church annex*, for safe keeping of the Public Address system components.
- (b) The PA components shall be stored in an orderly manner to mitigate cases of misplaced components as well as limit the time one may use to locate given item(s).
- (c) The room shall **always** be under lock when not being accessed.
- (d) The key(s) to the room shall **only** be possessed and used by authorized persons.
- (e) The communication room shall **only** be accessed by authorized persons.

2.3 OPERATION

- (a) The members of the PA committee shall be the **only** individuals mandated to operate the Public Address system and **any other** church member who, upon showing interest, has been trained on how to operate the entire system.
- (b) The members of the PA committee shall, upon nomination, be taken through an *intense training* by the outgoing team on the entire PA system operation.
- (c) The department shall link with the singing ministries to get individuals who may be interested in the PA system operation and train them during times that shall be agreed upon by the interested individuals. This aims at equipping as many as is possible and for continuity purposes.
- (d) The PA system shall be connected and operated during the normal church programs (midweek and Friday vespers and Sabbath) and during those programs that shall be

- organized by the church which will require the use of the PA system (Spiritual weeks of emphasis, prayer nights, pre-weddings, weddings, etc).
- (e) The PA system shall be **connected in time**, *with at least 15 minutes to spare* to the time a program is set to commence, to avoid last minute rush that would jeopardize the condition of the components as well inconvenience the entire program expected to be in progress.
 - (f) The PA committee shall manage the occupation and movements around the communication desk to ensure safety of equipment in use.
 - (g) The PA committee **shall not allow** individuals to charge their electronic gadgets around the communication desk and/or leave their belongings under anyone's custody at the communication desk to avoid theft cases.
 - (h) The PA will be used during weddings held in church as stipulated in the KUSDA wedding policy and the operator of the day paid his/her dues as dictated by the same policy.

2.4 MAINTENANCE

- (a) The PA system components shall be serviced at the begin of every semester and/or when there are indicators of the need to service them.
- (b) The PA committee shall identify a qualified and experienced technician to whom the equipment should be taken for servicing and/or repair.
- (c) The head of the PA committee shall be responsible for the servicing and/or any other member of the committee as he/she shall have requested or directed.
- (d) Those handling the equipment shall be sensitized to ensure they *carefully* do so to minimize possible damages as a result of carelessness.
- (e) The communication room shall always be kept in the right condition as will enhance the well-being of the equipment.
- (f) The church, through the treasury, shall foot the bill of servicing and repairs as shall be approved and/or directed by the Church Board and depending on the urgency.

2.5 BORROWING

- (a) A church entity shall be legible to borrow the church PA system component(s); **but not** the entire system, following the laid down procedure.
- (b) Any borrowing shall be done by a letter addressed to the Church Board through the Director of the Communication Department; indicating specifically what is being borrowed and the period during which it is expected to be in use. Borrowing by word of mouth **shall not** be accepted.
- (c) An individual is **not eligible** to borrow any component of the PA for use away from the church. In an event one wishes to use a PA component for ministry elsewhere then he/she should avail a letter from the hosting church for accountability and follow-up purposes.
- (d) No PA system component shall be lent out at a time that its absence will possibly cripple church programs and functions.
- (e) A record of what is borrowed and by whom shall be kept by the Communication Secretary and/or the head of the PA committee for easy follow up.
- (f) Any component and/or equipment lent out shall be returned not later than the period it was borrowed as indicated in the letter.
- (g) There shall be damage penalties incurred by the borrower in a case where the borrowed component is returned with a malfunction or an indicator of malfunction that wasn't the case when it was lent out.

2.6 NEW ACQUISITION

- (a) A new PA component shall be acquired in an event;
 - i) It disappears mysteriously without trace.
 - ii) It is completely damaged beyond repair.
 - iii) There is need of it yet it has never been purchased.
 - iv) A request has been put forth by the department or otherwise.
 - v) It is outdated thus no longer of useful service in line of its specification.

2.7 FINANCE

- (a) There shall be a communication kitty to which any member of the who is willing to support the monetary operations of the department may channel his/her contributions.
- (b) The monies channeled to the communication kitty shall be received and safely kept by the church treasurer in a way approved by the church.
- (c) The Communication department, at the beginning of every semester or upon request, shall prepare a budget and present it to the Strategic Planning and Budgeting Committee for funding and/or appropriate direction depending on the financial standing of the church as well as the priority attached to the various budgets forwarded to them.
- (d) The amount of money meant for the PA in an event a wedding is held shall be handled in accordance with the provision in the Wedding Policy.

2.8 MISSIONS

- (a) **No component** of the KUSDA PA system shall be lent out to any Singing Ministry during the missions organized by the church's Personal Ministry (PM) department.
- (b) **However**, in an event a request is made for a component(s) to be given out during the KUSDA missions, the person(s) responsible **shall**, in writing for purposes of records, make an official communication either to the Communication Director, the Communication Secretary or the PA Committee Head.
- (c) Immediately the mission(s) in which the borrowed component(s) was/were in use, the person(s) responsible **shall** organize to have it/them ferried back to the church to avoid any inconveniences upon commencement of the following semester's church activities.
- (d) The group that has borrowed the component(s) **must satisfy** the Communication department or whoever shall be issuing the component(s) that the person who shall be in charge of the operations is qualified enough.
- (e) Any damages or loss shall be incurred by the group to which the component(s) has/have been lent out.

2.9 HIRING

- (a) The KUSDA PA system, either entirely or some given components, shall be open for hire by any **church** upon agreed terms and conditions and at agreed rates.
- (b) The KUSDA PA component(s) shall not be open to for hire at a time(s) that it is likely to affect to operations of the church programs.
- (c) Request for hire of the KUSDA PA system shall be made in writing to the head of the PA Committee at least a month prior to the expected date of use.
- (d) A deposit of at least 50% of the total amount agreed upon shall at the time the PA is taken from the church with the other 50% paid after the entire system or the component(s) have been safely brought back to KUSDA Church.
- (e) Upon the return of the PA system everything shall be verified by the PA Committee Head after which any damages or losses shall be incurred by the entity that hired the system.

3.0 KUSDA SINGING MINISTRIES' PUBLIC ADDRESS SYSTEMS

3.1 ACQUISITION

- (a) A Singing Ministry shall acquire PA system component(s) as it so wishes and at whatever time they are in a position to.
- (b) A Singing Ministry shall have an inventory, that is, a detailed list of all the PA system components possibly with the mention of models and serial number where applicable for ease of trace, efficiency and accessibility.
- (c) Each Singing Ministry shall be responsible for labelling all their PA system components for ease of access and avoid confusion.

3.2 STORAGE AND ACCESS

- (a) All the Singing Ministries' PA systems shall be stored within the church annex particularly in the Communication room.
- (b) The Communication room shall be partitioned in such a way as to maximize on the little space available hence accommodate all the PA equipment belonging to all the Singing Ministries.
- (c) Once the partitioning is done each Singing Ministry PA representative shall be the custodian of the key giving access to their cabinet while a copy for each group remains under the custody of the Communication department.
- (d) The Head of the PA Committee shall have the only copy of the key to the Communication room hence the Singing Ministries will have to contact him/her in order to access their PA systems.

3.3 REPRESENTATION

- (a) Each Singing Ministry shall have at most two representatives to the PA Committee during any given academic year.
- (b) The Ministries' representative(s) shall be part of the PA Committee and be trained on operations around and within the department to ensure they are up to speed.
- (c) The representative(s) shall, directly or indirectly, link the PA Committee to the respective Singing Ministries where communications and/or concerns are to be made.

- (d) The representative(s) shall be responsible for ensuring their respective Singing Ministries have a workable PA policy that is in harmony with KUSDA Communication Policy and that the policies are being implemented to the glory of God's name.
- (e) The representative(s) shall be the sole custodian(s) of the keys used to access the cabinets in which are kept their PA system components.

3.4 RIGHT TO USE

- (a) The use of the PA systems shall, other than during the missions organized by the KUSDA PM, be subject to the PA policies of the respective Singing Ministries.
- (b) The KUSDA church shall make a request to the group(s) through the Communication department so as to authorize the use of their PA components at any given point in time.
- (c) The church shall be liable for any damages or losses in the process of using any PA component(s) belonging to the Singing Ministries.
- (d) A Singing Ministry shall not have to get any permission from the Communication department so as to use their PA system as has been deemed okay by its Governing Council.
- (e) In an event a Singing Ministry is hiring or lending out its PA system, either in part or in full, it is advisable that a form (annexed at the end of this document) be filled and a copy served to the PA Head for records and possible follow-up should such a ministry need the assistance of the church in the process.

3.5 MISSIONS

- (a) Every Singing Ministry, with the help of the PM department where necessary, shall make arrangements on how the PA system leaves KUSDA church and is returned to KUSDA safely *immediately* the mission is over and not kept at the home of an individual.
- (b) Every Singing Ministry shall make sure the entire PA system is in the right condition just before leaving for the missions to avoid unforeseen challenges.
- (c) Every Singing Ministry shall ensure an honest report on the condition of the various PA components upon return to KUSDA is made, possibly having comments against each and every component.
- (d) The PM department shall, in their budgetary allocations, cater for unforeseen challenges with PA breakdowns and expected repairs in such an event(s).

- (e) The Ministries' representative(s) shall be in charge of the PA systems throughout the missions or delegate accordingly in case of absence.
- (f) The person(s) in charge of the PA systems should consult widely when and/or where there is some doubt about an attempt about to be made in connection, operation and handling of the systems.
- (g) The person(s) in charge shall take it upon themselves to identify and train other individuals for continuity purposes, avoid overdependence on an individual and enrich the fold of God in service.

3.6 HIRING

- (a) The rates/charges of hiring out a PA system shall be solely as determined by the respective Singing Ministries, possibly as spelt out in their PA policies.
- (b) The maximum duration of hiring out a PA system shall be dictated by the Singing Ministries' PA policies.
- (c) Request for hire shall be done in writing to the respective Singing Ministries and not by word of mouth.

4.0 KUSDA RADIO, TV AND POSTERS

- (a) The members of the Radio, TV and Posters Committee shall by default be directly in charge of the various programs broadcasted on KU Radio and/or KUTV. However, they shall recruit interested church member(s) to assist should there be a need and possibly the recruited member(s) should present alongside a nominated member of the said committee.
- (b) There shall be an Adventist program broadcasted on KU Radio, christened DAMKA, on Saturday as from 5am to 9am that encompasses prayer sessions, devotions, lesson study, prophecy, songs played as requested by listeners or selected by the presenter(s) and many more as the team in charge so determines.
- (c) The head of the Radio, TV and Posters Committee shall, either singly or through consultation with other heads of department, determine beforehand the people who will facilitate the various sessions during the Radio and/or TV programs and contact such individuals early enough to avoid any inconveniences.
- (d) The head of the Radio, TV and Posters Committee shall be responsible for coordinating with the person(s) in charge at KU Radio and KUTV for smooth running of the programs.
- (e) There shall be Adventist programs aired on KUTV- Abundant Life and the Bible Bench, both initiated and facilitated by the KUSDA chaplain and a number of church members he's working with to ensure the message is relayed through the mainstream media.
- (f) The Radio, TV and Posters shall be responsible for the design and /or production of posters and banners, in print or in softcopy, that relay any such communication that the church, either entirely or through a particular department, would like to pass to the membership, the larger Kenyatta University fraternity and even beyond.
- (g) The Radio, TV and Posters Committee shall identify an individual or an entity, either from the church or from without, who can be relied on to offer the services of production of posters and/or banners *swiftly and affordably*.
- (e) The Radio, TV and Posters Committee shall be responsible for distributing and putting up of posters in and around the University at strategic and appropriate places as well taking them down once their purpose is done.

- (f) The Radio, TV and Posters shall receive material(s) meant for use during the programs from the church such as copies of the quarterly lesson study from the Sabbath School Department.

5.0 KUSDA NOTICE BOARD(S)

- (a) The KUSDA notice board(s) shall **only** be for the purposes of relaying information that is relevant for the operations of the church and an all-round growth of the church members.
- (b) The Communication department, through the Radio, TV and Posters Committee, and any other concerned church officer shall be responsible for sensitizing church members on proper and/or expected use of the notice board(s).
- (c) Any responsible church officer shall, upon coming across any 'foreign' material(s) on the noticeboard(s), get rid of it/them with immediate effect.
- (d) The notice board(s) shall be maintained in the right condition, physically and structurally, by the Church Investment and Development Department(CID).
- (e) The Radio, TV and Posters Committer and/or any other concerned church officer shall be responsible for unpinning outdated notices and/or announcements from the notice board(s) to reduce congestion of the little space available hence giving adequate space for the pinning of new notices and/or announcements.

6.0 KUSDA WEBSITE

- (a) There shall exist a KUSDA website.
- (b) There shall be two IT experts, as stipulated by the KUSDA Constitution, responsible for the feeding information in the website and updating any such information in the website as per the emerging trends and changes in church management, operations and programs.
- (c) The IT experts shall work hand in hand with the rest of the departments so as to receive information that ought to be fed in the website.
- (d) The IT experts shall sensitize church members and/or any interested person(s) on the existence and availability of the website.
- (e) The IT experts shall, from time to time as they deem fit, give reports to the Church Board concerning any issues relating to the website as well as invite their invaluable input on whatever ideas they may integrate into the workability of the website.

7.0 AMENDMENT AND REVIEW

7.1 AMENDMENT

- (a) Any clause of this policy shall **only** be amended by either;
 - i, the Church Board in the process of transacting its business
 - ii, the Communication Council, upon deeming it necessary or receiving a concern mandating such a step in its view, with the approval of the Church Board **should** it be necessary.
- (b) Any amendment shall be communicated to the concerned person(s) by the Communication Secretary who include, but not limited to, the elder in charge of Communication, the Communication department members, Singing Ministries' coordinators and/or representatives to the KUSDA PA Committee in case it is touching on the PA dimension of this policy, the church during a business meeting.

7.2 REVIEW

- (a) This policy shall be due for review after *every two academic years* to suit the changing needs and dynamics of the church. As such the **first revision** will be done in **February 2020**.
- (b) The review of this policy shall be done by the Communication Council and the report tabled to the Church Board for the necessary direction.
- (c) The Council may review the policy in part or wholly as it is.

8.0 APPENDIX

8.1 HIRING FORM

This form shall be filled by the Singing Ministry Coordinator or the PA representative and a copy served to KUSDA PA Head while the Ministry Secretary retains the original form.

NAME OF THE SINGING MINISTRY	
NAME OF THE ONE/ CHURCH HIRING	
PURPOSE FOR HIRE	
POSTAL ADDRESS	
PHONE NUMBER	
EMAIL	
DATE OF HIRE	
EXPECTED DATE OF RETURN	
SIGNATURE OF THE ONE HIRING	
SIGNATURE OF THE COORDINATOR	
CONDITION UPON RETURN	
SIGNATURE OF THE ONE HIRING	
SIGNATURE OF THE COORDINATOR	