

MEDIA

ASSISTING THE MEDIA WITH THEIR IMPORTANT TASK

The media play an important role in society through providing a platform for discussion and debate. They are also an important stakeholder of ours as they provide us with a channel through which we can communicate with our other stakeholders, such as our customers.

Accordingly, we need to make sure that the relevant members of the media are presented with the right facts and information and that significant issues are identified and fully explained so that topics and events are reported in an accurate and balanced manner.

We maintain good working relationships with a wide variety of media representatives to ensure that our voice is also heard on pertinent issues and to help provide information and guidance topics that are related to our areas of expertise.

We liaise with members of the media to ensure:

- Issues are reported in an accurate and balanced manner
- Our perspective is included when pertinent issues are discussed
- Our reputation and brand is protected and maintained

Our interactions with members of the media are guided by our charter, which commits us to 'continuously and proactively engaging with the media in a factual, speedy and honest way, in order to participate in informing public opinion actively'.

We will take a lead role in building industry knowledge among various media groups and also hold them to account for responsible reporting.

WITH WHICH MEDIA DO WE LIAISE?

We are open to liaise with all members of the local, regional and international media. We work closely with both traditional and digital media houses and individuals (journalists and bloggers etc.). The types of media organisations we liaise with regularly include:

- Radio stations
- TV stations
- Print media (Newspaper and magazine publishers)
- New media (digital channels, including websites, blogs and social media)

WHAT ARE THEIR NEEDS AND EXPECTATIONS OF US?

- Access to timely, accurate information (packaged in convenient formats)
- Access to appropriate company spokespeople on issues and events
- Guidance and clarification regarding controversial issues or statements
- Access to 'exclusive' information or commentary to make news
- Provision of detailed background data and information for understanding/context

HOW DID WE DELIVER VALUE TO THEM DURING THE YEAR?

On a regular, ongoing basis, we deliver value to our media stakeholders by ensuring that we are available to them and respond to their telephonic, email and message-based enquiries swiftly. We also disseminate information about product and service launches, financial results and reports, and upcoming events to them via press releases and other communiqués.

We also invite members of the media to briefings, product and service launches and other company events, such as industry and policy-related workshops, providing them with supplementary information and arranging interviews with key spokespeople as needed.

We maintain an up-to-date online media centre on the Safaricom website as well, which enables journalists to access an archive of press releases, speech transcripts, contact details and other materials conveniently and easily.

Along with these standard, ongoing responses, some of the specific ways in which we have delivered value to the media during the reporting period include:



Media visits

We arranged for journalists to visit various Safaricom Foundation (CSI) and company projects during the year and interact directly with those responsible/involved. The purpose of these visits was for the media to understand the impacts of our investments.

Business reporting training

During the year, we worked with Strathmore University to deliver training on business reporting to journalists from a variety of different media houses.

Interviews

We facilitated 10 one-on-one sessions between journalists and senior management over the course of the year. The topics of these interviews ranged from new products/services, financial results and key milestones achieved.

Workshops

We held seven workshops with members of the media during the year. The purpose of the workshops was to engage the interest of members of the media and to give them an in-depth understanding of a product or service pre-launch to ensure accurate reporting.

FOCUS AREAS FOR THE YEAR AHEAD

We endeavour to deliver Public Relation (PR) strategies that holistically cover mainstream and new media. We would like to grow our 'influencer network', specifically in the digital space (e.g. bloggers). We will do this by clearly defining our digital marketing scope and online PR scope. Historically, we have used the digital space to market our products/services mostly, in the near future, we would like to expand our online PR scope to include opinion pieces that will influence what people think about us positively.





CONCLUDING REMARKS AND LOOKING FORWARD

Safaricom will increase its momentum in driving sustainability within the company and in the broader business ecosystem. As reflected in this report there are areas that need further work; however we recognise that focus on environmental, social and governance matters will unlock opportunities for us to continue innovating and transforming the lives of Kenyans.

“The move towards a greater focus on sustainability will grow and gain pace...it’s a one way street. Once you get it, once you understand that sustainability is the way we need to do business, there’s no going back. When you have that “Aha”-experience, you can’t look back. It would be like trying to make a wheel square” Bob Collymore, Safaricom

We value your views and feedback on our sustainability reporting. Please contact us at sustainability@safaricom.co.ke