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# **STAKEHOLDER COMMUNICATION POLICY**

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# STAKEHOLDER COMMUNICATION POLICY

## 1. Background

The Broadcasting Commission of Jamaica (BCJ) is committed to a proactive, open and transparent process of engagement with internal and external stakeholders. The Commission recognizes that consultation is a two-way process, and as such regards effective stakeholder engagement and communications as key to building the support, confidence and trust necessary for the Commission to carry out its duties. The Commission firmly believes that trust between the BCJ and its stakeholders are a fundamental pillar of the Commission's operations and this trust is built on effective communication and the willingness to engage in dialogue.

The Commission is dedicated to doing the right thing and will conduct its operations by maintaining high ethical standards, which means that the BCJ will communicate and interact with all stakeholders with integrity and responsibility. Stakeholder's engagement is recognized as an essential tool for the practice of good corporate governance.

## 2. Purpose

As a Regulatory Body the BCJ shall engage in open, constructive and continuous dialogue with its stakeholders ensuring equitable treatment and mutual respect for all.

This policy therefore seeks to streamline stakeholder engagement strategy and describes the standards by which the BCJ engages its various stakeholders. The policy will therefore:

- manage stakeholders' expectations,
- enable the identification of issues; and
- improve relationships and interactions with stakeholders through effective management and communication strategies.

## 3. Stakeholders

The commission has a variety of stakeholders with the primary stakeholders being:

- a) employees
- b) existing and potential licenses
- c) government partners and suppliers
- d) general listening and viewing public
- e) communities around BCJ operations
- f) and the media

#### 4. Policy Standards

In order to effectively manage its stakeholder engagement the Commission adheres to the following strategic stakeholder engagement and communications standards:

**Plan** - Consider stakeholder engagement and communication as an integral component of the Commission's strategic planning and management process and thereby identify and assess stakeholders.

**Engage**- Facilitate stakeholder engagement through the provision of information and consultation and thereby monitor and review engagement strategies to ensure their effectiveness.

**Include**- Carry out stakeholder engagement and communications activities in an inclusive and appropriate manner and thereby incorporate stakeholder feedback into the decision making process.

**Respond**- Provide Information through channels and via formats that meet the needs of all stakeholders and thereby build and maintain relationships that leads to mutual trust and confidence.

**Identify**- Ensure that the BCJ is visible and identifiable to stakeholders and thereby create and maintain awareness and understanding of the Commission's operations and activities.

**Promote**- Positively promote the Commission and present information in a consistent, objective and apolitical manner and thereby meet legal and regulatory responsibilities to consult.

#### 5. Reporting

The Executive Director is the chief spokesperson for the BCJ and will communicate with stakeholders as required and as prescribed by the Commission and by law. The process of communicating is detailed in the Government of Jamaica Code of Consultation (2005).

The Commission will post its Stakeholder Communication Policy on its website so all stakeholders are aware of its standards. The Commission encourages stakeholders to take a positive interest in this policy so they are aware of the Commission's strategy for responding to stakeholders on a continual basis.

**Board Approved: July 2016**