

ETHIOPIAN TRANSLATORS ASSOCIATION (ETA)

PUBLIC RELATIONS AND COMMUNICATION POLICY

1. Purpose

The **Public Relations and Communication Policy** of the Ethiopian Translators Association (ETA) defines the guidelines for engaging with the media, the public, and internal communication within the Association. This document aims to establish clear roles and procedures for conveying information, ensuring consistent messaging, and maintaining a professional image of ETA. The goal is to uphold transparency, strengthen the relationship with the media, and ensure smooth communication within the Association.

2. Guidelines for Communicating with the Media and the Public

2.1 Authorized Spokespersons

ETA is committed to presenting a unified and consistent message to the public and the media.

Only the following individuals are authorized to communicate on behalf of ETA:

- **President:** The President of ETA is the primary spokesperson for the Association and has the ultimate authority on public communication.
- **Vice President (In the Absence of the President):** The Vice President will step in as the spokesperson when the President is unavailable or incapacitated.

- **Designated Delegate:** In exceptional cases where both the President and Vice President are unavailable, a designated delegate may speak on behalf of the Association. This delegate must be approved by the Executive Committee and typically holds a senior leadership position.
- **Public Relations Officer (PRO):** The appointed Public Relations Officer is authorized to engage with the media and the public, especially in routine communications, media inquiries, and event promotion, under the guidance of the President or Vice President.

2.2 Restrictions on External Communication

No other members or officers of ETA are authorized to communicate with the media or the public on behalf of the Association, except when explicitly delegated by the President, Vice President, or Public Relations Officer. This restriction ensures that ETA's public messaging remains clear, consistent, and aligned with the Association's values and objectives.

3. Procedures for Issuing Press Releases and Public Statements

3.1 Issuing Press Releases

Press releases are official statements issued to the media to communicate news, updates, or positions taken by ETA. The following procedures must be followed:

- **Approval Process:** Press releases must be drafted in consultation with the President, Vice President, or Public Relations Officer. Any press release should be reviewed and approved by the President or their delegate before being issued.

- **Content Review:** The content of the press release must be fact-checked, consistent with ETA's mission and goals, and presented in a professional tone.
- **Distribution:** The Public Relations Officer is responsible for distributing the press release to relevant media outlets, maintaining a list of media contacts, and ensuring the release reaches the appropriate audiences.

3.2 Public Statements

Public statements refer to any official communication made to the public on behalf of ETA.

These can include statements made during events, interviews, or in response to issues affecting the translation industry. The procedures are as follows:

- **Approval Process:** All public statements must be approved by the President or Vice President before being issued, especially when addressing controversial or sensitive issues.
- **Documentation:** Public statements must be documented and archived for future reference, particularly for consistency in the Association's position on matters.

3.3 Crisis Communications

In the event of a crisis or emergency situation that requires public communication, the President, Vice President, or Public Relations Officer will coordinate a response strategy. Crisis communication must be handled quickly and with sensitivity, and any public statement must be factual, empathetic, and focused on resolving the issue.

4. Rules for Internal Communication Among Members and Officers

4.1 Channels of Communication

Internal communication within ETA should be clear, efficient, and timely. The following channels are encouraged for communication between members and officers:

- **Official Communication Platforms:** ETA will establish and maintain official communication platforms, such as email, messaging systems, or a member portal, to facilitate information sharing and communication across the Association.
- **Meetings and Conferences:** Regular meetings, either in person or virtually, will be organized to discuss internal matters and strategic decisions. Meeting minutes should be shared with all members to maintain transparency.
- **Internal Newsletters:** ETA will periodically send out internal newsletters to keep members updated on events, news, and developments related to the Association. These newsletters will also serve as a platform for sharing important updates from the leadership.

4.2 Confidentiality of Internal Communication

While transparency is key, confidentiality must be observed when discussing sensitive issues. Certain matters, such as internal disciplinary actions, financial information, or strategic plans, should only be communicated to those who need to know.

4.3 Communication Protocols for Officers and Members

To ensure efficient and respectful communication, all members and officers must follow the following protocols:

- **Respectful Communication:** All communication within ETA should be professional, respectful, and constructive.
- **Timeliness:** Responses to internal communications should be made within a reasonable timeframe.
- **Clear Communication:** Members and officers are encouraged to communicate clearly and succinctly, particularly when addressing important matters that require action.

4.4 Feedback Mechanism

ETA will establish a feedback mechanism through which members can share their opinions, suggestions, or concerns with the leadership. This system will provide members with a means to voice their feedback on internal communications, policies, or other relevant matters.

5. Media and Public Relations Events

5.1 Organizing Media Events

ETA may organize media events, press conferences, and other public relations activities to promote the goals and activities of the Association. The President or Public Relations Officer will oversee the planning and execution of these events, ensuring that they align with ETA's values and objectives.

- **Approval of Events:** All media events must be approved by the President or Vice President in advance.
- **Event Coordination:** The Public Relations Officer will coordinate logistics, including invitations to media outlets, venue arrangements, and preparation of speaking points for spokespersons.
- **Follow-up:** After the event, the Public Relations Officer will follow up with media outlets to gauge the effectiveness of the communication and ensure that key messages were conveyed accurately.

6. Conclusion

The **Public Relations and Communication Policy** ensures that ETA maintains a consistent, professional, and transparent communication approach both within the Association and with the media and the public. By designating authorized spokespersons, establishing clear communication procedures, and setting guidelines for internal and external interactions, ETA can strengthen its public image, build trust with stakeholders, and foster an environment of open communication among its members and officers.

Approved by:

Ethiopian Translators Association (ETA)