

# Loveliflife Media Africa

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## Memorandum of Understanding

### Preamble

**Loveliflife Media Africa Ltd** is a media and consultancy firm duly registered and operational in Kenya. Loveliflife Media is involved in the Business of Communication consulting, media advisory and monitoring and collaborating with other international NGOs in promoting the efforts to mitigate the spread and effects of HIV/AIDS in Kenya and in the Eastern and Southern Africa.

**African Aids Syndicated Service** (Hereafter referred to as the Features Service) is an Internet based syndication service on HIV and AIDS that has been created by Loveliflife Media in collaboration with UNESCO Regional Communication office based in Nairobi as one of the main activities under the UNESCO Eastern and Southern Africa Media Strategy against HIV & AIDS project. The Features service seeks to engage writers throughout the region to research and produce articles for print, electronic and online media, while aiming to fulfill the following objectives:

- ◆ To improve the overall quality and quantity of disseminated journalistic materials on HIV / AIDS to print, audio visual and online media
- ◆ To provide current news coverage of the HIV/AIDS issues both locally and globally
- ◆ To increase the Media's commitment of substantial time and or space to the issue including programming, editorial and advertising
- ◆ To augment efforts to train reporters and producers to cover the epidemic
- ◆ To encourage integration of AIDS/HIV related messages in story lines
- ◆ To provide a viable framework geared towards attracting and retaining professional content providers (journalists)

In pursuit of fulfilling the objectives outlined above, Lovelife Media will enter into a Memorandum of Understanding (M.O.U) with journalists that will be commissioned to write for the service on the following terms:

**Journalist:**

1. Commissioned or interested journalists will endeavour to present to the Features service originally well researched articles intended for print and electronic publication (both Radio and TV) in electronic form.
2. They will file the stories within the agreed times and deadlines.
3. They will seek to diversify the coverage of articles into areas that do not get prominence in mainstream media, these include; stigma, children orphaned by HIV/AIDS, search for a cure, the disabled and how they are affected, discordant couples, and community response, among others.
4. They will source the material for the stories appropriately and duly credit the sources used. In addition, they will use interviews, where applicable and balance the stories and demonstrate a high degree of professionalism.
5. Endeavour to produce one story per month for the Features Service.

**Lovelife Media:**

1. Will set up an editing facility, and support those who will work on the stories once they are filed.
2. Edit the stories in a timely and professional manner and post them on the website
3. Will assist the journalists in fact checking on the stories
4. Try and market the stories regionally and internationally.
5. And when the stories generate income, the Features Service will compensate the journalists appropriately. However before, the Features Service will fully acknowledge the writer for the reporting, and where the journalist writes for a different media entity, the same will be dully acknowledged.

6. In case of any future reproduction of a writer's piece of work, the original script will be fully recognized and acknowledged.
7. The copyright of the story will remain with the Features service and therefore Lovelife will bear all responsibilities of publishing and any consequences thereof.
8. All questions or disputes arising from the operation of this M.O.U will be resolved through dialogue or under a mutually agreed arbitration process.
9. The operation of this M.O.U between Lovelife and the other parties will be governed by the laws of Kenya under which Lovelife Media is registered.

**Journalist:**

**Lovelife Media**

Signed.....

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Date.....

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Name.....

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