ADF MEDIA POLICY

Background

With a pioneer spirit and an integrated approach linking archaeology, development and environment in Phnom Kulen National Park, Cambodia, ADF has always been a much-appreciated relay for various media projects. Since its inception in 2008, ADF has facilitated or hosted over 30 journalist teams or individuals. It was particularly the case in 2013 after the LiDAR operation, at the origin of the discovery of the ancient urban network of Mahendraparvata, the IXth capital in Phnom Kulen.

Collaboration have been smooth and mutually fruitful, this is also why we are here exposing our Media Policy and the related forms to be completed by media teams interesting in collaborating with us in order to avoid misunderstandings, unexpected costs, etc...

Rationale and aim

- Recognizing it receives increasingly frequent requests and solicitations from media professionals of all genres, languages and agendas;
- Appreciating the benefits brought about by media communications, such as the promotion of the project;
- Acknowledging that past media collaborations have not generated spontaneous donations to the project;
- Realizing that media take project resources and capacities away from their regular work without directly contributing to its financial sustainability.

Scope

This document defines the policy of ADF pertaining to relations with medias, namely:

- The services and resources that the project and the organization are willing to provide on request to any medias;
- The requirements and requests from ADF to collaborate with a media project.

Procedure

1. Submitting the Media Policy

The present document is to be sent to any person contacting ADF aiming to conduct a media project, i.e. freelance or affiliated journalist from the written or photographic press (newspapers, periodicals, magazines), the radio, the television or cinematography. Private or individual requests aiming at communication on the project through websites and Internet should also receive this document. It may also apply to book.
Photographers and authors, although these may require a special agreement, which is left at the discretion of the project leaders and/or the NGO chairperson.

2- Media Request Form

A formatted “Media Request Form” prepared by ADF will be sent along with the Media Policy. The submission of the completed form will allow ADF to assess whether it can meet the demands of the media and decide about its collaboration. A positive answer from ADF validates the collaboration, and from that point on, ADF will assist and facilitate the media project to the best of his capacities and resources, and the full terms of the present media policy are applicable.

3- Authorization to the relevant government agencies

The media project team has to submit a request of media project in collaboration with ADF to the relevant government agencies authorizations.

Commitments of ADF

1- Information resources
ADF will:
• Provide all relevant information about the project and the Phnom Kulen National Park;
• Share internal non-confidential and already published document, visual material, media archives and bibliographical references on simple request;
• Send or deliver a set of selected ADF publications and documents to the partner, at the reception of the donation.

2- Liaison and authorizations
ADF will:
• Liaise and introduce the media partner to relevant government agencies, institutions, organizations and stakeholders appropriate to the media project;
• Facilitate the process of obtaining official authorizations from the relevant government agencies for the activities of the media project, provided they are conducted within the ADF project sites. ADF cannot be hold responsible for delivering them;
• Inform the media partner on administrative procedures and logistical arrangements associated with the project.

3- Logistical and human assistance
ADF will:
• Provide comprehensive logistical arrangements for the media project within the project sites;
• Assign one staff when considered by ADF necessary as liaison officer in charge of overseeing and ensuring smooth operation of the media project;
• Assign an English-speaking staff or guide/translator to the media partner when considered by ADF necessary for the whole time spent in the project sites;
• Assist in recommending transportation services, accommodation and other logistics in Siem Reap if requested.

4- Other commitments
ADF may also decide to:
• Communicate about the media project in its website and Facebook page;
• Provide supplementary assistance of any kind if deemed justified and reasonable.

Commitments of the media partner
1. Project preparation
The media partner will:
• Properly and completely fill in the Media Request Form;
• Provide all requested information allowing timely preparation of the project;
• Inform ADF of any change in project period, duration, scope or any other change affecting ADF
• Obtain the proper authorization for the relevant government agencies to implement the project, mentioning the collaboration with ADF, in Phnom Kulen National Park and or/ort ADF office in Siem Reap.

2. Project implementation
The media partner will:
• Cover the flat costs incurred by ADF for logistics, transportation, food, accommodation, guide and other service or material provided by the project; upon previous agreed budgets provided by ADF.
• Respect, to the best of its ability, the plan and schedule agreed upon with the ADF liaison staff;

3. Project output
The media partner will:
• Inform ADF of the dates and support of publication/broadcasting of the media project output;
• Provide an original copy of the media output to ADF when it is published/ broadcasted;
• Obtain agreement from the editor/producer to include ADF information and contacts (at least website address) in the media output.
5. **Donation to ADF projects**

In acknowledgement of its support to the ADF project and its needs of funding to sustain its action for the benefit of the people and the environment of the Phnom Kulen National Park, and in compensation for the time, material and human resources made available by ADF the media partner will:

- Agree with ADF on a fixed donation prior to the start of the media project in Cambodia;
- Abide to the principle that the amount of the donation should fairly reflect the budget of the media project as well as the contribution of ADF in staff, time and logistics to the implementation of the project;
- Pay 100% of the donation at the inception of the project.