



World Food Programme
Programme Alimentaire Mondial
Programa Mundial de Alimentos
برنامج الأغذية العالمي

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1st June 2018

WFP Tanzania - Guide for Talking to the Media

It is the policy of the World Food Programme (WFP) to respond to media enquiries effectively, accurately and on a timely basis to help promote public understanding of our mission and operations. In line with this, it is essential that WFP is clear and consistent when dealing with the media. There are risks involved in having multiple voices from the same organization speaking with the media. Therefore, in keeping with standard practice and guidance from Headquarters and the Regional Bureau, the following principles will apply to WFP Tanzania staff.

Who Can Talk to the Media:

1. Media interviews or briefings are conducted by the Country Director (CD). In the absence of the CD, or where appropriate, they will be handled by the Deputy Country Director (DCD) or the Head of Communications.
2. The CD may sanction any WFP staff member to do an interview/briefing on areas of their professional expertise.
3. Staff members are not permitted to approach or speak to the media on behalf of the CD without approval. This includes conversations for background information or context, possibly described as 'off the record'.

What to do if approached by the Media:

1. Inform the journalist that you are not the spokesperson for WFP.
2. Provide the journalist with the contact of Head of Public Information (PI), **Fizza Moloo** (number below).
3. Take the name and number of the journalist as well as the name of the media outlet and share with Head of PI Unit.
4. Immediately refer the matter to Head of PI Unit (together with contact details of the journalist and media house).

For communications materials or more information please contact:

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Head of communication

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 16/7
Approved
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