



Background

With a pioneer spirit and an integrated approach linking environment and development in floating villages of the extraordinary Tonle Sap lake, Cambodia, Osmose has always been a much-appreciated relay for various media projects. Since its inception in 1999, Osmose has facilitated or hosted over 40 journalist teams or individuals.

Although most collaborations have been smooth and mutually fruitful, there had been experiences of disappointment and frustration both for Osmose (dedicating precious resources and time, and sometimes out of purpose) and for media teams (expectations not met, misunderstandings, unexpected costs).

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 memberships to the association or 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;

Osmose has decided to establish a policy defining the broad terms of its collaboration with the medias.

Scope

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

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

Procedure

1- Submitting the Media Policy

The present document is to be sent to any person contacting Osmose 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.

OSMOSE MEDIA POLICY

2- Media Request Form

A formatted “Media Request Form” prepared by Osmose will be sent along with the Media Policy. The submission of the completed form will allow Osmose to assess whether it can meet the demands of the media and decide about its collaboration.

A positive answer from Osmose validates the collaboration, and from that point on, Osmose 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.

Commitments of Osmose

1- Information resources

Osmose will:

- provide all relevant information about the project and the Tonle Sap human and natural habitat;
- share internal non-confidential document, visual material, media archives and bibliographical references on simple request, as well as provide access to its library;
- send or deliver a set of selected Osmose publications and documents to the partner, at the reception of the membership fee (Osmose France).

2- Liaison and authorizations

Osmose 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 for the activities of the media project, provided they are conducted within the Osmose project sites;
- inform the media partner on administrative procedures and logistical arrangements associated with the project.

3- Logistical and human assistance

Osmose will:

- provide comprehensive logistical arrangements for the media project within the project sites;
- assign one staff 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 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

Osmose may also decide to:

- communicate about the media project in its newsletter;
- provide supplementary assistance of any kind if deemed justified and reasonable.

OSMOSE MEDIA POLICY

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 Osmose of any change in project period, duration, scope or any other change affecting Osmose.

2. Project implementation

The media partner will:

- cover the flat costs incurred by Osmose for logistics, transportation, food, accommodation, guide and other service or material provided by the project;
- respect, to the best of its ability, the plan and schedule agreed upon with the Osmose liaison staff;
- respect the code of ethics of visitors in the villages and the Prek Toal core area.

3. Project output

The media partner will:

- inform Osmose of the dates and support of publication/broadcasting of the media project output;
- provide an original copy of the media output to Osmose when it is published / broadcasted;
- obtain agreement from the editor/producer to include Osmose information and contacts (at least website address) in the media output.

4. Osmose membership

In compensation for the time, material and human resources made available by Osmose, the media partner will:

- pay a membership fee of 80€ to Osmose France or 100\$ to Osmose Cambodia;
- ensure the membership fee is received not later than a month after Osmose has approved the “Media Request Form”;
- agree to not seek refund of this membership fee even in the event of project cancellation.

5. Donation to Osmose project

In acknowledgement of its support to the Osmose project and its needs of funding to sustain its action for the benefit of the people and the environment of the Tonle Sap, the media partner will:

- agree with Osmose 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 Osmose in staff, time and logistics to the implementation of the project;
- pay 50% of the donation at the inception of the project and the remaining 50% at the completion of the project.