

## National Election Board of Ethiopia

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### A Brief Description of the Media Engagement

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#### Introduction

The National Election Board of Ethiopia (NEBE) believes that there is a need of strengthening its relationship with media outlets to pass information to voters and concerned bodies, improve transparency, and insure organizational accountability. In order to address the recurring and sometimes ambiguous matters, besides using its own social media and website platforms, NEBE contacts the media organizations.

#### Ways to get information from the Board

**Website of the Board:** when media organizations are looking for any information, they can access the website and get the information there. Previously posted announcements, and previously published information is available in various sections on the website of the Board. Information can be compiled by going through sections of the website.

**Social media platforms of the Board:** The Board's social media pages provide information for instant updates. Information can be accessed quickly by subscribing to the pages. Statements on social media are usually short and clear and for more information, it is possible to request information by calling the media engagement section.

**Requesting for information:** The Board seeks to accommodate information requests from any accredited media outlet. Therefore, information can be requested by phone or e-mail. Anyone who has difficulty accessing through phone calls due to the high demand for information can send a text message or email to [media@nebe.org.et](mailto:media@nebe.org.et) by citing the subject matter and the media organization. The Communications Department will provide the requested information in writing or other convenient options.

**Media invitation** - The National Election Board of Ethiopia (NEBE) invites the media outlets to an event, depending on the location and convenience of the event in a special way. Though the media are invited for one or more of the following criteria, due to the limited resources (space, location, etc.), not all media outlets are always invited. However, the Board will make a series of changes depending on the number and the coverage level of invited media over a period of time.

**When the media are invited, they are expected to**

- Be legally registered
- Have high coverage
- Be highly accessible
- Be able to report accurately and fairly when providing news coverage
- Regularly report on and be credible sources of news for election and political parties
- Frequently provide coverage when being invited by the Board to do so. NEBE regularly reviews the invited media list and tries to get as many media as possible. In addition, great efforts are made to balance language coverage and media types (radio, TV, print, internet media, and so on).
- For information, even if they are not present at a NEBE event, the media can get information through +251905053051 by calling or texting or through [media@nebe.org.et](mailto:media@nebe.org.et)

Besides what was mentioned above, when there are press releases provided by the Board, any media recognized by the Ethiopian Media Authority can participate. Any media organization that wants to receive e-mails concerning press releases and major board decisions can send their email addresses to the Board's Communications Department to be registered in the the Board's media e-mail database.

Sometimes, it may be difficult to provide information when the information requires decision making and review by the Board. So, when it is stated that the process of decision making has not been completed yet, we urge the media to wait patiently for the completion of the process.

In order to interview the Chairperson or other members of the Board, a request may be made by e-mail or text stating the purpose and focus of the interview. It is important to make the request in a timely manner.

**National Election Board of Ethiopia**  
**Communications Department**