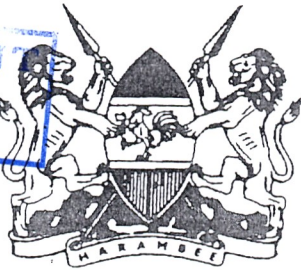


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KENYA NATIONAL ASSEMBLY TENTH PARLIAMENT

THE REPORT OF THE HOUSE BROADCASTING COMMITTEE
ON THE STUDY TOUR OF THE IRISH PARLIAMENT BETWEEN
THE 6TH TO 13TH NOVEMBER 2010

PRESENTED TO THE HOUSE BY
THE HOUSE BROADCASTING COMMITTEE ON
TUESDAY 11TH OCTOBER 2011.

1.0 PREFACE

Mr. Speaker Sir,

The House Broadcasting Committee was constituted on 17th June 2009 during the Third Session of Tenth (10th) Parliament pursuant to provisions of Standing Order 195 (1). The Mandate of the House Broadcasting Committee Pursuant To Provisions of Standing Orders 195; are to

- i. consider and report on all matters relating to broadcasting of Parliamentary proceedings;*
- ii. Assess and analyse Parliamentary information released to the public by media;*
- iii. Make reports and recommendations to the House on regular basis, including proposed legislation on all matters relating to broadcasting of Parliamentary proceedings and matters related thereto;*

Mr. Speaker,

The House Broadcasting Committee comprises of the following Members: -

The Hon. (Eng.) Nicolas Gumbo, MP	-	Chairman
The Hon. (Capt.) Clement Wambugu, MP	-	Vice Chairman
The Hon. James Rege, MP		
The Hon. Charles Keter, MP		
The Hon. Peter Kiilu, MP		
The Hon. Benjamin J. Washiali, MP		
The Hon. William Kabogo, MP		
The Hon. Maina Kamau, MP		
The Hon. David Koech, MP		
The Hon. David Were, MP		
The Hon. Mbuvi Kioko, MP		

Mr. Speaker, Sir,

Between the 6th to 13th of November 2010 a delegation of the House Broadcasting Committee comprising of the following members visited the Irish Parliament: -

- a) Hon. (Eng.) Nicolas Gumbo, MP- Chairman, HBC (Delegation Leader)

- b) Hon. Jakoyo Midiwo, MP- Member, HBC
- c) Hon. David Were, MP- Member, HBC
- d) Mr. Clement Nyandiere- Director, Information (Delegation secretary)

2.0 Programme

- i. Presentations from various experts on the running of Broadcasting services and public communications.
- ii. Discussions with Members of Parliament of various relevant committees.
- iii. Meetings with senior Parliamentary Administration to share experiences on the running of Parliament.
- iv. Tour of facilities.

3.0 Acknowledgements

The Committee is grateful to the Offices of the Speaker and the Clerk of the National Assembly for the support it received to discharge its mandate and during this tour.

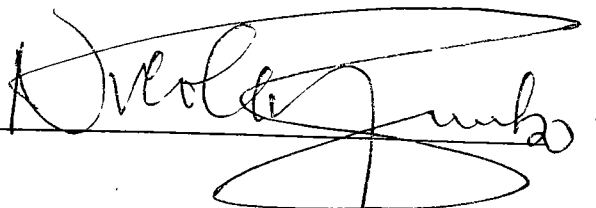
Further, the Committee is grateful to the ambassador of Kenya in Ireland, H. E. Catherine Muigai Mwangi, who facilitated the delegation throughout the tour. She was represented in all meetings by Ms Kasiva Mbithi, 2nd Secretary. The delegation appreciates the warm reception by the Ambassador and the support of the Embassy staff in facilitating the study tour.

Mr. Speaker Sir,

On behalf of the Members of the House Broadcasting Committee and the Members of the delegation, I wish to submit the Committee Report to the House, in accordance to Standing Order 195(c).

Thank you, Mr. Speaker, Sir.

Signed



The Hon. (Eng.) Nicolas Gumbo, MP

Chairman: House Broadcasting Committee.

Date.....

10/10/2011

4.0 FINDINGS/ OBSERVATIONS

4.1 Structure of broadcasting, communications and public information

Broadcasting of parliamentary proceedings is done under the Director of Committees, Information & Communications. The Director is responsible for:

- Committees secretariat
- Broadcasting and Public Information
- Communications

From the presentations, the delegation noted the following: That;

- a) The call on Irish Parliament to broadcast proceedings came from the MPs who felt that they were not well understood by the public especially on their roles. Radio broadcasts began in 1990 and TV 1993.
- b) Parliament gives 15-20 hours of broadcast content to media houses but only 5 – 10 minutes is used for news broadcasts and mostly on what the media considers sensitive or newsworthy.
- c) In the current arrangement, the National Broadcaster broadcasts Parliament free. However, the one hour programme is done at 11 pm and MPs have complained that this is late in the night for any serious viewership.
- d) There is a move to have Parliament have its own radio and TV channels for broadcast of parliamentary proceedings. However, there are fears this may be a costly venture and that there might not be adequate content to cover a 24-hour channel.
- e) Recently, a law was passed to have the National Broadcaster provide a digital channel specific to Parliament.
- f) There is a communication strategy in place for public communications which sets out protocols for public communications including the media operations (see appendix III).
- g) Parliament uses its website effectively for media relations, outreach, public education and press services. The Broadcasting Unit assists MPs in their public outreach programmes and have developed various material including a DVD which is used for publicity.
- h) There is a media protocol guide for MPs and journalists. Currently journalists access facilities in Parliament- computers, telephone facilities- for free but there are discussions to start charging them for the services.
- i) There are 120 journalists accredited and on average there are 45 journalists in Parliament daily.

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- j) Broadcast services for both Houses are done jointly by one Broadcasting Unit.
- k) On a weekly basis, the Broadcasting Unit sends out targeted 5-6 minutes media clips on an individual MP's contribution in the House that is relevant to the region he/ she comes from and they talk to the local media house (radio/ TV) to broadcast and seek feedback from the public. This is a paid for service and is very popular with MPs.
- l) The Parliament has a contract with a commercial service provider/ company that fixes ICT related problems for MPs (including constituency office) and staff offices within one hour.
- m) The Communications and Public Information Unit gives talks to schools (through planned visits) on the role of MPs and work of Parliament. This has really improved the public perception of MPs.
- n) Journalists interview MPs on designated areas within Parliament gardens but there is no specific area designated as Press Centre.
- o) There are 35 researchers who assist MPs with their work. In addition each Member of Senate has one personal staff while MPs in Lower House have 2 staff.

4.2 Web casting/ e-democracy

- a) The Parliament does most of its broadcasts through the Internet on 6 channels. This includes the debates in both Houses and four committees. The webcasting began this in 1999.
- b) Parliament works closely with Universities who provide free internet services and Parliament uploads content using Microsoft Media Player/ Flash which allows for play back of videos which are loaded.
- c) Webcasting reaches small number but is cheap to undertake.

4.3 Broadcast Studios

The delegation was given a detailed tour of the studios. It is noted that the Irish Parliament has large and purpose built studios for radio and TV broadcasts as well as CCTV monitoring and provision of content for Hansard Production and web-casting.

The delegation noted the following: that;

- a) The studios are located in a separate building with adequate office space, studio rooms including editing suites, production studios, control rooms, live studio for interview and a large engineering room.
- b) Both Houses of Parliament, Senate and the Lower House, have separate broadcast control rooms and production studios.

- c) All equipment is wholly owned by the Irish Parliament.
- d) The studio rooms for all facilities have a standard size and in this design can be converted for any purpose- broadcast, production or editing- with minimum modifications.
- e) The technical set up is run by a contracted company (with a long term contract of 3-5 years) that provides staff on site throughout broadcast times. In total, about 20 staff are involved in the production process and about 10 are on standby. The staff are rotated between the Senate and Lower House.
- f) They have robotic cameras in the Houses and small CCTV cameras for quorum monitoring.
- g) The Parliament provides six (6) fulltime staff including the Head of Broadcasting Unit who are managers of the process in collaboration with the service providers.
- h) Maintenance of equipment is done by manufacturers through warrantees. However, minor maintenance is done by the contracted company/ service provider.
- i) Occasionally, Parliament hires out the studios to other broadcasters for use.
- j) MPs book studios for individual interviews on a first come first served basis.
- k) There is an elaborate internal broadcast to all offices for Administration, MPs, staff, civil servants, committee rooms, and also public areas within parliament.
- l) The engineering section uses modern computer facilities to manage the studio processes and also back up all recordings and broadcasts. Second level back up/ archiving is automatically done offsite.

4.4 Joint Administration Committee (JAC)

- a) The JAC is made up of Members from the Senate and Lower House and the committee is responsible for housekeeping matters, Members welfare, including Members' services, catering, accommodation, communications, and broadcasting (see appendix IV).
- b) The committee sets out and oversees policy but is not involved in the day to day running of House Broadcasting.
- c) The Manager of Broadcasting Unit handles administrative issues affecting broadcasting services including any transgressions by media houses.

4.5 General administration of the Irish Parliament

The delegation noted that:

- The Management of Parliamentary Affairs is handled by a Parliamentary Service Commission.
- The Joint Administration Committee oversees all matters relating to the welfare of Members of both Houses including catering services, communications, and broadcasting.
- The lower house (Dáil) is much more powerful politically than the Seanad (upper house - "the Senate")
- There are about 500 non-partisan (parliamentary Service) staff for the 226 MPs (60 senators and 166 deputies). The members employ about 350 staff who work directly for them as partisan staff.
- In the organization structure (see appendix V), senior management is made up of the Secretary General and 4 Directors as shown below:
 - Secretary General and Clerk of Lower House (Chief Executive)
 - Clerk of Senate and Director of Senate, Library and Research
 - Clerk Assistant of Lower House and Director of House Services
 - Director of Committees, Information and Communications
 - Assistant Secretary for Corporate and Members' Services
- These officers form the Management Advisory Committee (MAC) that oversees the day to day running of both Houses of Parliament.

5.0 CONCLUSIONS

There is a lot to learn and borrow from the Irish Parliament as relates to the running of Parliamentary broadcasts and general administration.

The following conclusions are drawn from the findings of the delegation:

- a) The Irish Parliament's Houses relate closely (although the Lower House appears more powerful). This is close to the situations envisaged in the Parliament of Kenya after the next elections.
- b) There is need to invest in studios that are fully owned by Parliament.
- c) There is need for training of staff to manage public communications including use of new media to reach out to the public.
- d) Broadcasting is a very involving exercise that is equipment intensive hence the need to ensure that studios and broadcast equipment are well set-up and maintained.
- e) To ensure adequate coverage of Parliament and outreach, there is need for Parliament to own dedicated broadcast channels.
- f) It is sometimes necessary to have service providers on board as they ensure high quality delivery of services, especially in specialized areas like broadcasting.
- g) It is possible to run administrative services for both Houses of Parliament with shared staff who are well managed in a lean structure as seen in the Irish Parliament.
- h) The Parliament of Kenya has a lot to borrow from the Irish Parliament as it moves towards a two-chamber system.

6.0 RECOMMENDATIONS

from the above findings and conclusions, the delegation makes the following recommendations:

- a) The Parliament of Kenya completes its broadcasts studios and ensures they are equipped to high standards despite space challenges.
- b) Parliament establishes its own channel for broadcasting including radio, TV and web casting (Internet broadcast).
- c) Parliament of Kenya needs to use its website for purposes of parliamentary broadcasts to reach out to those who have access to internet and especially those who may want to follow parliamentary proceedings from their working desks.
- d) Parliament of Kenya should proceed with detailed preparations for the two chambers of Parliament. The experiences of the Irish Parliament form a good basis of the way to structure various units, set out Standing Orders, House Rules and regulations.
- e) Parliament of Kenya needs to set out a workable staff structure that is not bloated to serve both the National Assembly and the Senate. The organogram from the Irish Parliament represents a good working document on how to structure the administration.
- f) Senior management of Parliament of Kenya, especially the Speaker of the National Assembly, Whips and the Clerk visit the Irish Parliament to familiarize themselves with the way the Irish Parliament works and how they manage business as well as the structure of administration.

7.0 APPENDICES

7.1 Appendix I: List of Members of Parliament met

1. Hon. Brian Cowen TD, Taoiseach (Prime Minister)
2. Senator Pat Moylan, Speaker of the Senate
3. Hon. Brendan Howlin TD (Deputy Speaker, House of Deputies and Vice-President of AWEPA/ Chair of the Irish AWEPA section)
4. Hon. Ned O'Keefe, Chairman, Joint Administration Committee
5. Hon. Dan Neville TD, Member, Joint Administration Committee
6. Hon. Jack Wall TD, Member, Joint Administration Committee
7. Hon. Paul Kehoe TD, Member, Joint Administration Committee
8. Hon. David Stanton TD, Member, Joint Administration Committee
9. Senator Paul Coghlan, Member, Joint Administration Committee
10. Hon. Dr Michael Woods- Chairman, Joint Committee on Foreign Affairs
11. Hon. Charlie O'Connor TD – Member AWEPA Irish Section
12. Senator Mark Dearey – Member AWEPA Irish Section
13. Senator Fiona O'Malley – Member AWEPA Irish Section
14. Hon. Maureen O'Sullivan, TD – Member AWEPA Irish Section
15. Hon. Denis Naughten TD – Member AWEPA Irish Section
16. Hon. Tom Kitt TD – Member AWEPA Irish Section

7.2 Appendix II: List of Staff of Parliament met

1. Mr Art O'Leary- Director of Committees, Information and Communications
2. Mr Mark Mulqueen- Head of Communications
3. Ms Anne-Marie Lynch, Head, Broadcasting Unit
4. Mr Leo Bollins- Head, e-Democracy Unit
5. Ms Yvonne Rowland- Clerk to the Joint Administration Committee
6. Mr Tom Malone- Principal Clerk Assistant, Committees
7. Mr Martin Heffernan- Inter-Parliamentary Unit
8. Mr Simon Murtagh- Programme Officer, AWEPA Irish Section

9. Mr Tom Mally- AWEPA Irish Section

7.3 Appendix III: Communication Strategy of the Irish Parliament

(attached below)

7.4 Appendix IV: Terms of Reference for Joint Administration Committee

(attached below)

7.5 Appendix V: Organisation Structure of Irish Parliament

(attached below)

CONTENT

For any number of reasons, there has always been significant public cynicism about political institutions and politicians. The Houses of the Oireachtas and its members have become accustomed to the fact that they have had to confront this cynicism any time they tried to engage with the public. It was against this background that the first comprehensive communications strategy was devised by the Houses of the Oireachtas Commission in 2007. The aim was to promote public understanding of the work of the Houses of the Oireachtas and its Members.

Amongst other things, the economic circumstances of the past two years has exacerbated the declining public trust in national institutions. The banking crisis, in particular, has spread fear and apprehension and has caused considerable public anger. There is a growing conviction that the Houses of the Oireachtas as presently operated are not equipped to deal with the challenges now facing society. Issues surrounding the former Members' Allowances regime have also contributed to public disillusion and cynicism.

As part of the consultative process in the preparation of this strategy, many Members have raised serious concerns, including:

- [-] Lack of solidarity amongst Members when speaking about the Houses and their "profession" as TDs and Senators.
- [-] Need to change the way the Dáil does its business to make it more relevant to the general public, Lack of any sort of connection with young people,
- [-] The need for greater openness and transparency in relation to financial and other issues.
- [-] Need for a more open Westminster House - for media and visiting public.
- [-] Need for better use of social and technology in all areas.

The communications challenge facing the Houses of the Oireachtas is therefore even greater than it was when the first communications strategy was devised. Our stated aim is to significantly increase public understanding of, and respect for, the Houses of the Oireachtas and its members. A key issue is public confidence and respect for politics – the very core element of a healthy democracy.

This document details the elements of a communications strategy for the period 2010-2012. It deals with specific issues we will face and addresses many of the concerns identified by Members and other stakeholders.

- [-] The constant reduction of parliamentary coverage to discussion of expenses and foreign travel,
- [-] The lack of balanced reportage of the proceedings of the Houses and their committees
- [-] The need to rebut quickly any misinformation about the institution that is published
- [-] The need for the institution to be proactive and relate directly to the public by offering quality visitor experiences and an outreach programme,
- [-] The need to exploit new and social media to reach younger audiences who have no existing connection with the Houses

Each of these elements is just one part of an overall project of national importance and urgency. The Houses of the Oireachtas must work to win and retain the confidence of the citizens who elect its Members and who it serves.

This will require a significant change in culture on the part of those who can contribute to the effective implementation of the strategy.

CHAPTER 2 MEDIA

Our Approach

The traditional print and broadcast media is the basic means by which we communicate with the public. The fact that our message is mediated heavily through commentary and news selection that tends to be based on a fixed and somewhat cynical view of the institution and its Members provides our communication plan with a constant challenge

However, the prioritisation of new, direct communications is paramount to achieving new and improved results. Building new media platforms (social media, on-line, etc) for greater dialogue between the public, our National Parliament and its Members is an important longer term means of dealing with the current low levels of esteem, trust and understanding.

This plan proposes better and more robust engagement with the traditional media, as well as important new ways of bridging the gap between our parliament and the public. We must learn to consider the media as an opportunity and a messenger, rather than a threat

(a) Spokespersons

We need spokespersons with a non-partisan story to tell about the role and value of parliament. They need to be active across newsprint and broadcast media, both local and national on a weekly, if not daily, basis.

There should be three spokesperson roles

The Ceann Comhairle who represents the official and ceremonial voice of the Houses of the Oireachtas

A small cross-party committee of Members that speaks on behalf of all Members and the institution

▣ The Head of Communications who speaks of behalf of the institution.

The cross-party communications committee's role will be to ensure there is ongoing input and guidance from Members to the implementation of the overall strategy

Members speaking on behalf of the Houses of the Oireachtas will be supported in articulating a factual and expert assessment of our parliament. The Communications Unit will be available and is equipped to support any Member in their efforts in explaining the role of Members and the institution of parliament with a positive message based on hard facts and expertise in contextual detail.

(b) Our message

Another challenge faced by the organisation is the lack of consistency in the messages we communicate. At its most basic level, Members should be in a position to agree a series of simple and clear messages:

Members of the Houses of the Oireachtas

- ▣ Are elected by the people to do an important job;
- ▣ Work extremely hard,
- ▣ Are well-paid but provide value for money,
- ▣ Work in an open, accessible and transparent way.

The Institution

- ▣ Serves the people and is relevant to our society,
- ▣ Is equipped to deal with the challenges facing us
- ▣ Is an effective and efficient National Parliament
- ▣ Is open and accessible

The Public

should be an open, accessible and transparent institution that serves the public and is relevant to their lives

MEDIA

essential. The objective will be to provide ease of access to the media, whilst having due regard to the house security needs, so that public interest is informed by coverage of all aspects of parliamentary work.

(h) Media Protocols

Leinster House is a workplace. Indeed, it is a workplace of great public importance. In that context, the Leinster House media protocol must combine the public interest of ensuring that our Parliament can do its work without distraction, whilst serving the common interest of ensuring that the public can see and understand the work of the Houses of the Oireachtas, their Parliament. The media are the primary influence of public opinion of the Houses of the Oireachtas. The way in which we engage with the media must strike the right balance between ensuring it can communicate accurate coverage of the proceedings from Leinster House while also respecting it as a workplace.

The Houses of the Oireachtas makes a sizeable commitment and investment in ensuring there is extensive media access to Leinster House. This commitment is in line with standards set in democracies worldwide. Strategically, this investment in media access makes sense as it is from here that the public obtains its information.

An open and proactive ethos can be realised as part of a more coherent media relations policy. In doing so, we can reinforce the message that the Houses of the Oireachtas is an effective and open National Parliament, contrary to the sometimes misleading portrayal perceived.

exchanges with our communications service, should be delivered in a spirit that enforces this proposed open and modern media policy.

In this context, it is recommended that the current media protocol for Leinster House be reviewed and where appropriate, revised to ensure that the Houses of the Oireachtas seizes every opportunity to communicate with the public. The Leinster House media policy and protocol should reflect the modern day-to-day media needs of Members in a way that ensure they get maximum appropriate access to the media, whilst at all times respecting the need to avoid any interference in the work of our Parliament. A review of the media protocols and guidelines will be subject to the considerations and approval of the respective Committees on Procedure and Privileges (CPP's).

(i) Media Centre

Practically all modern parliaments have a dedicated media facility that accommodates major media events (e.g. report launches, press conferences, etc) together with dedicated interview and broadcasting zones. The creation of a media centre within the overall Leinster House complex featuring such a press conference room, adjacent interview portals and an indoor piece-to-camera interview site would bring the Houses of the Oireachtas in-line with international standards. This will also act to promote the parliamentary 'brand' or identity through the image of a working building and through the featuring of a dedicated, branded indoor space on television news bulletins, rather than the current situation where politicians and those who report on politics stand on city streets as a requirement for portrayal on television.

The Houses of the Oireachtas, by creating a dedicated media facility, will be better equipped to meet the requirements of the media and the public.

CHAPTER 4: OUTREACH, ACCESS AND PUBLIC EVENTS

(a) Outreach

A fundamental knowledge of how the National Parliament works should be available to every citizen. Media commentary can offer an informed opinion, but without a sound knowledge of our how our parliamentary democracy functions, the public cannot determine the accuracy or validity of the media's message.

As part of the 2007-2009 Houses of the Oireachtas communications strategy, 15,000 post-primary students completed a classroom workshop that sought to explain the role of the Houses of the Oireachtas. The workshop was informed by the approach taken by other national parliaments and the need to connect with young people participating in the CSPE Junior Cycle programme. Geographic disadvantage was avoided by bringing the Houses of the Oireachtas out of Leinster house into the classroom.

A new outreach programme must maintain this level of accessibility whilst serving a wider public. It is proposed that a new programme will be available in two formats designed to serve targeted groups.

- Ⓕ Schools Outreach: serving CSPE and Transition Year students
- Ⓖ Community Outreach: serving all civic and community organisations

The Houses of the Oireachtas Programme will be available on-site in Leinster House and off-site nationwide.

Schools Outreach

Serving both CSPE and Transition Year (TY), the programme will continue the existing format which involves a half-day workshop in school. An additional component will be introduced to the programme

before the programme visits a school. This will both reveal the level of interest and understanding in the classroom and ensure that the programme is demand driven.

Community Outreach

A two-hour workshop will be available to a broad range of community and civic groups. The format will be interactive and based around role-play and debate. The objective will be to explain the way in which the Houses of the Oireachtas work and places this in the context of the participating group's community experience. Youth groups, active retirement groups, unemployment organisations and community groups from all demographics will be engaged.

(b) Public Access

A new approach to the Leinster House visitor experience should be based on a modern customer-oriented approach. Currently, Members of the Houses of the Oireachtas invite constituents and others to visit Leinster House. A tour is provided that offers both the architectural and historic story of the building. As part of our first communications strategy, new visitor brochures designed specifically for target groups (e.g. children, schools visits and adults) were also added to the visitor programme.

Most visitors to Leinster House do so at the invitation of Members of the Houses of the Oireachtas. This is will continue to be the case but the ability to welcome visitors who simply turn up without appointment or invitation is proposed. Such access will be provided on non-sitting days only and limited to four capacity available on the day. For security reasons, walk-in visitors will be obliged to present appropriate identification

and other details of the programme will be planned to be for members of the public on one specific day per year.

USING TECHNOLOGY FOR COMMUNICATION

CHAPTER 5:

Exploiting the internet and social media to its maximum is critical to seriously engaging the public, especially the younger generations.

The Houses of the Oireachtas website www.oireachtas.ie has recently received an interim facelift with emphasis on public access and information. The next steps will require a cohesive new media policy for the organisation that reflects the importance of the web and matches it with a clear ambition to maximise its use.

For many people, new media offers the most efficient and effective channels for communicating. This communications plan intends prioritising new media – internet, online and other electronic communication platforms, social media networks, etc. This will position the Houses of the Oireachtas in a way that allows it to take full advantage as new media becomes the dominant media. This process is occurring with great pace.

Some important trends are clear:

- Broadband subscriptions continue to grow and topped € 1.3 million in 2009;
- More of the online generation will reach voting age, making the voter population more Internet-friendly each year;

- Social media remains a key part of new media, with 23% of Irish adults using social networking or "me-media" sites and over two million accounts registered between Bebo and Facebook;

- Mobile internet continues to grow, with more than 21% of mobile phone users found to have used the internet from a mobile in 2009.

- Most announcements for traditional media have enjoyed and benefited from a high level of media attention and coverage.

- New media offers cost-effective and highly-measurable channels to reach audiences that are very hard to reach by any other means (e.g. young people who spend their free time online and do not consume newspapers or traditional broadcasting methods).

New Media Strategy

To capitalise on these trends and build on its work in new media to date, the Office will include a series of new media and on-line elements as central parts of its communications strategy.

1. Build up further content and services on www.oireachtas.ie

The new technology platform put in place during 2009 means that the Houses of the Oireachtas website is now positioned to be a key component of how the Office communicates with the public, Houses of the Oireachtas Members, the media, the educational audience and other stakeholders.

2. Start a listening channel on social media

Houses of the Oireachtas communications staff will monitor relevant social media, discussion boards and websites. This will allow them to become familiar with these channels and the way in which they reflect popular trends.

3. Begin to participate more in social media

Subject to clear guidelines and training, Office staff can actively contribute to social media. Already, Oireachtas news is echoed from Oireachtas.ie to Twitter and Facebook. The next stage will involve more content being syndicated to major social media sites, and joining in some discussions on other sites with a view to increasing public

Evaluating the effectiveness of the new communications plan and proving value for money will be central to the 2010-2012 strategy. A short research project will underpin the Communications Plan and each action proposed will be gauged against the opinions and expectations of the Irish public.

The areas which need to be tested include.

The type of knowledge that the public have and need regarding the Houses of the Oireachtas, if our goal of greater public confidence is to be achieved?
What forms of engagement would foster respect confidence and trust in the National Parliament?
Specifically, in what ways should the Houses of the Oireachtas and its people (Members and staff alike) be more open and accessible?
The messages that should be communicated to the public and how do the public wish to be heard?

Establishing key performance indicators for the future and successfully integrating them into the implementation of the Communications Plan is critical. The research project will set a benchmark for more ongoing tracking of changing attitudes and perceptions of the Houses of the Oireachtas as the communications programme is rolled out through to 2012

APPENDIX IV

Irish Parliament

Working of the Joint Administration Committee

The main purpose of the Joint Administration Committee is to

1. represent the views of Members in relation to services provided for and by the Houses and
2. to make recommendations on these to the Commission.

Specifically, it may advise and make recommendations on:

- a) Secretarial facilities (i.e. staff, computers, equipment)
- b) Library/Research service
- c) Legal advice services
- d) Premises/facilities (accommodation, access, security, bars, shop, restaurants)
- e) Communications including public information services and broadcasting in all its forms

In relation to broadcasting the Committee must

1. discharge monitoring arrangements for the Houses and its committees
2. review and modify rules of coverage
3. determine rules of access to the archive and
4. determine, subject to Commission consent, the broadcasting fees

How this may work in practice

- Committee members may generate their own ideas on the areas within the JAC remit which will be brought to officials who will prepare responses for the Committee.
- The Commission or other Committee may refer issues proper to the JAC
- Major changes being proposed by management may be brought before the JAC to elicit the views of the Committee
- Minor changes or issues may be brought by management for the information of the Committee
- Minor or major changes in relation to broadcasting [which is within the executive remit of the JAC] will be brought to the JAC.

Decisions or recommendations emerging from the JAC will be sent to both the Management Committee of the Houses of the Oireachtas and the Commission.

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Orders of Reference & Powers of the Joint Administration Committee
Dáil Éireann on 14th November 2007 ordered.

That, notwithstanding anything in Standing Orders, the Standing Orders of Dáil Éireann relative to Public Business are hereby amended as follows:

- (1) in Standing Order 99 by the deletion of paragraphs (1)(d), (1)(e) and (4);
- (2) by the adoption of the following as an additional Standing Order relative to Public Business:

101A. (1) There shall stand established, following the reassembly of the Dáil subsequent to a General Election, a Standing Committee which shall be joined with a similar Committee of the Seanad to constitute the Joint Administration Committee.

(2) The Committee shall represent the views of members on the provision of services for and by the Houses generally, and may make recommendations thereon to the Houses of the Oireachtas Commission ("the Commission").

(3) Recommendations of the Committee shall be subject to –

(a) the sanction of the Commission in relation to the financial implications of such recommendations;

(b) the regulatory authority of the Commission or the Minister for Finance, as provided by law; and

(c) the requirement for efficiency and economy in the use of Commission resources and value for money considerations generally.

(4) Without prejudice to the generality of paragraph (2), the Committee may advise, and make recommendations by way of report to, the Commission, on –

(a) Members' Services, including:

(i) secretarial and other facilities;

(ii) library and research services; and

(iii) legal advice services (within the meaning of section 4(2)(c) of the Houses of the Oireachtas (Commission Acts 2003 and 2006)

(b) Accommodation and facilities including

- (i) the bars, shop and restaurants;
 - (ii) the conditions or premises in which members carry out their duties; and
 - (iii) security and access.
- (c) Communications Services, including:
- (i) education, media relations and public information services; and
 - (ii) broadcasting (in all its forms) of the proceedings of Dáil Éireann and its Committees, including rules of coverage and archive access,

Provided, that in relation to broadcasting, the Committee shall:

- (I) discharge the necessary monitoring arrangements for in-House televising and for sound and televised broadcasting of Dáil Éireann and its Committees;
- (II) review and modify the rules of coverage for the televising of proceedings of Dáil Éireann and its Committees;
- (III) determine rules of access in respect of the archive of proceedings of Dáil Éireann and its Committees; and
- (IV) determine, subject to the consent of the Houses of the Oireachtas Commission, from time to time the fees to be payable in respect of broadcasting of proceedings of Dáil Éireann and its Committees.

(d) Such other matters as may be referred to the Committee by the Commission from time to time.

Every report which the Joint Committee may make shall be referred to the Commission and its Management Committee, which may prepare a formal response to the recommendations therein.

The Standing Committee shall consist of fifteen members of Dáil Éireann and shall include the Party/Group Whips. The quorum of the Joint Committee shall be five, of whom at least one shall be a member of Dáil Éireann and one a member of Seanad Éireann. The Joint Committee shall include at least one member of the Commission (whether Deputy or Senator). The Chairman of the Joint Committee shall be a member of Dáil Éireann.

The Joint Committee shall have the following powers:

- (a) power to appoint sub-Committees as defined in Standing Order 83(3);
- (b) power to engage consultants as defined in Standing Order 83 (8); and
- (c) power to travel as defined in Standing Order 83 (9).

(8) The Joint Committee shall have power to nominate persons to assist it in its deliberations; and such persons shall attend such meetings as the Joint Committee may determine.

(9) The Joint Committee shall report to the Commission on its activities on an annual basis, by 31 December each year.

(3) by the deletion of Standing Orders 102 and 103; and

(4) in Standing Order 112(c) by the deletion of "the Joint Committee on Broadcasting and Parliamentary Information" and the substitution therefor of "the Joint Administration Committee"; "

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APPENDIX



U.S. DEPARTMENT OF AGRICULTURE
 OFFICE OF THE SECRETARY

ANNUAL REPORT

1914

CHAPTER

THE OFFICE OF THE SECRETARY

MEMBERS OF THE OFFICE OF THE SECRETARY

NAME	POSITION	DATE OF APPOINTMENT	DATE OF DEPARTURE
Clerk			
Dir.			
Rich.			
How.			
Ell.			
Que.			
et.			

MINUTES OF THE 61ST SITTING OF THE HOUSE BROADCASTING COMMITTEE HELD AT THE MEDIA CENTRE, MAIN PARLIAMENT BUILDINGS ON TUESDAY, 24TH MAY, 2011 AT 11.30A.M.

Present:

Hon. (Eng.) Nicholas Gumbo, M.P. - Chairman
Hon. (Eng.) James Rege, M.P.
Hon. Charles Keter, M.P.
Hon. Peter Kiilu, M.P.
Hon. William Kabogo, M.P.
Hon. Benjamin J. Washiali, M.P.

Absent With Apology:

Hon. Clement Wambugu, M.P.
Hon. Gedion Mbuvi, M.P.
Hon. David Were, M.P.
Hon. David Koech, M.P.
Hon. Maina Kamau, M.P.

In Attendance

Kenya National Assembly

Mr. David Mugonyi - Media Relations Officer
Ms. Emmy Chepkwony - Clerk Assistant

Min.235/2011

Preliminaries

The sitting's proceedings commenced with a word of prayer at 11.40am.

Min. 236/2011

Adoption of the Agenda

The agenda of the sitting was proposed by the Hon. Charles Keter, M.P and seconded by the Hon. William Kabogo, M.P As follows:-

1. Adoption of the Agenda
2. Deliberations on Committee's Foreign Visit Report (Ireland)
3. Any Other Business

Min. 237/2011

Deliberations on Committee's Foreign Visit Report (Ireland)

The Committee deliberated on and adopted its report on the study visit to Ireland. During its deliberations the Committee noted the following and proposed that they be recommended in the Kenya Parliament.

- a) that in the Irish Parliament on a weekly basis, the Broadcasting Unit sends out targeted 5-6 minutes media clips on an individual MPs contribution in the House that is relevant to the region he/she comes from and they talk to the local media

house (Radio/TV) to broadcast and seek feedback from the public. This is a paid-for service and is very popular with MPs.

- b) That the Communications and Public Information Unit gives talks to schools (through planned visits) on the role of MPs and work of Parliament. This has really improved the public perception of MPs.
- c) That the Irish Parliament uses its website effectively for media relations, outreach, Public education and press services. The Broadcasting Unit assists MPs in their public outreach programmes and has developed various materials including DVD's which are used for publicity.
- d) That there is a Communication Strategy in place for public communications which sets out protocols for public communications including the media operations.
- e) That Broadcast services are done jointly by one Broadcasting Unit.

During its deliberations, the Committee observed that the experiences of the Irish Parliament form a good basis of the way to structure various units, set out Standing Orders, House Rules and Regulations. The Committee further recommended that the Parliament of Kenya should set out a workable staff structure to serve both Houses and indicated that the organogram from the Irish Parliament represents a good working document on how to structure the administration.

In view of the anticipated two Houses the Committee observed its recommendations in the report and expressed the need for the recommendations to be shared with the Parliamentary Service Commission with a view to improve the institution of Parliament.

The Committee concluded its recommendations with a proposal that the Management of Kenya Parliament including the PSC, the Speaker and the Clerk, should visit the Irish Parliament to familiarize themselves with the way the Irish Parliament works and how they manage business and to study the structure of administration in preparation for the implementation of the two Houses proposed in the new Constitution.

Min. 238/2011

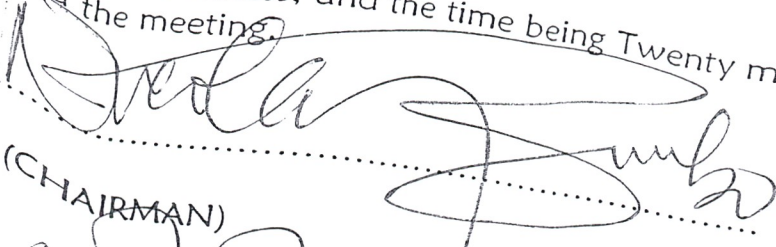
Any Other Business

- a) On its proposed meeting with the Parliamentary Service Commission, the Committee heard that the PSC was out of the Country from the 22nd May 2011 to 3rd June 2011 and therefore rescheduled the dates to 7th of June, 2011. The Committee further proposed that the recommendations on the Ireland Visit report be shared with the Commission on the mentioned date.

) The Committee observed that the Citizen News Paper had portrayed Members of Parliament in a manner that hurts the image of Parliament and therefore resolved to invite the Attorney general and the Minister of Information to explain the same.

39/2011
being no other business, and the time being Twenty minutes to One O'clock the
adjourned the meeting.

Adjournment



(CHAIRMAN)

10/10/2011