




The Catholic University of Eastern Africa

TITLE	AUTHOR
<p align="center">PROCEDURE FOR PHOTOGRAPHY AND VIDEO COVERAGE (CUEA/DVC-ADM/CCD/03)</p>	<p align="center">CORPORATE COMMUNICATIONS MANAGER</p>
	<p align="center">NO. OF APPENDICES:</p>
	<p align="center">NONE</p>
<p>AUTHORIZATION This Standard Operating Procedure is issued under the authority of:</p>	
<p>TITLE</p>	<p>DEPUTY VICE-CHANCELLOR – ADMINISTRATION</p>
<p>SIGNATURE</p>	
<p>DATE</p>	<p align="center">22nd July 2014</p>
<p>ISSUE DATE</p>	<p align="center">22nd July 2014</p>
<p>STAMP CONTROLLED / UNCONTROLLED</p>	<p align="center">CONTROLLED</p>
<p>NOTE:</p> <ol style="list-style-type: none"> 1. Write amendments on the page provided (Clause 0.2) 2. Controlled copies of this document will be in the DVC Administration and Corporate Communications Department. 	

	Standard Operating Procedure	CUEA/DVC-ADM/CCD/03
Title	PROCEDURE FOR PHOTOGRAPHY AND VIDEO COVERAGE	Page 2 of 3

0. CONTENTS AND RECORD OF CHANGES

0.1 Table of Contents

0. CONTENTS AND RECORD OF CHANGES 2
1.0 PURPOSE 2
2.0 SCOPE 2
3.0 TERMS AND DEFINITIONS 2
4.0 REFERENCES..... 3
5.0 PRINCIPAL RESPONSIBILITIES 3
6.0 METHOD 3

0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	<i>(dd-mm-yy)</i>	<i>Page</i>	<i>Clause/subclause</i>	<i>Title</i>

0.3 Distribution / Circulation

This Standard Operating Procedure is available at relevant functions for authorized users.

1.0 PURPOSE

The purpose of this procedure is to ensure coverage of university events through photography and video coverage.


2.0 SCOPE

This procedure describes the process of having an official event covered through photography and video shooting.

3.0 TERMS AND DEFINITIONS

3.1 Photograph: This is an image created by light falling on a light-sensitive surface, usually a photographic film or an electronic imager such as a CCD or a CMOS chip. Most photographs are created using a camera, which uses a lens to focus the scene's visible wave lengths of light into a

Revision	01		Date	22 July 2014
----------	----	--	------	--------------

	Standard Operating Procedure	CUEA/DVC-ADM/CCD/03
Title	PROCEDURE FOR PHOTOGRAPHY AND VIDEO COVERAGE	Page 3 of 3

reproduction of what the human eye would see. The process and practice of creating photographs is called photography

3.2 Video is the technology of electronically capturing, recording, processing, storing, transmitting, and reconstructing a sequence of still images representing scenes in motion.

3.3 Videography refers to the process of capturing moving **images** on **electronic media** (e.g., **videotape, hard disk, or solid state storage, streaming media**)

4.0 REFERENCES

- 4.1 ISO 9001:2008 Standards
- 4.2 CUEA Quality Management Manual

5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for the maintenance of this procedure lies with the Corporate Communications Manager (CCM).

6.0 METHOD

- 6.1 The CCM shall receive a request to cover the event/function at least two working days before the event or function.
- 6.2 The CCM shall discuss with the department staff and assign the staff to cover the event.
- 6.3 The organizing department/faculty/committee shall brief the PR Assistant on areas of concentration in coverage.
- 6.4 The coverage (photography/video) shall take place. The PR Assistant shall archive the photographs and video tapes.

7.0 APPENDICES

Revision	01		Date	22 July 2014
----------	----	--	------	--------------