

St Helena Government

# Service Level Agreement – Print Media

St Helena Government and South Atlantic Media Services

1<sup>st</sup> April 2017 – duration of SLA 36 months


## Preamble

1. Following a media review it was agreed that print media on the island should not be subsidised moving forward. However, it is acknowledged that The Sentinel does require a subsidy over the next three years to allow it to adjust to commercial market realism and make the business and structural decisions required to ensure the papers future is sustainable.
2. SHG will contribute the following to The Sentinel for the following deliverables;


2017/18	30k
2018/19	£20k
2019/20	£15k

3. The provider will produce no less than 50 editions during a calendar year.
4. The provider will ensure that each edition shall contain at least 14 pages consisting of a minimum of 60% of written in each edition.
5. The provider will deliver a range of local content with some international news. This will include sports, health promotion, culture, arts, articles for children and young people as well as ensuring that there is an inclusive approach which invites the collaboration of the community. The provider will also challenge misinformation.
6. The provider will remain totally impartial from SHG and have strong governance mechanisms.
7. The provider prior to receipt of the subsidy will submit to SHG a comprehensive business plan that sets out the future of the organisation with realistic revenue and spend predictions. This should include increased advertising revenue and efficiency measures to reduce the unit cost.
8. As part of the SLA the provider will submit quarterly accounts to SHG as well as revenue raising information from fundraising and increased advertising.
9. The provider will submit an annual report to SHG no later than 2 months after the end of the financial year and this will include evidence of how the SLA has been delivered as well as annual accounts.
10. The provider will complete an annual survey to gauge readers and advertisers' needs and thoughts on the service provided.
11. The provider will produce a training plan which will demonstrate continued professional development for staff.
12. The above mentioned survey will be used by the provider to inform future content and business decisions.

13. The subsidy will be paid in quarterly instalment and transferred within 2 weeks of submission of satisfactory (to SHG) Quarterly accounts. The Service Level Agreement will be reviewed on an annual basis based on the implementation of the business case.
14. Failure to deliver the SLA may result in a financial penalty.
15. SHG reserves right to terminate the SLA if the organisation is in serious breach of this agreement at any time. SHG agrees to provide a minimum of 3 months notice of any breach of this nature to allow the provider to remedy the problem.
16. Should Parties fail to agree then the matter will be dealt with by the Chief Magistrate as arbitrator and whose decision is final.

  
St Helena Government  
24/03/17..... Date

South Atlantic Media Services

24/03/17..... Date  
 STEWART GEORGE  
CEO.