



# **THE REPUBLIC OF UGANDA**

## **THE BROADCASTING POLICY**

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## **ACRONYMS**

<b>BC</b>	Broadcasting Council
<b>COMESA</b>	Common Market for Eastern and Southern Africa
<b>FM</b>	Frequency Modulation
<b>ICT</b>	Information & Communication Technology
<b>ITU</b>	International Telecommunications Union.
<b>MHz</b>	Mega Hertz
<b>DOI</b>	Directorate of Information
<b>PEAP</b>	Poverty Eradication Action Plan
<b>UCC</b>	Uganda Communications Commission

## DEFINITIONS

In this document, the terms below will carry the attached meaning:

**A Common carrier** means a signal distributor who shall be obliged, subject to the technological capacity, to provide services on an equitable, reasonable, non-preferential and non-discriminatory basis.

**A multi-Carrier** means a signal distributor who shall provide service on a selective and preferential basis.

**A single carrier** means a signal distributor who shall provide, either wholly or partly, broadcasting signal distribution service for him or herself, and shall not provide the same for any other broadcasting licensee.

**Audience** means all those who are reached by a particular media content or media channels.

**Broadcaster** means a legal person or organization, which composes, packages or distributes television or radio programmed services for reception by the public or sections of the public.

**Broadcasting** means any communication or transmission of any message or signal to the public by means of any electronic apparatus.

**Broadcasting Signal distribution license** means a license granted and issued by the council within the terms of the Act and the regulations for the purpose of providing signal distribution for broadcasting purposes.

**Broadcasting Signal Distribution licensee** means a holder of the Broadcasting signal distribution license.

**Broadcasting Signal distribution** means the process where by the output signal of a broadcasting service is taken from the point of origin, being where such a signal is made available in its final context format, from where it is conveyed to any geographical broadcast target area by means of a telecommunications process but excluding the use of facilities which operate on frequencies outside the broadcasting services frequency bands.

**Chairperson** means the Chairperson of the Broadcasting Council appointed under the Electronic Media Act.

**Community Broadcasting** is broadcasting which is for, by and about the community, whose ownership and management is representative of the community, which pursues a social development agenda, and which is not-for-profit.

**Community** means a group of persons or sector of the public having specific, ascertainable common characteristics. For purposes of community broadcasting, this may be a geographical community or a community of interest.

**Constitution** means the Constitution of the Republic of Uganda of 1995.

**Convergence** is the process of coming together and in this case is applied to the convergence of media technologies as a result of digitalization.

**Council** means The Broadcasting Council

**Digital Broadcasting** means broadcasting using digital technology.

**Diversity** means different media owners and operators offering the widest possible range of content relevant to the needs and wants of audiences. Diversity is often gauged in relation to ownership, content and voices.

**Film Industry** refers to film/video producers and exhibitors, video and movie renting halls, cinema halls and theatres.

**Frequency** means the electromagnetic radio spectrum point, which is assigned by the Council to enable broadcast of services.

**License area** means the geographical target area of a broadcasting service as specified in the relevant broadcasting license.

**License** means the broadcasting license issued by the Council

**Licensee** means the individual or company to which the license is issued.

**Local Content** means broadcast content which recognizes the cultural and linguistic diversity of Uganda carries themes of relevance to the local audience and is produced under Ugandans' creative control.

**Media Concentration** is whereby a few media players, through joint co-operation deals, mergers, acquisitions and cross-acquisitions and any other arrangements, establish themselves into powerful cross-holdings with financial or other interests straddling media types, posing a potential threat to diversity of information.

**Minister** means the Minister responsible for Information and Broadcasting.

**Multi-channel distribution** is a service, which transmits more than one channel at the same time by means of Radio waves and telecommunications.



**Music Industry** refers to musicians, music producers, music distributors and any other persons that may be involved in the process of producing and distributing music.

**Pornography** means written, graphic (pictorial) or any other form of communication intended to excite sexual feeling. Pornography typically has no redeeming social or artistic value. It is often associated with arousing, blue, erotic, explicit, indecent, obscene, salacious, and titillating communication.

**Public Broadcasting** means a system of broadcasting that is accountable to the public, and operated on a non- profit basis in order to meet the full range of public information needs in the overall public interest. It may be funded by government grants, license fees on receivers, loans from government, organizations or persons, donations, proceeds from any of its functions and activities, advertising revenue or a combination of these.

**Public** means the general body of citizens of a given society or any geographical space.

**Regulator** means the Broadcasting Council carrying out its role of overseeing and regulating the activities of the broadcasting sector in Uganda.

**Satellite Broadcasting** is a service which is broadcast by transmitters situated on a satellite.

**Subscription broadcasting** means a Broadcasting service provided to an end user upon the payment of a fee.

**Terrestrial broadcasting** means a service that is broadcast from a transmitter situated upon the earth surface.

**The Act** unless specified means the Electronic Media Act (Cap) 104, 2000.

## **FOREWORD**

The broadcasting industry plays a pivotal role in the mobilization of the masses for the socio-economic development of any country. In Uganda's case it is a major contributor to the government strategy for poverty eradication as envisaged in the PEAP.

However, since the liberalisation of the airwaves in the early 1990s, the broadcasting sector has operated without a national policy. The fact is that the airwaves were liberalised before any policy was developed.

This trend of events led to the uncoordinated development of the broadcasting sector and hence the need for a national broadcasting policy that addresses concerns of the broadcasting industry cannot be over-emphasised. It is against this background that a broadcasting policy has been developed through a participatory process involving stakeholders from the grassroots to the national level. The policy aims to ensure that the industry is regulated and the public are assured of quality broadcasting.

Government is committed to providing a conducive environment for the continued development of the broadcasting industry.

Cognisant of the fact that changes are inevitable in the development process and that priorities and strategies will have to change with time as new issues and challenges emerge and new options become available, the objectives and strategies in this policy are presented in broad terms.

The policy was developed after extensive consultations both at the grassroots and at the national level. It is my hope that the broadcasting policy will yield a broadcasting system based on access to and diversity of information, promotion

of national unity, democratisation of the airwaves, education of communities and strengthening of the moral fibre of society.

It is therefore my pleasure to present to all the stakeholders this policy that Cabinet approved on April 12, 2006 subject to the following:

- (i) that a provision be made to require that critical issues of national importance must be covered by both public and private broadcasters;
- (ii) Provision be made to provide for national content in the programming of private broadcasters.

I wish to acknowledge the efforts of all stakeholders who contributed to the preparation of this Policy. I trust that together, we should move on to put in place the necessary legislation to give effect to this Policy.

**Dr. James Nsaba Buturo (MP),  
Minister of State for Information,  
Office of the President.**

## **EXECUTIVE SUMMARY**

Under the national objectives and principles of the Constitution, the state is obliged to pursue policies that are development - oriented.

Uganda's comprehensive development strategy is embodied in the five pillars of the PEAP namely:

- (a) Economic Management;
- (b) Production, Competitiveness and Incomes;
- (c) Security, Conflict Resolution and Disaster Management
- (d) Governance
- (e) Human Development

There is no doubt that broadcasting contributes to the PEAP goals since it plays an important role in promoting good governance, accountability and transparency in public institutions.

In line with this broader plan, this policy focuses the broadcasting sector on providing services that address the needs of, among others, the poor and vulnerable groups in a sustainable manner.

The policy is to promote the delivery of high quality and efficient broadcasting services by both public and private service providers. The general principle is that the broadcasters should be provided with a flexible system of managing and utilizing the broadcasting services, within the wider government policies as provided for under the constitution.

In addition, the policy seeks to promote local capacity building and protect the broadcasting industry.

The 15 key components of the Policy are:

- 1. Institutional Framework.** This area seeks to establish an institutional framework that would facilitate policy formulation and development by Government, licensing and regulation by the Broadcasting Council, and service provision by broadcasters.
- 2. Public Broadcasting.** This area will establish a public service broadcaster with a view to providing access to programming of both a local and national character, with specific licence obligations, which reflect the priorities of the Ugandan public.

3. **Commercial Broadcasting.** This area seeks to establish commercial broadcasters who will contribute to the promotion of culture and empowerment of the poor and vulnerable groups in society while remaining commercially viable.

4. **Community Broadcasting.** This area seeks to promote broadcasting which is for, by and about specific geographical communities or communities of interest, whose ownership and management is representative of those communities, which pursues a social development agenda and which is not-for-profit.

5. **Subscription Broadcasting.** This area will cover Subscription or pay radio and television in Uganda and its license obligations considering its unique means of service distribution.

6. **Signal Distribution.** The regulatory strategy for signal distribution is to achieve universal access to services and facilities by ensuring that:

- Signal distribution will put in place a flexible tariff structure;
- Access to antennae sites will be accorded equitably to all service providers;

- Priorities for signal distribution will reflect the country's economic growth and development goals;
- Ugandans have control of terrestrial signal distribution; and
- Environmental concerns are taken into account.

7. **Digital Convergence and Multi-Media.** This area introduces multi-channel delivery systems to serve social goals, cost efficiency and effectiveness. These systems should play a significant role in meeting the following goals:

- Providing access by all Ugandans to broadcasting and multi-media services;
- Delivering of educational services;
- Enhancing competition in the delivery of services between satellite and terrestrial media;
- Diversifying programme content and services in various languages; and
- Taking advantage of convergence of technologies, which is a worldwide trend.

8. **Digital Broadcasting.** This component is intended to prepare Uganda for the transition from analogue to digital broadcasting as dictated by technological change and recommended by the ITU.



9. **Broadcasting and Human Resources Development.** This area seeks to ensure that broadcasting supports the provision of education and information especially to those sections that have no access to formal education. It also aims to ensure the provision of knowledge and skills for professional development in the broadcast sector.

10. **Ownership and Control.** This will ensure regulation of ownership of the broadcasting industry and signal distribution to safeguard pluralism, diversity and national interest.

11. **The Film and Music Industries.** The area aims at streamlining the operations of the film and music industries as well as promoting local production and talent.

12. **Advertising.** This area deals with developing and regulating the advertising industry in Uganda.

13. **Broadcasting, Democracy and Good Governance** This area is to ensure that Broadcasters play a crucial role in providing a level playing field in the electronic media for all political actors so as to promote diversity, good governance, human rights and democracy.

14. **Broadcasting Frequency Planning and Allocation.** This area is to ensure that the frequency allocated to broadcasting is planned and allocated according to internationally - accepted standards while keeping in mind public interest objectives.

15. **Broadcasting, Pornography and Violence.** This area is to ensure the protection of the public, especially minors, from unregulated pornographic and violent programming in the broadcast media.

## **1.0 PREAMBLE**

### **1.1 The Constitution.**

The Constitution of the Republic of Uganda 1995 provides the overall framework for freedom of expression including freedom of the press and other media; and the right of access to information. This principle takes note of the fact that freedom of expression and access to information are of fundamental importance for the protection of other basic human rights.

### **1.2 Vision 2025.**

Uganda has a national aspiration for modernizing development sectors by the year 2025. It embodies strategic actions, which will guide government policies over the next twenty years.

Given the strategic actions of the Vision 2025 and the national development objectives embedded in the current broad framework, this policy embraces;

- A balance between freedom of the press and the social responsibility of the media;
- Convergence of technologies;

- Ugandans' control and ownership of the broadcast media and signal distribution;
- An appropriate legal and regulatory framework, which takes into account the present trends of the media industry and its future developments; and
- A responsible electronic media which serves the interest of all stakeholders.

### **1.3 Vision**

The vision of this policy is a diverse, responsible and viable broadcasting sector whereas;

### **1.4 Mission**

The Mission of this policy is to provide guidance and a framework for a co-ordinated broadcasting industry.

## **2.0 BACKGROUND**

In the past, the practice was that of a government monopoly namely:

- Policy determination and regulation on an ad hoc basis;
- Service provision; and
- Content production.

At the moment, the regulatory mechanism of the Broadcasting Council under the Electronic Media Act, (Cap 104) 2000 has provided a framework for the growth and regulation of broadcasting in Uganda. The country now has a big number of private radio and television stations offering commercial and community-related services. These reforms, and others, have been aimed at putting in place a range of more diverse services to help overcome the practices of the past.

### **2.1 Obligations under Regional and International Treaties**

Uganda has a number of obligations under international laws that are relevant to the broadcasting sector. These include:

- a) **The East African Community Treaty.**

Under this treaty the partner states agreed to co-operate through the adoption of common policies and regulations for the management and development of the broadcasting sector among others.

**b) Common Market For Eastern and Southern Africa Treaty**

The vision of the COMESA is a fully integrated, competitive regional economic community, through increased cooperation and integration in all fields of development including broadcasting.

The preparation for adoption of common broadcasting policies and regulations are in advanced stages. It is hoped that this harmonization will improve efficiency in service delivery and promote regional integration.

**c) African Charter on Broadcasting**

At the end of the year 2000 African Countries came up with the Nairobi statement on broadcasting whose objectives were:

- To develop effective mechanisms for both sub regional and regional interstate cooperation on broadcasting and

- To create an environment in which broadcasting would flourish including establishing economic incentives and facilitating a strong local independent production sector.

d) **International Telecommunications Unions** Radio Communication Sector (ITU- R) The policy recognizes the obligation of Uganda to ITU – R, more particularly the principles agreed to under GE 89.

## **2.2 Promoting gender equity**

This policy seeks to promote gender equity. It will entail taking into account the relationship between men and women, boys and girls.

The relationships will be examined during planning, programming, monitoring and evaluation and with regard to recruitment and opportunities for career advancement, with a special focus on the poor and the vulnerable groups to ensure neither gender is being marginalised or disadvantaged.

### **3.0 THE ELECTRONIC MEDIA SURVEY, 2004.**

The Broadcasting Council, in pursuit of its function of advising Government on all matter relating to broadcasting policy, commissioned a study to gauge audience perceptions of the electronic media's performance. These issues are highlighted in the National Electronic Media Performance Study (2004) as the central challenges facing the Broadcasting sector

- Uneven access to television, especially in the rural areas;
- Unequal opportunities for ownership of media outlets;
- Focus on entertainment at the expense of education and information programming;
- Absence of regulation for the operation of video/film halls and operators;
- Prevalence of inappropriate programming;
- Absence of regulation to guide the local production sector;
- Inadequate local content, especially on television;
- Inadequate developmental programming, and children's programming;
- Failure to enforce minimum broadcasting standards;
- Lack of a clear mandate for the different types of broadcasters;
- Inadequate training facilities;
- Low professional standards; and



- Absence of minimum technical standards.

### **3.1 The Need for a Broadcasting Policy.**

The Electronic Media Act, (Cap 104) is still the key legislation for the regulation of the electronic media. There is need for it to be brought in tandem with modern concepts of holistic broadcast management. A clear and comprehensive broadcasting policy is, therefore essential for the preparation of new legislation to effectively address the broadcasting sectoral concerns.

## **4.0 OBJECTIVES AND STRATEGIES OF THE POLICY COMPONENTS;**

### **4.1 Institutional Framework**

This area seeks to establish an institutional framework that would facilitate policy formulation and development by Government, Licensing and Regulation by the Broadcasting Council, and service provision by broadcasters.

Its objectives are:

1. To continue promoting the liberalisation of the airwaves
2. To ensure that a balance is struck between making profit and the fulfilment of public service obligations as will be laid down in the regulations.
3. To establish a framework that takes into account the convergence of technologies;
4. To ensure that the broadcasting sector contributes in a sustainable manner to economic growth and development;
5. To ensure that the broadcasting system contributes to unity and patriotism by safeguarding, enriching and strengthening the cultural, social and economic fabric of Uganda; and
6. To ensure pluralism and diversity in the provision of news, views and information.
7. To ensure that a fair and systematic procedure for handling complaints from the industry and the public is in place.

To achieve these objectives, Government will:

- a) Enact appropriate legislation to give effect to this policy component;
- b) Create an enabling environment for the implementation of this policy;
- c) Take measures to ensure that the broadcasting sector has sufficient resources to accomplish their tasks;
- d) Promote public broadcasting services and ensure that the population's information needs are taken into account by the public broadcasting services;
- e) Ensure that the national broadcasters provide a comprehensive service of wide geographic coverage;
- f) Ensure that the country fulfils its obligations under international treaties and conventions relating to broadcasting; and
- g) Promote an economic environment that facilitates the development of independent production and broadcasting.

The Regulator will:

- a) Make appropriate regulations in tandem with internationally accepted best practices to give effect to the policy;

- b) Advise government on further policy development for the Ugandan broadcasting industry;
- c) Implement the provisions of the requisite laws;
- d) Monitor and evaluate technological developments and service trends in the broadcasting sector, and report to the Minister;
- e) Ensure that a fair proportion of the spectrum is allocated to the different tiers of broadcasting;
- f) Grant and renew broadcasting licences in a fair and transparent manner based on clear criteria which include promoting diversity in ownership and content;
- g) Maintain a register of licensees;
- h) Ensure that a fair and systematic procedure for handling complaints from the industry and the public is in place; and
- i) Coordinate and consult with stakeholders.

#### **4.2 Public Broadcasting:**

This area seeks to introduce a viable, independent, professionally-run public broadcaster accountable to the public to ensure efficiency and quality programming.

The objectives are:

1. To provide services which will inform, educate and entertain the whole country;
2. To offer a high percentage of local content;
3. To offer programming of a high standard;
4. To enrich the cultural heritage of Uganda through support for the indigenous arts and cultural diversity;
5. To contribute, through its programming, to a sense of national identity and unity;
6. To ensure programming that will cater for the poor and vulnerable;
7. To ensure that the public has access to information;
8. To serve the overall public interest, avoiding one-sided reporting and programming in regard to religion, political orientation, culture, race and gender.

To achieve these objectives, Government will:

- Provide an enabling legislation for the establishment of a public broadcaster;
- Enact laws in tandem with internationally accepted best practices for the smooth and effective operation of the public broadcaster.

- Adequately fund the public broadcaster in a manner that protects them from arbitrary interference with their budgets.

The regulator will:

- Ensure that the public broadcaster conforms to the requirements of public broadcasting;
- Ensure that the public broadcaster promotes human rights; and
- Promote the universal access principle so as to ensure service for all Ugandans.

The public Broadcaster will:

- Be obliged to report news and current affairs impartially, fairly and in a balanced manner;
- Comply with any relevant regulatory supervision and maintain broadcasting standards;
- Establish relevant broadcasting facilities for operations across the country;
- Fulfil universal access in the shortest time possible;
- Promote national sporting events and the local arts; and
- Ensure that programming promotes diversity;
- Ensure that programming promotes political and socio-economic development;

- Ensure that terms and conditions of employment within the station/s conform to national employment policy; and
- Be accountable to the public.

### **4.3 Commercial Broadcasting**

This area will ensure that commercial operators strike a balance between profit and social responsibility.

The objectives are:

1. To provide a vibrant broadcasting industry that will play a key role in nation building by reflecting the rich cultural, linguistic, religious and regional diversity of Uganda;
2. To promote the development of national sporting events, music dance and drama;
3. To ensure a significant percentage of local content;
4. To ensure high professional standards of journalism and integrity; and
5. To provide programmes of specific interest to the poor and the vulnerable.

To achieve these objectives, Government will:

- Ensure that the necessary legal framework, in tandem with internationally accepted best practices, is in place; and
- Give technical and other support to this area.

The Regulator will:

- Ensure that all operators are licensed;
- Ensure that commercial broadcasters provide adequate local content;
- Ensure availability of all categories of commercial licences;
- Promote national ownership of various categories of commercial media;
- Ensure that new services are provided to increase diversity in the programming;
- Ensure fair and sustainable competition in the provision of services; and
- Ensure the promotion of human rights in their programming.

The Broadcasters will:

- Provide the Council with their up-to-date programme line-up to enable it monitor content and ensure proper standards;



- Provide for the linguistic and cultural needs of the area in which they operate;
- Ensure a balance in programming between entertainment, information and education;
- Undertake to develop staff through a staff training and development programme; and
- Ensure that the terms and conditions of employment at the station/s conform to national employment policy.

#### **4.4 Community Broadcasting**

This area seeks to promote broadcasting which is for, by and about specific geographical communities or communities of interest, whose ownership and management is representative of those communities, which pursues a social development agenda and which is not-for-profit.

The Objectives are:

1. To provide citizens with a platform to articulate their local issues;
2. To provide more opportunities for programming in the indigenous Ugandan languages;

3. To provide indigenous programmes relevant to development at the grassroots;
4. To reduce the gap between urban and rural communities in accessing communication for development;
5. To encourage members of the community to participate in the planning, production and presentation of programmes;
6. To promote ownership of media by low income groups of society i.e. the poor and vulnerable

To achieve these objectives, Government will:

- Ensure that the necessary legal framework is put in place;
- Ensure that community broadcasting promotes co-existence, communication and good governance;
- Provide technical and other support for its establishment and operation; and
- Ensure that community broadcasting promotes human rights.

The Regulator will:

- Avail both geographical and interest-based community broadcasting licences;
- Ensure that the structure and mandate of the existing community media conform to internationally accepted best practices for this category;
- Ensure that community media are well managed, financially-stable and innovative;
- Ensure community participation right from inception;
- Coordinate with UCC to plan and allot frequencies specifically for the maintenance and expansion of this service;
- Create an enabling environment for establishment of community media;
- Support capacity building in terms of human and financial resource development; and
- Ensure that programming promotes political and socio-economic development.

The Community Broadcaster will:

- Provide local content programming;
- Promote political and socio-economic development;

- Operate within internationally accepted best practices of this category;
- Undertake to develop staff through a staff training and development programme;
- Ensure that the terms and conditions of employment within the station/s conform to national employment policy.

#### **4.5 Subscription Broadcasting.**

This area will cover Subscription or pay radio and television in Uganda and its license obligations considering its unique means of service distribution.

The objectives are:

1. To streamline the operations of this tier of broadcasting to enable efficient service delivery and monitoring; and
2. To formulate and review relevant guidelines, programmes, policies and laws concerning pay television.

To achieve these objectives, the regulator will:

- Ensure that relevant guidelines are in place; and
- Provide a specific license for this tier;
- Ensure that tariffs levied are affordable and sustainable.

The Broadcaster will:

- Follow minimum broadcasting standards;
- Operate within the law; and
- Provide quality service.

#### **4.6 Signal Distribution**

This area seeks to re-align the industry by separating the roles of content provision and signal distribution.

##### Objectives

1. To ensure that signal distribution services are harmonized and conform to required standards;
2. To encourage the pooling of resources for optimal use;
3. To help reduce the costs of broadcasting using common infrastructure;
4. To provide an equitable and competitive environment for broadcast signal distribution; and
5. Regulate ownership and control of signal distribution in the national interest.

To achieve this, Government will:

- Put in place a signal distribution strategy in consultation with all stakeholders.

The Regulator will:

- Build capacity for sustained maintenance of the signal distribution network;
- Carry out monitoring and evaluation;
- Ensure tariffs levied are affordable;
- Ensure that a percentage of revenue generated is ploughed back;
- Provide different licence conditions and regulatory requirements for different categories of signal distribution; and
- Promote fair competition and efficiency in the business of signal distribution;
- Regulate ownership and control of signal distribution in the overall national interest.

The signal distributor will:

- Ensure proper coverage planning for the content provider; and
- Ensure high quality and reliable service.

The Broadcasters will:

- Ensure conformity with technical specifications by the regulator.

#### **4.7 Cable and Other Multi-Channel Distribution Services**

This area will provide a platform for growth of additional television and radio services either via conventional television and radio services or by interactive multi media, and other services delivered from the Internet.

The objectives are:

1. To provide access to broadcasting and multimedia services;
2. To provide employment and training for Ugandans; and
3. Create business opportunities for Ugandan entrepreneurs.

To achieve this, Government will:

- Ensure that an appropriate legal framework is in place.

The Regulator will :

- Ensure that there is fair competition between providers;
- Ensure that all persons providing multi-channel distribution services are licensed; and
- Ensure conformity to nationally acceptable broadcasting standards.

The Service Provider will:

- Furnish the Regulator with their capacity to provide relevant services in their licensed area.

#### **4.8 Digital Broadcasting.**

This area is intended to prepare Uganda for the transition from analogue to digital broadcasting.

The objectives are:



1. To design a comprehensive policy on digital broadcasting; and
2. To facilitate the process of conversion from analogue to digital broadcasting.

To achieve this, Government will ensure that an appropriate legal framework is put in place.

The Regulator will ensure a gradual transformation from analogue to digital broadcasting.

The Broadcaster will be encouraged to convert the studio production and communication technologies from analogue to digital and to develop all necessary capacity to operate as a digital broadcaster.

#### **4.9 Broadcasting and Human Resources Development**

This area is designed to ensure that broadcasting supports the provision of information and education to the Ugandan population, especially those sections that have no access to formal education. It is also designed to ensure the maintenance of appropriate knowledge and skills for broadcast practitioners.

The objectives are:

1. To create an enabling environment in which the new services help Ugandans integrate into the global information society;
2. To help government address the disparity between urban and rural areas in accessing information for development;
3. To utilise information and communication technologies for development;
4. To ensure that broadcasting is used to bridge the information divide among Ugandans and within the region;
5. To support human resource development and maintain high professional standards in the broadcasting sector; and
6. To develop capacity to address the challenge of local content.

To achieve these objectives, Government will:

- Shoulder the main responsibility to support programming that is educative and imparts curriculum-based skills;
- Mobilize the commercial sector to make contributions towards the provision of educational programming; and
- Support training institutions to fill the professional deficiency in the sector.

The Regulator Will:

- Ensure that the aspect of human resource development is considered when licensing;
- Encourage the sourcing of funds; and
- Support research

The Broadcaster will:

- Deliver developmental and educational programmes at grass-roots in response to community educational needs; and
- Ensure that education is an integral part of programming; and
- Undertake to develop staff through a staff training and development programme.

#### **4.10 Ownership and Control**

This area will ensure effective regulation of media ownership in order to safeguard pluralism, diversity and the overall national interest.

The Objectives are:

1. To ensure the protection of the principle of pluralism and diversity;
2. To regulate media ownership in such a way as to safeguard pluralism, diversity and the overall national interest.

To achieve this, Government will:

- Ensure that an appropriate legal framework is in place;
- Ensure that appropriate sanctions and financial penalties for breach of regulations on ownership are implemented.

The Regulator will:

- Make and enforce regulations on foreign and cross-media ownership to ensure that pluralism, diversity and the overall national interest are safeguarded.

- Ensure full and extensive disclosure of the shareholding and financial structures of commercial broadcasting licences are provided and adhered to for transparency and accountability; and

The Broadcaster will;

- Provide full and extensive disclosure of their shareholding and financial structures and adhere to established guidelines; and
- Not engage in any joint cooperation deals, mergers, and acquisitions or cross acquisitions without prior written approval of the Regulator.

#### **4.11 The Film and Music Industries**

This area seeks to streamline the operations of the film and music industries and promote local production and talent.

The Objectives are:

1. To promote local audio and video/film production.
2. To promote local talent and ensure that their rights are safeguarded;

3. To ensure the promotion of local video/films, advertisements, music and sound plays;
4. To ensure that video/film services are provided in safe and environmentally-friendly premises;
5. To ensure that video/film halls are not used as hubs for criminal elements; and

To achieve this, Government will:

- Ensure that an appropriate legal framework is in place; and
- Support the development of local production of music, film, video, advertisements and sound plays;
- Ensure that the rights of local talent are protected.

The Regulator will:

- Make regulations for operating standards;
- Take into account minimum safety and health standards before licensing;
- Support capacity building in the local production industry; and
- Monitor and evaluate the operations of the film and music industries.

The Operator will:

- Adhere to the set broadcasting standards; and
- Ensure availability of local music and video/film as a regular part of their programming menu; and
- Ensure that a percentage (to be specified by the regulator) of their programming is out-sourced from independent producers.

#### **4.12 Advertising**

This area will focus on the growth of this industry as a major source of income for the broadcasting media.

The Objectives are:

1. To monitor and control the quality of advertisements aired;
2. To promote production of radio and television advertisements as a base for developing the local production industry; and
3. To streamline the operations of the advertising industry;
4. To ensure a balance between advertising and other types of programming.

To realize the objectives, Government will:

- Ensure that an appropriate legal framework is in place;
- Support training in local advertisement production; and
- Ensure that government departments advertise with the industry.

The Regulator will:

- Make regulations to guide the industry;
- Provide guidelines for the airing of advertisements and promote development of local production;
- Ensure fairness in political advertisements; and
- Ensure that the advertisements meet the minimum broadcasting standards.

The Producers will:

- Produce high quality material to service the market; and
- Adhere to regulations during operations.

#### **4.13 Broadcasting, Democracy and Good Governance**

This area is intended to ensure that broadcasters seen as a whole play a crucial role in providing a level playing field in the electronic media for all



political actors so as to promote political and socio-economic development.

The Objectives are:

1. To ensure that the public broadcaster provides equal access to the airwaves to all legally-qualified candidates for a given public office during election campaigns;
2. To ensure that broadcasting services seen as a whole:
  - Promote and protect a regional, national and local identity, culture and character;
  - Provide for regular:
    - (a) News services;
    - (b) Actuality programmes on matters of national interest;
    - (c) Programmes on political issues of public interest;
    - (d) Programmes on matters of international, national, regional and local significance; and
  - Offer diversity in their programming and representation.

3. To ensure that broadcasting services regularly devote a portion of their programming to civic education.
4. To ensure that all broadcasters conform to internationally accepted best practice for their respective license category with regard to democracy and good governance.

Government will ensure that appropriate legislation is in place.

The Regulator will:

- Monitor the airwaves to ensure compliance of the broadcaster with the law ; and
- Promote training of broadcasters in responsible political broadcasting ethics in liaison with the relevant stakeholders.

The Broadcaster will:

- Ensure that the use of the airwaves promotes diversity good governance, human rights and democracy; and

- Conform to internationally accepted best practices for commercial broadcasters with regard to democracy and good governance.

#### **4.14 Broadcasting Frequency Planning and Allocation**

This area is intended to ensure that the frequency allocated to broadcasting is planned and allocated according to internationally accepted standards while keeping in mind public interest objectives.

The objectives are:

1. To harmonize broadcasting frequency planning and allocation procedure in coordination with UCC;
2. To ensure that future frequency allocations match the broadcasting policy objectives and the spectrum plan;
3. To ensure that airwaves are maximally utilized for the public good;  
and
4. To provide a forum for interaction of all the stakeholders; and
5. To harmonize the process of issuance of a frequency and broadcasting license.

Government will:

- Ensure that an appropriate legal framework is put in place;
- Provide a forum for the interaction of key strategic institutions dealing with the broadcasting spectrum; and
- Ensure that importation of transmitting and receiving equipment is strictly in compliance with set parameters.

The Regulator will:

- Ensure that broadcasting frequencies are allocated according to the needs of the respective broadcasting tiers;
- Prescribe appropriate frequency spectrum engineering characteristics of broadcasting services;
- Deploy a monitoring unit to effectively regulate and verify program content and the adherence to technical parameters;
- Prepare a broadcast frequency allocation plan for Uganda in coordination with UCC;
- Regulate and verify adherence to technical parameters in coordination with UCC; and
- Maintain a register of licensees.

The Broadcaster will:

- Ensure that the frequency obtained is used in the public interest;  
and
- Adhere to appropriate technical parameters as stipulated in the license.

#### **4.15 Broadcasting, Pornography and Violence**

This area is intended to ensure that the Ugandan populations, especially minors are protected from pornography and violent programming.

The objectives are:

1. To put in place a mechanism to eliminate the broadcasting of pornography in Uganda;
2. To ensure that the airwaves are not used for the purpose of promoting violence or pornography; and
3. To put in place a mechanism to prevent the broadcasting of programmes that are intended to incite or cause violence;

Government will:

- Ensure that an appropriate legal framework is in place; and

- Provide for and work towards international cooperation in controlling/eliminating pornography in the broadcasting media

The Regulator will:

- Establish ethical broadcasting standards that address both pornography and violence;
- Develop a rating system to ensure that the public has adequate advance information about the content of films/programs to be able to make informed viewing choices;
- Provide guidelines to safely broadcast news and other information likely to be obscene or indecent without exposing the public to pornography; and
- Ensure disciplinary measures are taken against errant broadcasters.

The Broadcaster will:

- Be required to install pre-listening facilities so as to delay final on air transmission by a few seconds to allow editing of inappropriate language and images; and
- Be required to comply with provisions of law preventing the broadcast of pornography; and

- Allocate a specified proportion of their programming to the promotion of local content.

## **5.0 MONITORING AND EVALUATION**

Realisation of the outputs of this policy will require consistent monitoring and evaluation of the outcome indicators. The Government, the Regulator, the Broadcaster, the Signal Distributor and any other relevant stakeholder will carry out monitoring and evaluation at all levels.

Monitoring involves systematic examination of the policy and action plan on a periodic basis to assess whether interventions/initiatives are on track or not.

Evaluation is for the long-term impact of the policy and plan. It involves assessing outcome indicators that determine whether the objectives of the policy and plan were met. This should culminate into a review of the policy and plan after 5 years.

To achieve the above, monitoring indicators and evaluation structures will be established.

Directorate of Information

Office of the President

KAMPALA