



CHAIRMAN'S
AGM REPORT
For the Period Ended 30th June 2021

EXECUTIVE COMMITTEE



Dr. Innocent Nahabwe
Vice Chairman



Kin Kariisa
Chairman



Joseph Beyanga
Secretary



Bill Tibingana
Treasurer



Obadia Ismail
Legal Counsel



Ms. Natasha Musiimenta
Administrative Secretary



Sam Bill Nyatia
Central Representative



Hassan Saleh
Pay TV Representative



Christine Nagujja
Media Groups Representative



Jimmy Okello
Northern Representative



Julius Tumusiime
Western Representative



Keita Anguzu
West Nile Representative



Dr. Joseph Sserwadda
Community/Religious Rep.



Anthony Wanyoto
Eastern Representative



Abdalla Aziz Ochoggia
North Eastern Representative



Sarah Kagingo
Online Representative



Andrew Irumba
Online Representative



Rhonah Nuwakunda
Executive Committee Member

In pursuing our objectives, since the last AGM, the Association has had several engagements to further and execute its mandate, and these include;

MEETING WITH THE HON MINISTER OF ICT & STATE MINISTER OF NG & PS MINISTRY OF ICT

We had a fruitful meeting with the Minister of ICT & National Guidance, State Minister of NG. & PS Min of ICT on 24th September 2021, and below is the brief we presented.

a) National Association of Broadcasters (NAB)

i. NAB was introduced as a professional association representing all private-sector electronic broadcast media houses in Uganda. NAB members provide a variety of content to the viewers and listeners all over Uganda through Television Broadcast, online, and radio, including; current affairs, entertainment, education, music, news, sports, and other community services.

ii. NAB is a non-profit association governed by a volunteer Executive Council elected by the members and seeks to protect and represent the interests of its members as per its objectives in a stronger, more impactful, and organized manner.

iii. As the advocate for licensed, Free-to-Air (FTA) Radio and Television Broadcasters before Government, regulators, business, and the community, NAB is the frontline service point for all its members and source of information for aspiring members. It is therefore vital that NAB has the support of all broadcasters to be effective on every issue.

iv. NAB was founded in 1999 and currently has 310 Radio stations, 40 TV stations, and 56 online news outlets.

b) Background to the 2% levy on broadcasters

i. The concern on the 2% levy has been raised by our members for a while now; on 22nd March 2016, when our members were abruptly approached for the payment of the 2% on the gross annual revenue of operators, a broadcaster's symposium was held at Hotel Africana on Wednesday, 13th April 2016 to formally listen to the reactions from the broadcasters (Find the letters addressed to UCC accordingly) with UCC in attendance. Though provided for in the law, the broadcasters stated that the reasons why the levy was not intended and does not apply to broadcasters included but are not limited to;

ii. At the time of enacting the law, the regulator (then UCC Executive Director), while presenting the bill, assured the broadcasters that the levy was meant for telecoms and that it would never be applied to broadcasters. This was further reiterated by a member of the Parliamentary-ICT committee who was part of the enactment of the law and was also present at the symposium.

iii. Further that, of the hundreds of broadcasters then, hardly 10% were capable of making a financial profit, yet they deliver value to Ugandans in more ways than just revenue for the state; charging this levy will sentence many broadcasters to a financial predicament, ultimately denying Ugandans the cherished information and employment, amongst other gains

iv. Unlike telecoms, every point in the entire country is covered by broadcast signals hence already widely spread-out across Uganda to deliver relevant content to each community; in fact, it has been observed that the broadcast industry is congested. In effect, there is no real need for expansion or coverage to reach new areas, as the areas are already covered, yet this was one of the mischiefs and reasons behind the 2% levy.

v. It is worth noting that the provision of section 68 of the Uganda Communications Act does not make it mandatory for the commission to impose it vide; “The Commission may levy a charge on the gross annual revenue of operators licensed under this Act.” thus, the need to deliberate and resolve the issue once and for all.



c) Constant Engagement and Requests on the 2% Levy

i. The broadcasters, through NAB, have constantly engaged and sent communications to UCC, including; on 22nd March 2016, 20th April 2016, 1st March 2017, 5th April 2017, 20th July 2017, February 2018.

ii. We also sent communications on the 2% levy to the Chairperson Committee of National Economy in June 2020, on 28th July 2020 to the Minister of ICT and NG, and on 16th June 2021 to the Head of Operation Wealth Creation. All the above letters are attached.

iii. We believe that the 2% levy will not only put jobs and businesses at risk but will also stifle the arts industry (artists), who are trying to break into the entertainment business and will harm the listening and viewing public who rely on local media for local content considering its effect to the business.

d) Our Request

i. We request that the Minister enacts a regulation that clarifies the payment and the application of the 2% levy to telecoms instead of broadcasters and redefines the operators to with the same applies. The levy waiver will go a long way in advancing the broadcast industry by sustaining a lifeline for most broadcasters who hardly realize a profit in their operations.

ii. We request for the UCC Tribunal to be established within six months.

iii. We propose that every government program have a 2-5% budget component for sensitization and awareness. This should be dedicated to buying media across all platforms from TV, Radio, Online, and Newspapers such that citizens are updated on government projects.

iv. The Broadcasters have been paying in dollars contrary to the circular issued by the PS of Finance; our members prefer paying in shillings.

v. The meeting was very fruitful as the Honorable Minister promised to look into all the above positively.

MEETING WITH THE HEAD OF STATE HOUSE ANTI-CORRUPTION COALITION UNIT LT EDITH NAKALEMA

On 9th February 2021, the Executive committee of NAB led by the Chairman met the Head of State House Anti-Corruption Coalition Unit Lt Colonel Edith Nakalema at her office.

The meeting was a call for action to rebuild the image of the country Uganda post-election.

Concerns from Government:

The meeting arose as a result of concerns raised in respect to what was going on in the media;

a) The image of Uganda was being tarnished the world over, and there was an urgent need to redeem that image.

b) The need for the media to work closely with Government.

c) That the international media and the world had picked up fake news.

d) A call for patriotism as our responsibility and obligation for our nation Uganda.

e) A call to build the image of the country and build it well.

f) Importance of the Media as it determined what people thought daily.

g) Giving prominence to positive stories of our nation and managing negative stories as they impacted investor confidence.

h) A call to fight together as good-willed Ugandans for the Pearl of Africa.

NAB's concerns:

- a) The Government doesn't give media civic education; many media personnel are not trained; instead of Government nurturing media, they have become regulators.
- b) Request for Government to wake up, because media tries to reflect what there is and often tries its best to be fairly balanced.
- c) The media needs support.
- d) The media has a big audience. The security of this country is paramount, so Government should not leave issues hanging in the air.
- e) Media is a very strong tool. It can be misused, but it can also be useful.
- f) We have to enhance the image of Uganda nationally and internationally, which has been destroyed by people who do not care for the country.
- g) Fake news is competing with real news.
- h) There is no budget from Government to the media on communicating about development journalism.
- i) NAB Exco needs to meet and engage with the president before the swearing-in to have some of these proposals enacted.
- j) A budget for marketing Uganda with short-term and long-term strategies towards enhancing our country's image needs to be in place.

STATEMENT ON CONTINUOUS HARASSMENT OF JOURNALISTS

On 18th February 2021, NAB came out and stated the continuous assault of journalists by security forces asking for an engagement where they inter-alia:

- a) Demanded investigations into the matter to have all errant officers involved to be brought to book.
- b) Requested for compensation and treatment of the victims at the expense of the state.
- c) Absolute protection of our journalists while on duty.

LETTER ON PRIORITISING JOURNALISTS FOR THE COVID VACCINE

On 24th February 2021, NAB wrote a letter to the Prime Minister requesting to include media on the priority list for the covid 19 vaccine since journalists were frontline workers who interfaced with government officials, the private sector, and the general public in their day-to-day interactions, something that exposes them to high risk of infections.

LAUNCH OF THE UGANDA MEDIA SECTOR WORKING GROUP

On 30th March 2021, NAB was invited to the launch of the Uganda Media Sector Working Group. It was launched by the then Hon Min of ICT, Judith Nabakooba. NAB was represented by our Vice Chairman, Dr. Innocent Nahabwe, and bore fruits of working together.

We look forward to fruitful working relations with the Uganda Media Sector Working Group.

As a result, our Executive members; General Secretary, and Legal counsel are now part of the ITP Media Africa training which shall be completed in Sweden next year.

UPDF/ MEDIA DAY

On 16th April 2021, NAB and UPDF had a football match towards harmonizing the relationship between the media and the UPDF, which got tainted following brutal attacks by the army on journalists on 17th February 2021. The event was dubbed UPDF/MEDIA Day, and we look forward to celebrating this day every year. A communique was signed by UPDF & NAB, and it entailed:

- a) Both parties treat each other with dignity.
- b) Both parties to develop a training plan to sensitize and train journalists on how operations can be covered.
- c) NAB shall endeavor to ensure most Journalists and Media Practitioners are identifiable at all times in their different assignments.



WORLD PRESS FREEDOM DAY

NAB took part in the celebrations of World Press Freedom Day on 3rd May 2021 at UBC. We were invited by the Editors' Guild and the Media Council in conjunction with the Uganda Media Sector Working Group.

MEETING WITH CHAIRMAN- OPERATION WEALTH CREATION IN GULU

On 16th June 2021, the NAB executive went to Gulu and had a meeting with General Saleh, the Chairman of Operation Wealth Creation with UPRS, URSB & UCC.

In this meeting, we agreed that and signed a communique to the effect that:

- a) A lower rate shall be charged for NAB members to pay to UPRS while non-members will be paying the applicable UPRS rate
- b) They proposed that UPRS compliance is a requirement for broadcaster license renewal, but we insisted that UCC shall guide in accordance with existing parameters considering that paying for these rights as users is a legal requirement according to the terms and conditions of your license
- c) We committed to continue to support the arts industry as we always have



2ND COUNTRYWIDE LOCKDOWN

Following a countrywide lockdown announced on 18th June 2021 for 42 days, we stood for our members who had problems with the security teams because of movements because the media was an essential service provider that needed to move. Yet, the Ministry of Works released an inadequate number of permits to media houses; this was handled and has enabled us to do our work.

GRIEVING BISHOP STEVEN SENFUUMA (INNERMAN FM)

With great sadness, we heard about the loss of our member from Innerman FM, Bishop Steven Senfuma, that occurred on 28th June 2021.

We continue to stand with the Innerman FM family in love & prayers.



UCC UPDATE ON STATUS OF TRANSITION FROM THE OLD LICENSING FRAMEWORK TO THE NEW FRAMEWORK

We held several engagements with UCC and NAB members. We carried out a national media survey on 28th July 2021 and another on 19th August 2021 with the radio broadcasters on the transition to the new licensing framework.

Below is an update from UCC on the status of the transition from the old licensing framework to the new framework.

- a) Most media companies did not comply with the new licensing framework. Only 30% of the media houses complied. We would like all media houses to transition from the old licensing framework to the new one.
- b) The new licensing system comes with benefits below:
 - i. You don't have to go through the tedious process of applying for a license every year.
 - ii. You will have your radio on digital and all platforms, be it online, without necessarily coming to UCC for another license.
 - iii. With the new license, you can easily acquire bids from Government.

NAB MEMBERS REACTIONS TO UCC:

- a) The licensing fees are too high.
- b) The application process is complex.
- c) Repeated submission of same information/documents.
- d) The costs of buying new transmitters are too high.
- e) We proposed that the application process be made easy.

UCC RESOLUTIONS:

- a. Comply by 26th August, not exceeding 30th August 2021.
- b. Ensure you transit to the new licensing framework.

PROPOSAL ON DELIBERATE MEDIA SENSITISATION CAMPAIGN ON COVID-19 VACCINATION

On 27th September 2021, NAB wrote a letter to the Prime Minister with proposals for a deliberate media sensitization campaign on covid 19 vaccination.

We proposed that Government set aside a budget through the Ministry of ICT & NG amounting to 16 billion Uganda Shillings for a new deliberate round of media campaigns tactically focusing on a simple but emphatic message. "Vaccinate Now. Vaccines are Available."

STATUS OF MEMBERSHIP

	MEDIA HOUSE	AMOUNT
1	Next Media Services	
	NBS Television	
	Sanyuka Television	
	Salam Television	
	Next Radio	
	Nile Post	5,000,000
2	Radio 4	700,000/=
3	StarTimes DTV	4,700,000/=
4	Sanyu FM 2000	700,000/=
5	Super FM	700,000/=
6	MCF Radio	700,000/=
7	CBS 1 Emmanduso	700,000/=
8	CBS 2	700,000/=
9	Top Media Consortium	
	RFM	
	Link FM	
	POL FM	

	Top Radio Masaka	
	Top Radio Mbale	
	Kampala FM	
	Top Radio Kampala	
	Top Television	
	Now TV	1,750,000/=
10	Radio One	700,000/=
11	RADIO 2 Akaboozi Ku Bbiri	700,000/=
12	Vision Group	
	Bukedde 1	
	Bukedde 2	
	XFM	
	Urban TV	
	Bukedde FM	
	TV West	
	Radio West	5,000,000/=
13	MultiChoice	
	GOTv	
	DStv	5,000,000/=
14	Capital Radio	
	Capital Radio	
	Beat FM	1,316,000/=
15	Radio Simba	700,000/=
16	Nation Media Group	
	NTV Uganda	
	KFM	
	Spark TV	
	Dembe FM	5,000,000/=
17	Radio Buddu	250,000/=
18	Galaxy FM	700,000/=
19	Radio Apac	250,000/=
20	Shine FM	250,000/=
21	edge.ug	200,000/= (2 Years)
22	Challenge FM	250,000/=
23	FUFA FM	700,000/=
24	Impact Media Consortium	
	Dream TV	
	Impact FM Kampala	
	Impact FM Masaka	

	Impact FM Iganga	
	Impact FM Mbale	
	Impact FM Jinja	1,750,000/=
25	Radio King	250,000/=
26	Salt Media	
	Salt TV	
	Salt Radio	1,700,000/=
27	Pearl FM	700,000/=
28	Voice of Lango	250,000/=
29	Prime Radio	500,000/=
30	Kingdom Media	
	Kingdom TV	
	Kingdom FM	1,250,000/=
31	Kazo FM Omushomesa	250,000/=
32	Time FM	250,000/=
33	Rest TV	1,000,000/=
34	Soft Power News	200,000/= (2 Years)
35	Metro FM	700,000/=
37	PML Daily	200,000/=
38	Record Radio	700,000/=
40	Spy News	100,000/=
41	Delta TV	1,000,000/=
42	STV	1,000,000/=

AREAS OF FOCUS FOR THE NEXT EXECUTIVE

1. Need to harmonize media to create a big and unified umbrella media body
2. Emphasis on amending the 2% levy from the Uganda Communications Act (UCC) of 2013.
3. Operationalization of the Communications Tribunal (the draft regulations have been availed).
4. Lobbying the Government to deliberately budget for the media appropriately



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Certified Public Accountants
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