

1. Record Nr.	UNINA9910524880703321
Titolo	Uganda : a survey // by the African Governance Monitoring and Advocacy Project, Open Society Initiative Southern Africa, and Open Society Institute Media Programme
Pubbl/distr/stampa	Rosebank, : Open Society Initiative for Southern Africa, 2010
ISBN	9786613905789 9781283593335 1283593335 9781920489717 1920489711 9781920489694 192048969X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (162 p.)
Collana	Public broadcasting in Africa series
Altri autori (Persone)	LugalambiGeorge W
Disciplina	384.54065
Soggetti	Public broadcasting - Government policy - Zimbabwe Broadcasting policy - Zimbabwe
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"An Open Society Institute Network publication" -- Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Title page; Copyright page; Contents; Acronyms; Foreword; Introduction; 1 - Country Facts; 1. Government and political structures; 2. Socio-economic indicators; 3. Ethnic composition and languages; 4. Religion; 5. Main challenges; 6. Media and communication landscape; 7. Brief history of broadcasting; 2 - Media Legislation and Regulation; 1. International, continental and regional standards; 2. The Constitution; 3. General media laws and regulations; 4. Other laws with an impact on media and freedom of expression; 5. Jurisprudence; 6. Conclusions and recommendations 3 - The Broadcasting Landscape 1. The Uganda Broadcasting Corporation; 2. Commercial/private broadcasters; 3. Community and other forms of broadcasting; 4. Accessibility of services and technical standards; 5. Concentration of media ownership; 6. Conclusions and recommendations; 4 - Digitalisation and its Impact; 1. Background; 2. Preparedness for switch-over to digital within government and

industry; 3. Preparedness for switch-over to digitalisation on the part of consumers; 4. Convergence; 5. Increased competition; 6.

Conclusions and recommendations

5 - Broadcasting Legislation and Regulation 1. Regulatory mechanisms; 2. Broadcasting policy; 3. Licensing of broadcasters and enforcement of licence conditions; 4. Complaints and conflict resolution systems; 5.

Conclusions and recommendations; 6 - The Uganda Broadcasting Corporation; 1. Legislation; 2. UBC profile; 3. Organisational structures;

4. Attitudes towards public broadcasting within UBC; 5. Attitudes from outside UBC; 6. Conclusions and recommendations; 7 - Funding of the Uganda Broadcasting Corporation; 1. Main sources of funding; 2.

Spending; 3. Conclusions and recommendations

8 - Programming 1. Programme formats; 2. Programme/editorial policies and guidelines; 3. Programme schedules; 4. News and current affairs programmes; 5. The talk show phenomenon; 6. Feedback and

complaints procedures at UBC; 7. Conclusions and recommendations; 9

- Broadcasting Reform Efforts; 1. Previous reform efforts; 2. Current reform efforts; 3. Conclusions and recommendations; 10 -

Recommendations; 1. Media legislation/regulation in general; 2.

Broadcasting landscape; 3. Digitalisation; 4. Broadcasting legislation and regulation; 5. UBC legislation, mandate and operations; 6. UBC

funding

7. Programming 8. Broadcast reform efforts

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## Sommario/riassunto

Uganda's broadcast media landscape has witnessed tremendous growth in recent years. While the public broadcaster remains the dominant national player - in terms of reach - in both radio and television, commercial broadcasters have introduced a substantial level of diversity in the industry. Public broadcasting faces serious competition from the numerous private and independent broadcasters, especially in and around the capital Kampala and major urban centres. In fact, the private/commercial sector clearly dominates the industry in most respects, notably productivity and profitability. The public broadcaster, which enjoys wider geographical coverage, faces the challenge of trying to fulfill a broad mandate with little funding. This makes it difficult for UBC to compete with the more nimble operators in the commercial/private sector. Overall, there appears to be a healthy degree of pluralism and diversity in terms of ownership.

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