

**THE MINISRTY OF INFORMATION, CULTURE, TOURISM AND
SPORTS**

ZANZIBAR

The Zanzibar Broadcasting Policy

ZANZIBAR

Revised on August 2012

Acronyms

AU	African Union
DTT	Digital Terrestrial Television
FM	Frequency Modulation
GNU	Government of National Unity
ICT	Information Communication Technology
ITU	International Telecommunications Union
MDGs	Millennium Development Goals
MHz	Mega Hertz
MICS	Ministry of Information, Culture and Sports
RJM	Radio Jamii Micheweni
SADC	Southern African Development Community
TVZ	Television Zanzibar
ZBC	Zanzibar Broadcasting Corporation
ZBC	Zanzibar Broadcasting Commission
ZCTV	Zanzibar Cable Television
ZSGRP	Zanzibar Strategy for Growth and Reduction of Poverty

TABLE OF CONTENTS

ACRONYMS	I
TABLE OF CONTENTS	III
ACKNOWLEDGEMENT.....	VI
PREFACE	VIII

CHAPTER ONE

BROADCASTING POLICY DIRECTIONS AND BACKGROUND 2

1.1	CONCEPT OF BROADCASTING AND POLICY NEEDS.....	2
1.2	ZANZIBAR BROADCASTING SCENARIO: A BACKGROUND.....	3
1.3	NATIONAL POLICY DIRECTIONS.....	9
1.4	POLICY GOAL, OBJECTIVES, MISSION AND VISION	10

CHAPTER TWO

INSTITUTIONAL MANAGEMENT AND TECHNICAL CONSIDERATION

13

2.1	INSTITUTIONAL FRAMEWORK	13
2.2	BROADCASTING FREQUENCY PLANNING AND ALLOCATION .	15
2.3	OWNERSHIP AND CONTROL	16
2.4	ACCOUNTABILITY AND OBLIGATIONS	18
2.5	BROADCASTING HUMAN RESOURCES DEVELOPMENT	19
2.6	COPYRIGHT AND PRIVACY	21
2.7	CONSUMER PROTECTION ISSUES.....	22
2.8	TECHNICAL AND FINANCIAL SUPPORT	24

CHAPTER THREE

EFFECTIVE SERVICES PROVISION AND OPERATION PRINCIPLES

27

3.1	PUBLIC BROADCASTING	27
3.2	COMMERCIAL BROADCASTING	29
3.3	COMMUNITY BROADCASTING	31

3.4	SUBSCRIPTION BROADCASTING	33
3.5	PROMOTION OF DIGITAL BROADCASTING	34
3.6	SIGNAL DISTRIBUTION	35
3.7	CABLE AND OTHER MULTI-CHANNEL DISTRIBUTION SERVICES.	36
3.8	FILM, THEATRE AND MUSIC INDUSTRIES	37
3.9	INFORMATION VARIABLES AND BROADCASTING LINKAGE	39
3.10	DIGITAL CONVERGENCE AND MULTIMEDIA.....	39
3.11	ADVERTISING	41
3.12	MARKETING, PROMOTION AND DISTRIBUTION.....	43

CHAPTER FOUR

ECONOMY GROWTH, PROMOTION OF CULTURE AND TRADITIONS..... 46

4.1	ECONOMIC GROWTH FOR SUSTAINABILITY	46
4.2	CULTURAL AND TRADITIONAL VALUES AND NORMS OF ZANZIBAR 48	
4.3	PORNOGRAPHY AND VIOLENCE	51

CHAPTER FIVE

CROSSCUTTING ISSUES.....54

5.1	DEMOCRACY AND GOOD GOVERNANCE	54
5.2	FREEDOM OF SPEECH	56
5.3	GENDER EQUITY	58
5.4	YOUTH, WOMEN AND VULNERABLE GROUPS.....	59
5.5	CHILD ABUSE AND CHILD LABOUR.....	60

CHAPTER SIX

COORDINATION, MONITORING AND EVALUATION..... 65

6.1	COORDINATION AND IMPLEMENTATION OF THE POLICY	65
6.2	MONITORING AND EVALUATION.....	69
6.3	CONCLUSION	71

ACKNOWLEDGEMENT

Efforts made to have sound broadcasting policy in Zanzibar are of paramount importance to observe social transformation of various development sectors through media. The noble task of preparing this policy by selected team has not only observed broadcasting technical viewpoint but also to other areas such as effective management, quality, content, professional standard and the right of the people to know.

The technical competence at the digital age has been thoroughly incepted, so were the techniques of contributing to economic input through broadcasting and observing of our culture and traditions. It is to this scope that, we thank to all who took part to make the policy report possible after extensive consultations both from the grassroots and at the national level.

It is anticipated that, the policy will yield into a broadcasting system based on access to the people and diversity of information; promotion of national unity; airwaves democratization, community education and inspiration of moral flow of the society.

However, the fact that broadcasting sector has operated without an explicit national policy, a time has come that the necessity of sound broadcasting policy should be in place. This is partly due to the fact that the airwaves were liberalised before any policy was developed or law enacted.

This trend of events through uncoordinated development of the broadcasting sector led to the need for a national broadcasting policy that addresses concerns of the broadcasting industry. Within this setting, the broadcasting policy has been developed to ensure that the industry is

regulated and the public are assured of quality broadcasting.

Government is committed to providing conducive environment and a policy framework, which will enable the broadcasting industry to develop in line with the overall long-term vision of the country. This policy also intends to operationalise the objectives and principles of the Constitution that relate to broadcasting and freedom of expression. Cognisant of the fact that changes are inevitable in the development process our priorities and strategies too, will have to change with time as new issues and challenges emerge and new options become available.

I wish to thank again efforts of all stakeholders, though not by mentioning names with great zeal and honesty, who have contributed to the preparation of this Policy.

Hon. Said Ali Mbarouk
Minister for Information, Culture and Sports
Zanzibar.

PREFACE

This policy which was first presented in 2008 has undergone a review in August 2012, so as to impact new development since that time. As the world is considering broadcasting as the key factor of socio – economic development, the need for updated broadcasting policy cannot be less emphasized.

Zanzibar which is in the threshold of smooth run of the Government of National Unity(GNU), is in need of sound policies including that of broadcasting to cater for effective changes in development.

The policy can standardise key factors as well as directing required sets of norms and implications in mastering events subsequent to desires and aspirations of the people.

It is to this point that the policy is designed to embark on guiding broadcasting houses and the public in all matters pertaining to public communication so as to align the broadcasting landscape into more favourable environments into the aspects of technical competence, respect to culture and traditions, maintaining ethical and professional standard and tasteful educating radio and TV programmes as well as imparting colourful messages.

Nowadays, a number of licensed private radio and television stations offering commercial and community-related services is on the rise. There are three cable operator, 15 FM radio stations, 3 Terrestrial station and two satellite broadcaster by subscription.

Zanzibar Broadcasting Corporation (ZBC), newly formed caters for public radio and television. Radio Jamii Micheweni (RJM) is the only existing example of community radio. Zanzibar Cable Television (ZCTV) has been pioneering for cable television.

As presented in Chapter One, these reforms, and other measures, have been aimed at putting in place a range of more diverse services to help overcome the practices of the past towards more access and a two way flow broadcasting. Any democratic government must seek to establish and maintain a free two way flow of ideas and accurate information, so that citizens and government can make informed decisions. On contrary, other distinctive feature is that the broadcasting houses have the self-regulatory editorial control over their programmes. This is because, within the Zanzibar constitution freedom of information and speech are fully guaranteed.

This broadcast policy is intended to play a leadership role in acting as a catalyst for development through professional and ethical standard as against unbalanced and distorted information. It is therefore, the interest of this policy that every stakeholder including investors and political leaders in Zanzibar to understand the priorities in using broadcast, but at the same time, ensure provision of broadcast services should be in consistent with policies that addresses the value of broadcast in national context.

Chapter One, outlines the basis of broadcasting concept of which the vision, mission, core objectives, scope of coverage and policy statement are clearly defined to pave way for key understanding of the direction, target and the need for the policy.

Chapter Two, express the policy formulation and guiding principle used to formulate the policy in management and institutional consideration while Chapter Three elaborate service provisions and operation in public, commercial, community, and subscription broadcast stations.

Chapter Four, constitute the anticipated crucial role ahead electronic media and political actors in levelling playing field of cross cutting issues in the broadcast context. .

Chapter five, gives a brief indication on the possible implementation measures and projects the maximum requirement towards reaching the success in protecting children against violence and pornography chapter six ultimately conclude the report and recommends the decisive action plan to be taken in coordination, monitoring and evaluation of the document.

Chapter One

1

**POLICY DIRECTIONS
AND BACKGROUND**

CHAPTER ONE

BROADCASTING POLICY DIRECTIONS AND BACKGROUND

Before embarking to the general assumption, it is adamant that the requirement of the comprehensive broadcasting policy will not only serve the need of regulatory frame work, but also allow opportunity for public access towards national integrity and sustainable development.

The importance of laying this foundation therefore, calls for deep understanding of the broadcasting landscape which could lead to the participation and involvement of all stakeholders and operators. This has also to be matched with the revisiting of existing other national policies, laws, global efforts in development among others as presented in various forms in this policy.

1.1 Concept of Broadcasting and Policy Needs

Broadcasting is mostly defined as *the distribution of audio and video content to a dispersed audience via any audio visual medium.*

Receiving parties may include the general public or a relatively large subset thereof. It has been used for purposes of private recreation, non-commercial exchange of messages, experimentation, self-training, and emergency communication such as amateur (ham) radio and amateur television (ATV) in addition to commercial purposes like popular radio or TV stations with advertisements. The addition of community broadcasting has been also in place.

Zanzibar has envisaged broadcasting system earlier than most of the African countries as early as in 1951 without known and efficient policy where now it has deemed it necessary to have efficient broadcasting policy. The policy needs for Zanzibar Broadcasting has been initiated several

times and has been the wish both the government and the public.

The Zanzibar Commission Act No. 7 of 1997 remains the principal legislation for the regulation of the electronic media, despite the existing changed broadcasting landscape. The absence of the broadcast policy led the country to take an effort to undergo this study in order to cope with changing environment in transition period of digital broadcast industry. Under the GE 2006 agreement, the digital assignments entered into force on 17 June 2006.

This important process of digital switch over will leapfrog existing technologies to connect the unconnected in underserved and remote communities and close the digital dividend, towards establishing a more equitable, just and people centered information society.

Environment protection is another area of concern at the end of the transitional period. According to the household survey 2003, 20% of Zanzibar population own television sets and 98% own radio receivers.

This means that about 200,000 TV sets and 980,000 radio receivers becoming useless after introduction of digital technology. The policy aims to do up to new technology to raise awareness during transitional period on proper disposal of analogue radio and television receivers.

The changed Broadcasting environment needs to be addressed by new policy, laws, regulation and rules. The Zanzibar Revolutionary Government in this case has to develop a policy that will guide public and private broadcaster to engage in an initiative of supporting the changes on the grass root community and speed up the development of new technology.

1.2 Zanzibar Broadcasting Scenario: A Background

The world is considering broadcasting as the key factor of socio – economic development. Before capturing this important factor, Zanzibar introduced a system of public address through loudspeakers. This was done in 1945 at the Beit el Ajaib (House of Wonders) at the Forodhani area of the Stone Town of Zanzibar where people assembled to get information of new developments of the Second World War.

First broadcast was transmitted on March 15th, 1951 by the voice of Unguja (Sauti ya Unguja). Television in Zanzibar (TVZ) was inaugurated on January 12th 1974 in support of mass education campaign. In that epoch, there was no relevant policy on broadcasting. Only general laws and regulations prevailed to keep the broadcasting under tight reins.

The current Broadcasting system of Zanzibar is predominately analogue especially the free to air services and came into being, following the enactment of the Zanzibar broadcasting act in 1997. Broadcasting commission was born as a regulator established on the basis of this “broadcasting act”.

The first private broadcaster started a cable television in 2002. Then in 2003 began FM radio services.

Nowadays, Zanzibar has a number of licensed private radio and television stations offering commercial and community-related services. There are three cable operator, 15 FM radio stations, 3 Terrestrial station and two satellite broadcaster by subscription.

Radio and television broadcasting cover the whole country. Two terrestrial TV channels of ZBC-TV together with two private broadcasters are received by almost 78% of all households.

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 through the adoption of the coexistence of public and private broadcasters. Both are freely permitted to enter into broadcasting business by obtaining license under the Broadcasting Act.

These include self-regulatory editorial control over their programmers as well as provision of freedom of expression.

The Information Policy

It aims at facilitating a comprehensive and coordinated development of Zanzibar's Information sector. The Information policy provides a framework for development of broadcasting among other communication sectors.

The Access to Newspaper Act, 1984

Despite the fact that the Constitution provides for the right to information, the act has still restricted effective operation. Consequently the public and the media have not benefited from this right. The access to Newspaper Act 1984 is not push for an effective broadcasting industry.

Broadcasting Commission Act 1997

The policy recognizes the responsibility of Zanzibar Broadcasting Commission regarding the management and promotion of the sector and radio frequency available for broadcasting as mandated by section 7 (1) (e) of the Act.

In tandem with the role of Zanzibar Broadcasting Commission, the policy seeks for a more coordinated planning approach between all national and international bodies, so as to ensure that the process of frequency planning and allocation is properly managed.

Obligations under Regional and International Treaties

Zanzibar as part of United Republic of Tanzania has a number of obligations under international laws that are relevant to the broadcasting sector. These include:

The East African Community Treaty

Under this treaty the partner states agreed to adopt common telecommunications policies to be developed within the Community in collaboration with other relevant international organizations.

The International Telecommunications Unions

The policy recognizes the obligation of Zanzibar to ITU under Radio Communication Sector (ITU- R), more particularly the principles agreed to under GE 2006.

The SADC

The member states of SADC recognized that, the Southern African Development Community needs a coherent regional policy and strategy on Information and Communications Technology that promotes sustainable economic development, technology and bridges the digital divide within the Region and the rest of the world.

The African Union Treaty (AU)

This policy has taken into accounts the importance of the broadcasts services in the society as declared in the African Union treaty signed in Banjul. Article 9(1) and (11) stipulated that “Everybody has the right to impart and receive information” and “and everybody has a right to give up his opinion according to the law”.

Millenium Development Goals (MDGs)

This broadcasting policy statement goes with, millennium development goals adopted by United Nation member states on September 2000, used as a road map for implementing millennium declaration as summarized:

- a) Eradicate extreme poverty and hunger;
- b) Combat HIV/AIDS, Malaria, and other diseases;
- c) Ensure environmental sustainability ;
- d) Develop a global partnership for development; and
- e) Promote gender equity and empower women.

Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP)

There is no doubt that broadcasting contributes to the ZSGRP 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 among others, the poor and vulnerable groups in a sustainable manner.

Zanzibar has a national aspiration for modernizing development sectors by the year 2020. It embodies strategic actions, which will guide government policies over the coming years. Given the strategic actions of the Vision 2020 and the national development objectives embedded in the current broad framework, this policy should embrace;

- a) A balance between freedom of the press and the social responsibility of the media;
- b) Convergence of technologies;
- c) A control and ownership of the broadcast media and signal distribution;

- d) An appropriate legal and regulatory framework, which takes into account the present trends of the media industry and its future developments; and
- e) A responsible electronic media which serves the interest of stakeholders.

Audience Survey

The board of Broadcasting Commission conducted a study to gauge audience perceptions of the electronic media's performance.

The following issues are highlighted in the Zanzibar Audience Survey (2007) as the central challenges facing the Broadcasting sector.

- Program focus on entertainment at the expense of education and information;
- Inadequate local content, especially on television;
- Inadequate developmental programming, and children's programming;
- Inadequate training facilities; and
- Low professional standards.

Globalisation

The increasing globalization of input markets causes our local production sector to be vulnerable to competition from the economies power of larger global competitors.

In addition, the emergence of function services (such as internet and ICT facilities) offerings can significantly cause fragmentation of domestic mass audience, weakening local cultural identity.

These factors may increase the importance of public broadcaster both as a representative of local culture and traditions as well as a participator in global culture.

1.3 National Policy Directions

From the above scenario, it is evident that the role of broadcasting has to encompass both new technological dimensions as well as given laws and other given policy measures in order to enable the nation to spear a head in development and social welfare.

As broadcasting has undergone drastic changes, Zanzibar Government has also responded to these changes which include new technologies necessary for improving services.

The Government initiatives have been based upon these rapid changes that have been reflecting to both public and private sectors.

Various sessions through professional consultation with stakeholders' views from grass root to national level have led to the formulation of laying down this Broadcasting Policy in conformity with national interest while maintain the International standard.

The Policy has therefore pointed out into four main area directions imbedding various elements in the broadcasting values of Zanzibar taste.

These are:

(1) Institutional management and Technical consideration, convergence and protection of environment

(2) Effective service provision and operating principles

(3) Enhancing Economic growth and promotion of culture, and traditions

(4) Facilitation of quality local contents and investing of broadcasting houses and recording centers of international standard with observations of ethics

It is anticipated that such directions will pave the way in enhancing sound broadcasting activities with good results in

1. Positive Convergence of technology,
2. Harmonisation of global flows into useful practices
3. Keeping up with professional standard
4. Keeping up with professional ethics
5. Protection of environment,
6. Preservation of Cultural value
7. Production of local content
8. Fair use of Social Media

1.4 Policy Goal, Objectives, Mission and Vision

Goal:

To provide regulatory measures in broadcasting which will see that the society has access and right to information for national prosperity, peace and tranquillity.

Main Objective:

To acquire an informed society through competent quality programmes and broadcasting to Zanzibar and outside

Vision:

Acquire digital broadcasting competence and public information access towards sustainable development.

Vision Statement

In the realisation of full digital broadcasting competence this policy takes into account on the needs of having conducive environment which allows the importation of a digital transmitting, transfer of equipment, Knowledge, mobilization and preparation of general public to accept the transformation of change of new technology on proper manner, in it totally to contributes an speed up development at transition period from to 2006 and 2015.

Mission:

To provide advanced broadcasting services that is affordable and responsible to the public.

Mission Statement

It is evidently clear, that the high quality broadcasting services is a catalyst of development as it easy the reception of important report to the public.

By strengthen broadcasting sector by acquiring facilities and knowledge the society will have an advantage of receiving quality service since there will be no barrier of reporting correct and accurate news and other information to the society.

Chapter Two

2

**INSTITUTIONAL
MANAGEMENT AND
TECHNICAL
CONSIDERATION**

CHAPTER TWO

INSTITUTIONAL MANAGEMENT AND TECHNICAL CONSIDERATION

Institutional management has to consider effective human resources application and sound technical competence which allows digital system and effective convergence of the products.

The convergence of communication technologies and markets is placing growing pressure on the current broadcasting management. This also has to allow environmental protection especially to the dropped off materials within analogue system which have been rampant lying in our country.

Therefore in order to seek comprehensive and a well-established institution there must be concrete system, which will administer a technical convergence from transition to full adherence digital competence one hand and on the other means for environment protection.

2.1 Institutional Framework

The impact of convergence is currently manageable within the existing dual institutional framework; the capacity of each institution to administer its responsibilities effectively where they intersect with those of the other institution is expected to diminish over time. Furthermore, given their distinct responsibilities, it could become increasingly difficult for separate institution to take a more strategic view of wider convergence issues.

Policy Goal:

To establish an institutional framework that would facilitate the implementation of digital broadcasting and regulate broadcasting activities.

Objectives:

To establish an institutional framework that addresses the challenge of technological convergences;

- a) To establish a coordination framework that takes into account of better broadcasting regulations; and
- b) To ensure that the broadcasting sector in a sustainable manner contributes in strengthening the culture, economic growth and development;

Strategies:

To give effect this policy and Zanzibar fulfils its obligations under international treaties and conventions relating to broadcasting, there is a need to enact appropriate legislation that create an enabling environment for the implementation of the policy. In order to facilitate this, the policy directs the following to be implemented:-

- (a) To establish a frame work that takes into account into supervision of broadcasting and communication;
- (b) To make appropriate guidelines that takes account into technological convergence
- (c) To promote liberalisation and privatisation as well as count check aftermath of monopoly holding;
- (d) To grant and renew broadcasting licences in a fair and transparent manner based on clear criteria which include promoting diversity in ownership and content; and
- (e) To ensure that a fair and systematic plans for training, institutional framework and implementation activities is in place;

2.2 Broadcasting Frequency Planning and Allocation

Managing of the frequency spectrum for the introduction of Digital Broadcast, is a critical process which must be well planned while keeping in mind internationally accepted standards and public interest objectives.

Policy Goal:

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

Objectives:

- a) To ensure that future frequency allocations match the broadcasting policy objectives and the spectrum plan;
- b) To ensure that airwaves are maximally utilized for the public good;
- c) To harmonize the process of assurance of a frequency and broadcasting license; and
- d) To ensure that frequency distributed according to the international accepted standards.

Strategies:

To give effect this policy, a number of measures will have to be taken to ensure that broadcasting frequencies are allocated according to the needs of the respective broadcasting tiers and legal framework put in place. These measures are:

- a. To set down appropriate frequency spectrum engineering characteristics of broadcasting services;

- b. To deploy a monitoring unit to effectively regulate and verify program content and the adherence to technical parameters;
- c. To ensure that the frequency is fairly distributed to all stakeholders;
- d. To prepare a broadcast frequency allocation plan for Zanzibar;
- e. To participate in international spectrum coordination and ITU conferences;
- f. To provide a forum for interaction of all the stakeholders;
- g. Develop of databases and records for updating spectrum allocations;
- h. To adhere to appropriate technical parameters as stipulated in the license.
- i. To ensure that importation of transmitting and receiving equipment is strictly in compliance with set parameters;

2.3 Ownership and Control

The major aspiration is to facilitate the continued development of a viable and diverse broadcasting sector that is characterised by a plurality of ownership. It is also designed to provide clarity and certainty in respect of the ownership and control of private commercial broadcasters. The stakeholders suppose to express their views for the sake of balancing the needs of a rapidly evolving indigenous listeners and viewers.

Policy Goal:

Ensure the existence of effective regulation of media ownership in order to safeguard pluralism, diversity and the overall national interest.

Objectives:

- a) To set appropriate legal framework to regulate foreign investors and cross media ownership;
- b) To ensure the protection of the principle of pluralism and diversity; and
- c) To regulate media ownership to safeguard pluralism, diversity and the overall national interest.

Strategies:

Policy insists of making appropriate legal framework in place that sanctions and financial penalties for breach of regulations on ownership as well as enforcing regulations on foreign and cross-media ownership to ensure that pluralism, diversity and the overall national interest are safeguarded. Full and extensive disclosure of the shareholding and financial structures of commercial broadcasting licences are also insisted and adhered for transparency and accountability. To achieve that, the broadcasters will have to implement the following:

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

- c. To ensure that public has access to a range of opinion and should encourage diversity of ownership and local control; and ;
- d. Guidelines should encourage on the importance of broaden diversity of ownership and new opportunities for media diversity.

2.4 Accountability and obligations

The digital transmission is an opportunity that the public acquires more and better quality programming that serves public needs and helps society to have access to get information at affordable cost. Hence, this area seeks to ensure continue support of the mix broadcasting and media services at the same time, ensuring that media consumers have equal access to the range of services no matter their level of income.

Policy Goal:

To direct the broadcasters to be accountable to the public by serving public interest with programming that, among other things, encourages society to take a more active role in their day to day activities.

Objectives:-

- a)To ensure that mass afford the digital broadcasting facilities
- b)To maximum local content to be delivered across all types of media and all programmers categories; and
- c)To serve widely varied needs and be positive and adequate representation of young people, women, disadvantage groups and those from other nations.

Strategies:

The policy insists the establishment of system that will regulates content and which sees broadcasting spectrum as a public entity with public responsibilities. All broadcasters are required to present news and current affairs in an impartial and objective manner. The requirement of impartiality in news and current affairs is particularly ring-fenced in terms of electoral coverage in that broadcasters are required to achieve balance and only a limited number of party political Broadcasts by implementing the following:

- a) To encourage public acquire digital broadcasting facilities;
- b) To encourage public to take advantage of the new opportunities for media diversity, and a new breadth of debate and analysis, provide by the growth of new technology;
- c) To serve widely varied needs and be positive and adequate representation of young people, women, disadvantaged groups and those from other nations;
- d) Entertains, informs and educate as well as covers sports, religious and cultural activities; and
- e) Fairness and balance in news and current affairs;

2.5 Broadcasting Human Resources Development

This area is designed to supports the provision of information and education, to the Zanzibar population and provide appropriate knowledge and skills for broadcast practitioners.

The move aim towards producing technically qualified citizens who talented to develop modern broadcasting infrastructures and educate the population in using new

technology for personal and national development and enhance the quality service to the nation.

Policy Goal:

Set up mind of the society to follow the trend of the changing world.

Objectives;

- a) To support human resource development and maintain high professional standards in the broadcasting sector;

Strategies:

In strengthening this area, the policy insists on mobilizing the commercial sector to make contributions towards the provision of educational programming, support training institutions to fill the professional deficiency in the sector and sustain programming that is educative and imparts curriculum-based skills. For this to be realized, broadcasters should implement the following:

- a) To raise the professional standard of the staff in the broadcasting sector;
- b) To undertake to develop staff through a staff short training and long term development programme;
- c) To undertake to develop staff capacity in technical fields and content production to address the challenge of local content;
- d) To utilise information and communication technologies for development ; and
- e) To establish and maintain Broadcast training centres which cater the demand of professions in broadcasting.

2.6 Copyright and Privacy

The size and the growth of the market for copyright-protected broadcasting materials are not harmonized with high levels of piracy. The overflow of illegal copies forms a serious threat to the continued growth and the sustainable competitiveness in the broadcasting sector.

Policy Goal:

To remain competitive and create sustainable growth, copyright industries not only try to get access to free and open markets, but also force their trading partners to protect the copyrights on which the trade depends.

To bind broadcasters to respect the privacy of individuals, even for those who were holding public offices, unless where the individual's private life may have an effect to public life.

Objective:

- a) To protect art, copyright creators, investors and creative works.
- b) Facilitates contemporary arts and encourages innovation;
- c) Privacy – infringement of private citizen's privacy; and
- d) To discourage violation of privacy and freedom of communication of individuals.

Strategies:

The policy needs the Zanzibar's copyright regime to align with the changing digital environment. The alignment will provide an opportunity to ensure that the legislation continues to meet its objectives of promoting the

production and use of digital content and provides an effective copyright regime for copyright creators, investors, users and distributors. The role of Indigenous artists and communities in relation to copyright policy and practice will continue as a priority. In order to achieve this, the policy directs the following to be considered:-

- a) Avoiding illegal copies that form a serious threat; and
- b) Encouraging freedom of expression and professionalism by working with the broadcaster to develop a code of ethics
- c) Thwart high levels of piracy in broadcasts; and
- d) To build mutual trust between different stakeholders To harmonize all laws which deal with issues related to copyright
- e) Broadcasters to respect the privacy of individual unless that privacy may have an effect to the interest of the public.
- f) To harmonize all laws which deal with issues related to copyright;
- g) To give room for the Zanzibar Copy Right Association solely to take care of issues of copyright.

2.7 Consumer Protection issues

This area aims to protect consumer, promote local identity, ensure access to services, and increasing productivity through uptake of digital technologies. Hence, intends to balance between commercial development of the broadcasting industry and to the need of broadcasting to serves the national public interest.

Policy Goal:

Commercial Broadcasts strike balance between service provision and obligation to the consumers.

Objectives

- a) To ensure that consumers receive quality programming that cater to their demands;
- b) To ensure that a fair and systematic procedure for handling complaints from the broadcasting industry and the public is in place;
- c) To obtain the trust between consumers and service providers;

Strategies:

In order to strike a balance between broadcasters and listeners there is a need to have procedures that ensure the consumers receive quality services.

- a) Prioritize consumer protection to guard against exploitation through unfair market practices;
- b) To ensure that there is no misconduct in the importation and selling of digital broadcasting equipments.
- c) To strike a balance between service provision and profit making
- d) Local participation and representation in the domestic culture;
- e) Strong capabilities in content development;
- f) Consumer confidence in service market and service guarantee;
- g) The value added services to be limited to avoid degrade the quality of program;

- h) Local participation and representation in the domestic consumers;
- i) Establish and publicizing a hotline and email address where the public can contact the regulator with complaints, praise or comment about programming; and
- j) Consumer awareness raising and information.

2.8 Technical and Financial support

This area seeks to get support from the Government spending in the annual development program to public broadcast and attract investment in the sector.

Policy Goal;

Facilitate broadcasting sector to account for market competition within and outside the country.

Objectives:

- a) Aggregation of demand to leverage local investment in broadcasting sector;
- b) To encourage local investors to invest in production of broadcast apparatus; and
- c) To facilitate contemporary for public to obtain broadcast apparatus in affordable price.

Strategies

- a) To ensure that broadcasting has sufficient resources to accomplish their tasks;
- b) To put in place technical, financial and mind setting counseling unit;
- c) To establish broadcasts equipment production factories;

- d) To wave duty and excises tax on broadcast transmission facilities;
- e) To coordinate financial assistance for broadcasts within and outside the country; and
- f) To increase government spending on public broadcast to account for transformation challenges.

Chapter Three

3

**EFFECTIVE SERVICE
PROVISION
AND OPERATION**

CHAPTER THREE

EFFECTIVE SERVICES PROVISION AND OPERATION PRINCIPLES

Provision of broadcasting services to the people has to be adequately and equitable pursued

The convergence of technologies has created a conducive environment that allow provision of various nature including broadcasting and telecommunication to be merged definitely to serve to the community much better and very efficient.

Therefore harmonizing of different technical convergence system has to be considered and to made in access to the public and other domains of broadcasting.

3.1 Public Broadcasting

The practice was that of government monopoly in policy determination and regulation on an ad-hoc bases, service provision and content production. This area seeks to introduce a viable, independent, professionally-run public broadcaster accountable to the public to ensure efficiency and quality programming.

Public service broadcasting and its leading role in a democratic society is a, public factor of social cohesion and of national identity, and as the country's prime promoter and reflector of culture will have to adapt to the changing environment, so as to continue to serve the interests of the public in the best manner possible.

Policy Goal:

To establish a viable, independent, professionally-run public broadcaster that will be accountable to the public for providing efficiency and quality programming.

Objectives:

- a) To ensure that the public Broadcasting services are in place;
- b) 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 Zanzibar within and abroad;

Strategies:

For the Government to fulfil its obligation in providing an enabling legislation for the establishment of a public broadcaster and adequately fund in a manner that protects them from arbitrary interference with their budgets, the broadcaster will have to carry out the following:-

- a) To Provide programmes of specific interest to the low income group in the society and the vulnerable group;
- b) To serve public interest and avoiding one-sided reporting and programming in regard to religion, political orientation, culture, race and gender.
- c) report news and current affairs impartially, fairly and in a balanced manner;
- d) To comply with any relevant regulatory supervision and maintain broadcasting standards;
- e) To establish relevant broadcasting facilities for operations across Zanzibar and abroad;
- f) To provide services in the wholly which will propagate both traditional through informing, educating and entertaining as well as conventional thorough motivation;
- g) To offer standard programming and a high percentage of local content;

- h) To enrich heritage of Zanzibar through cultural support in indigenous arts and cultural diversity;
- i) To contribute, through its programming, to a sense of national identity, unity, peace and tranquillity;
- j) To fulfil universal access in the shortest time possible;
- k) To promote national sporting events and the local arts;
- l) To ensure that programming promotes political and socio-economic development;
- m) To ensure that terms and conditions of employment within the station/s conform to national employment policy; and
- n) To be accountable to the public.

3.2 Commercial Broadcasting

This area will ensure that commercial operators strike a balance between profit and social responsibility. Commercial broadcasting being an economic activity, pursued with the purpose of making a profit but requiring a more or less substantial investment and involving constant entrepreneurial risks.

Policy Goal

Commercial broadcasting services respect the level playing-field for competition in providing quality services, professionalism, implementation and local content production.

Objectives:

- a) To promote the development of national sporting events, music dance and drama;
- b) To ensure a significant percentage of local content; and
- c) To ensure high professional standards of journalism and integrity;

Strategies:-

For this to be realized, the government should ensure that the necessary legal framework is put in place, fair and sustainable competition in the provision of service is ensured and all operators are licensed. Operators on their side will have to implement the following:-

- a) To ensure that commercial broadcasting programming promotes diversity;
- b) To ensure significant percentage of local content;
- c) To promote human rights in their programming;
- d) To present for the linguistic and cultural needs of the area in which they operate;
- e) To ensure a balance in programming between entertainment, information and education;
- f) To provide programmes of specific interest to the low income group in the society and the vulnerable group;

- g) To undertake to develop staff through a staff training and development programme; and
- h) To ensure that the terms and conditions of employment at the station/s conform to national employment policy.

3.3 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. This is so important due to the fact that there has been a reach dilemma of information to the community which renders their aspiration and values within their specific vicinities.

Community broadcasting is for attracting small audiences in overcoming some problems with the mass media: the lack of coverage of local issues and of diversity in the television and radio portrayal of community life. Its programs include "live" coverage of meetings, hearings and special events, consumer service programming and programs for special interest groups.

Policy Goal:

To have an alternative media that would be local in orientation and draw upon voluntary contributions from its audience.

Objectives:

- a) To put in place broadcasting services with specific communities of interest whose ownership and management is representatives of those communities;

- b) To provide indigenous with an instrument to articulate their issues of their specific geographical communities ;
- c) To provide citizen programmes relevant to development using indigenous language; and
- d) To provide more opportunities for radio and television programming at the grassroots.

Strategies:

In order to achieve the purpose, the policy insists on creating an enabling environment for establishment of community media, availing both geographical and interest-based community broadcasting licences and supporting capacity building in terms of human and financial resource development. The policy direct broadcasters to implement the following:-

- a) To provide citizens with a platform to articulate their local issues;
- b) To reduce the gap between urban and rural communities in accessing communication for development
- c) To encourage members of the community to participate in the planning, production and presentation of programmes
- d) To promote ownership of media by low income groups of society and vulnerable groups.
- e) To provide indigenous programmes relevant to development at the grassroots;
- f) To operate within internationally accepted best practices of this category; and

g) To undertake develop staff through a staff training and development programme.

3.4 Subscription Broadcasting

This area will cover Subscription or pay radio and television in Zanzibar and its license obligations considering its unique means of service distribution without distorting culture, traditions and values of Zanzibar.

A major distinctive feature of subscription television is the direct contractual relationship between the service provider and the subscriber.

This voluntary relationship between the providers of a retail service and a subscriber to that service provides subscribers with freedom of choice along with the capability and responsibility to select the programs they wish to receive.

Subscription (multi-channel) television broadcasting extends audience choice in terms of the range and diversity of entertainment and information programming.

Subscription television services may be delivered by a number of technologies including: multipoint microwave distribution systems (MDS); broadcast direct by satellite to the home (DS or DTH); and broadband cable communications systems (CTV or Cable).

Policy Goal:

To ensure that subscription radio and television services diversified to allow affordable consumers to receive more programming and service contents.

Objectives:

a) To streamline the operations of this tier of broadcasting to enable efficient service delivery and monitoring; and

b) To formulate and review relevant guidelines, programmes, policies and laws concerning pay television.

Strategies:

On promoting subscription broadcasting, the policy directs the regulator to set up relevant guidelines and ensure that tariffs levies are affordable and sustainable, while broadcasters will have to carry out the following:-

- a) To follow minimum broadcasting standards;
- b) To operate within the law; and
- c) To provide quality service.

3.5 Promotion of Digital Broadcasting

This area is intended to prepare Zanzibar for the smooth transformation from analogue to digital broadcasting without creating inconvenience to the public.

The digital broadcasting continues to affect both television and radio broadcasting in Zanzibar. By the year of 2015, the 'switchover' from analogue to digital television will be nearing completion, and in 2020 over half of households will have access to digital radio (digital audio broadcasting or DAB) which, like digital television, offers far more stations, interactivity and much clearer reception than analogue broadcasting

Objectives:

- a) To design a comprehensive guidelines on digital broadcasting;
- b) To facilitate the process of conversion from analogue to digital broadcasting; and

- c) To build determination for making the transition from the current analogue services to digital.

Strategies:

The policy insists the formation of an appropriate legal framework that will insist to achieve the following:-

- a) Convert the studio production and communication technologies from analogue to digital;
- b) Develop all necessary capacity to operate as a digital broadcaster;
- c) The price of digital broadcasting receivers comes down to an affordable level for consumers;
- d) Pick up momentum the worldwide penetration of digital broadcasting services;
- e) Build determination for making the transition from the current analogue services to digital;

3.6 Signal Distribution

The convergence of data, voice and video traffics in a single network infra has been attracted considerable attention for future access networks.

A multiplexing network is needed as an ultimate solution for next generation access networks, since it provides dedicated connectivity with bit rate and protocol transparencies. The network operator will control the access to the different services in his own network.

Policy Goal:

To have operator(s) who will be able to trans-multiplex signals from several different sources to make up a new transport stream in a cost-effective.

Objectives:

- a) To ensure that signal distribution services are harmonized and conform to required standards;
- b) To help reduce the costs of broadcasting using common infrastructure; and
- c) To provide an equitable and competitive environment for broadcast signal distribution;

Strategies:

In order to re-align the broadcasting by separating the role of content provision and signal distribution, the policy directs the authorities to build capacity for sustained maintenance of the signal distribution network and regulate its ownership and control and ensure tariffs levied are affordable.

The signal distributor and broadcasters will take the following into account:-

- a) To ensure proper coverage planning for the content provider;
- b) Regulate ownership and control of signal distribution to provide high quality and reliable service without discrimination and favour ; and
- c) To ensure conformity with technical specifications by the regulator.

3.7 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 multimedia, and other services delivered from the Internet.

Policy Goal:

Promotion platform of radio and television provide access to interactive multimedia and internet.

Objectives:

- a) To provide access to broadcasting and multimedia services;
- b) Create business opportunities for Zanzibar entrepreneurs; and
- c) To allow more choice of viewers due to diversification of programming and service contents.

Strategies:

The policy insist the availability of an appropriate legal framework that will ensure that there is fair competition between providers and to certify conformity to nationally acceptable broadcasting standards so as to enable Service Provider to do the following:-

- a) To encourage importation of facilities that sharing cable infrastructure with other multimedia and telecommunication services;
- b) Sharing broadcasting infrastructure services with other telecommunication providers;
- c) To put in place guideline for broadcasters and other multimedia providers to consider quality provision in their services; and
- d) Furnish the Regulator with their capacity to provide relevant services in their licensed area.

3.8 Film, Theatre and Music Industries

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

The operations of the film and music industries should promote local production and talent should ensure full and extensive to look after the copyrights on which the trade depends.

Policy Goal:

Broadcasting to streamline the operations of the film and music industries and encourage local production and capacity.

Objectives:

- a) To promote local audio and video/film production.
- b) To promote local talent and ensure that their rights are safeguarded; and
- c) To ensure the promotion of local video/films, advertisements, music and sound plays.

Strategies:

The policy insists the availability of appropriate legal framework that will Support the development of local production of music, film, video, advertisements, sound plays and the right of local talent. The Operator will have to carry the following:-

- a) To adhere to the set broadcasting standards;
- b) To ensure availability of local music and video/film as a regular part of their programming menu; and
- c) To ensure that video/film services are provided in safe and environmentally-friendly premises and contents shown or aired have the permission of owners;

3.9 Information variables and broadcasting linkage

Broadcasting sector is driven by the information variable and broadcasting linkages that enable smooth provision of services instantaneously.

Policy Goal:

To allow more advanced broadcasting services in connection with telecommunication and computing;

Objectives

- a) Convergence of business that enables for example, cable television broadcasters to offer telecommunication services; and
- b); Convergence of services that permit new forms of broadcasting using telecommunication infrastructure;
- c) Convergence of lines that enables the same line to be used for telecommunications and broadcasting;

Strategies:

- a) Convergence of terminal that enables for example, a TV to act as an internet terminal;
- b) Convergence of services that permit new forms of broadcasting using telecommunication infrastructure;
- c) To permit communication services business using television cable services and ;
- d) To permit broadcasting services through internet and internet in the television.

3.10 Digital convergence and multimedia

The convergence marketplace is typically presented as a more technology-driven collision among the entertainment,

telecommunications, computer, and media marketplaces. On this level, convergence basically means that it is harder to tell the players apart as they tend to start wearing the same company uniforms.

Policy Goal:

To have a high-quality and high-function broadcasting systems that can deal with contents of different characteristics such as video, audio, and data in a smooth integrated manner, and a sophisticated broadcasting system using band-sharing type broadband commutations systems such as IP networks.

Objectives;

- a)To develop broadcasting technologies that will finally make digital convergence a reality;
- b)To allow consumers to get access services via various terminals capable of consuming multimedia content;
- c)To open up an abundance of new business opportunities.

Strategies;

To facilitate this process, regulation should allow multimedia service provision through all types of delivery networks and create a level playing field for all actors in the new horizontal markets.

Digital convergence will provide an opportunity for economic growth, job creation and social development. Regulatory policy, therefore, need to create the right condition to let this happen. In this context, it is also important that enough spectrums will be made available to provide sufficient and appropriate delivery capacity for

radio and broadband networks. In order to facilitate that should be considered:

- a) To define the conditions for use of multimedia file types in broadcasting infrastructure;
- b) To ensure that the use of multimedia in its services, will be age appropriate, supervised and used as a small percentage of the overall program offered;
- c) To permit content and service providers to deliver their services through multiple delivery channels
- d) The environment should facilitate flexible reassignment as technologies or market conditions change;
- e) The use of audio or video files must not force the user to listen or to view those files, rather let the user request viewing or listening;
- f) The ability to skip audio or video introduction pages must be provided; and
- g) Image and media file types are limited to the file formats listed in the most current Graphics and Multimedia Standards.

3.11 Advertising

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

It goes without saying that broadcast advertising must comply with all other laws. It is important to review all potential legislation which might apply to advertising in order to confirm that, in so far as it is desirable on public policy grounds, it *does* cover broadcasting. Advertising, as with all broadcast content, should be fair. There is an even greater need for advertisements to be 'decent' than

programmes. Advertising must be truthful and not misleading. Decisions may be taken to prohibit advertising for specific products or services on public policy, health or moral grounds. As with programming, the broadcaster is responsible for the content of all advertising it broadcasts, even though it may not have made the ad itself.

Policy Goal:

The tune for advertising regulation is that all advertising must be legal, honest, decent and true.

Objectives:

- a) To monitor and control the quality of advertisements aired;
- b) To promote production of radio and television advertisements as a base for developing the local production industry; and
- c) To ensure a balance between advertising and other types of programming.

Strategies:

The policy insists the accessibility of suitable legal framework that will ensure that the advertisements meet the minimum broadcasting standards and support the development of local production of music, film, video, advertisements, sound plays and the right of local talent. The producers will have to carry the following:

- a) Produce high quality material to service the market;
- b) Adhere to regulations during operations;
- c) In sponsored programmes, it shall not be permitted to use the name of an alcoholic drink as the name of the sponsor or use the brand name of an alcoholic drink;

- d) Advertising and sponsor identification shall not use more than 30% of the air time; and
- e) The presenter or a member of the production team should not wear any clothes which the name of the sponsor, brand, product or service is visible where news bulletin is aired and where persons are shown wearing such clothes.

3.12 Marketing, Promotion and Distribution

Through, Zanzibar Investment Promotion Policy, the broadcasting sector has a place to encourage the investment factories in manufacturing broadcasting apparatus and local production of content for internal and external market.

Policy Goal:

Broadcasting apparatus market promoted and maintained business profitability base for the sake of local and foreign market.

Objectives:

- a) Enhancement investment in broadcasting apparatus business
- b) Protection of Investors & Consumers; and
- c) Promote healthy environment of local content production.

Strategies

- a) Creating foundation for diverse broadcasting contents;
- b) Establishing a Content Development Fund to provide loans or grants solely for production of contents for local consumption and for export;

- c) Promotion of standard contract format for fair competition;
- d) Tax incentives, interest-free loans or low interest loans and guaranteed obligation by the indigenous to support the development of digital broadcasting facilities;

Chapter Four

4

**ECONOMIC GROWTH,
PROMOTION OF CULTURE
AND TRADITIONS**

CHAPTER FOUR

ECONOMY GROWTH, PROMOTION OF CULTURE AND TRADITIONS

4.1 Economic Growth for sustainability

Economic development is the cornerstone of the Zanzibar effort in maintaining of national growth, society's aspiration, national wealth and participation.

This broadcasting policy will formulate means among other intentions to ensure the best approach through broadcasting which will allow a flourishing economy in Zanzibar.

National growth alone is inadequate unless it is accompanied by increment in household budgets, which will enable environment for improving the standard of living. Broadcasting has great role in this process, especially in mobilizing the people to be self-reliant.

This will also allow a sustainable society which lives under its aspiration and social well being.

On the other hand, the policy should regard economic gains as an important factor to enable the broadcasting industry sustainable.

Means to identify economic gains as could be enticed for investment include:

- Quality production houses
- Audio and video production centres
- Multiplex operators
- Local and co-productions
- Packaging of programmes

- Marketing and distributions
- Broadcasting institutes or related institutes
- Training and capacity building of human resources

Policy Goal:

To build a creation of broadcasting environment that allows effective investment, good marketing strategies and identifies talents among the people in building a modern economy

Objectives:

- a) To build awareness of national policy on economic, political and social affairs which improves standard of living of the people
- b) Publicize the reputation of serenity and environment of peace and stability observed in the country as incentive for attracting investors to inject in more capital.

Strategies:

Broadcasting will have the task of ensuring that production capacity is enhanced and the results of that effort are used to advance the whole Nation without class differences. It will also have the duty of exposing weaknesses in performance whenever they occur by alerting on the following matters:-

- a) To help people make greater use of science and technology according to prevailing situation in Zanzibar;
- b) To spearhead the campaign against poverty by devising appropriate programs;

- c) To be fully involved in exposing all acts of corruptions, pilfering in public institutions and economic sabotage;
- d) To maintain the fight against diseases, especially infectious ones like AIDS, which contribute to aggravation of poverty
- e) To mobilize society to understand the role of each relevant organ in the implementation of development activities;
- f) Publicize the environment of peace and stability which obtains in the country as incentives for attracting investors to inject in more capital, and
- g) To support the initiatives of up scaling electricity urban and rural areas in protection of environment and attains reliable energy.

4.2 Cultural and traditional Values and Norms of Zanzibar

Culture, traditions, ethical issues and customary are the mirror of the society, Preservation and safeguarding of traditional knowledge and the customary means among society and generation is vital for sustaining our cultural heritage. Broadcasting has a role to create images and messages which gives room to the nourishment and attraction of our cultural values inside and outside our society.

Cultural traditions of Zanzibar have been highly interacted with intricate system through centuries in the mixing of different races that inhabited the islands which has resulted to a peculiar feature of its own in the world.

This policy recognizes the coming of the social media in our times and allows its existence with regards to freedom of expression as promulgated in our constitution with insisting of fair use among consumers and respect of Zanzibar

culture and tradition. The users of social media should so use the positive side of this media to observe needed development and social well being of our nation without bringing about unwanted behavior or disrespect to given ethical norms and professional standard.

This cosmopolitan society is bestowed in the following cultural and traditional values which include:

- Respect to each other regardless of political affiliation, race, religion or ethnicity
- Tender and care to each other
- High sense of belonging and pride of the country
- Abstain from fighting
- High respect of Islam
- Scaring of dogs and pork
- Maintaining joyous mood and happiness through out
- Sensitive to small things and sometimes emotional
- Peace and serenity
- Keeping importance to each other
- Non violent
- Sense of humor and jokes
- Slow and patience
- Love for their children and encourage early sleeping and early wake ups
- Love for their neighbours
- Hospitality and kindness

Policy Goal

Broadcasting sector has to contribute in the promotion and respect of traditional values dignity, cultural integrity and spiritual values as they have been existing in our society.

Objectives

- a) Promoting and sustaining to respect cultural integrity, traditions for the dignity, intellectual and spiritual values of Zanzibaris; and
- b) Broadcasting sector promotes the use of Kiswahili locally and internationally.
- c) Contributing to the for their development and promote the conservation, application and wider use of that knowledge for the direct benefit of traditions holders, and for the benefit of humanity in general;
- d) Enhance certainty, transparency, mutual respect and understanding in relations between certain traditional society and another;

Strategies

In the preservation and safeguarding of traditional knowledge and the customary means of the Zanzibaris for their development, the broadcasting sector should consider the following:

- a) To ensure that the broadcast of obscene, indecent or profane language is prohibited at prime time.
- b) During the discussion and current affairs programmes, broadcasters should check the language content of SMS's prior to their broadcasting
- c) To ensure that all broadcasting contents are transmitted in Kiswahili language, in case that any

other language is in use the content should be subtitled in Kiswahili.

4.3 Pornography and Violence

The purpose is to establish ethical broadcasting standards that discourage both pornography and violence by working towards international cooperation in controlling pornography in the broadcasting media.

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

Policy Goal

To establish broadcasting which respect civilization and disciplinary means of Zanzibaris.

Objectives:

- a) To put in place a mechanism to eliminate the broadcasting of violence and pornography in Zanzibar;

Strategies:

There is a need of having appropriate legal framework that develop a rating system to ensure that the public has adequate advance information about the content of film/programs to be able to make informed viewing choices and ensure disciplinary measure are taken against errant broadcasting. The policy directs to implement the following:

- a) Install pre-listening facilities so as to delay final on air transmission by a few seconds to allow editing of inappropriate language and images;

- b) To put in place awareness mechanism of best practices on making film and ethically programs productions
- c) Establish ethical broadcasting regulations that put off both pornography and violence; and
- d) Provide guidelines to safely broadcast news and other information likely to be obscene or indecent without exposing to the public; to ensure that the airwaves are not used for the purpose of promoting violence or pornography.
- a) News updates at such prime times must not include any violent content.

Chapter Five

5

**CROSS CUTTING
ISSUES**

CHAPTER FIVE

CROSCUTTING ISSUES

For the sake of get involved towards promoting various issues which are indeed important in our society, this broadcasting policy must address other pertinent issues which are cross cutting.

This will ensure that every contender and the broadcaster could draw line of action in planning its activities to include both verified issues and those which are cross cutting.

This will help to direct the stake holders into more meaningful purpose towards reaching set out goals in this broadcasting policy.

Themes carefully selected in this chapter are not necessary exhaustive but at least to pinpoint the fact that the policy has to cover various aspects including those explicatively mentioned and those not mentioned.

5.1 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 key intension is 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.

Policy Goal:

To conform to internationally accepted best practice for broadcasters with regard to democracy and good governance.

Objectives:

- a) To support the dual system of public and private broadcasters as an essential element of democracy;
- b) 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;
- c) To ensure that broadcasting services regularly devote a portion of their programming to good governance.

Strategies:

The aim is 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. To achieve this, the Broadcaster will have to carry out the following:-

- a) Broadcasting regulators should ensure that there are fair treatments to the public service broadcasters' and commercial services broadcasters ;
- b) To set a mechanism that will provides equally access to the airwaves to all legally qualified candidates for a given public office during election campaign;
- c) To ensure that broadcasting services regularly devote a portion of their programming to educate society on civil education, democracy and election rights.
- d) Ensure that the use of airwaves promotes diversity, good governance human right and democracy.
- e) Broadcasters to ensure that all advertisements comply with principles of good governance in all stages of preparation to avoid intimidations, discrimination and unfair practices.

5.2 Freedom of Speech

In view of the fact that the world as a whole is going through a process of transformation, it is necessary to ensure that the freedom of speech and freedom of information are enjoyed in full and are given more accent in this period when the fight for human rights is a top international agenda.

It is obvious that observation of the freedom of expression and information is a good way of consolidating a country's governance, for it creates the ground for national dialogue, opening up a two way channel of communication between leaders and the led. It is also important to ensure that every citizen has equal right to receive and impart information in order to improve his or her power of judgment for personal and national interests.

Policy Goal:

Freedom of expression and information and the right to reply were diversify equally to the establishment of broadcasting services.

Objectives:

- a) To consolidate the freedom of expression, information and the right to reply; and
- b) To have independent broadcasting services which perform under the principles of good governance.

Strategies:

In order to expand the media and to encourage competition of ideas in information, there is a need to

respect intellectual freedom in the field of information and broadcasters will have to spread their activities throughout the country, by assembling and disseminating information. The policy directs the implementation of the following:-

- a) To promote the culture of fair criticism;
- b) To promote meaningful public debate;
- c) To maintain and defend common values, especially Peace, National Unity, Democracy, Equality and Social Justice;
- d) To promote good traditions and customs and to oppose those which undermine and violate Human Rights ;
- e) To create a healthy and solid built on love, truth, equality, justice, self reliance, hard work, peace and stability;
- f) To provide entertainment and other means of relaxation;
- g) To reduce contradictions and conflicts in society and promote the culture of tolerance and built national solidarity;
- h) To help consolidate principle of good governance;
- i) To ensure that all broadcasters conform to internationally accepted best practice for their respective license category with regard to democracy and good governance;
- j) Broadcasters should be free to own media as long the theme of those organs aims at educating, awakening and mobilizing the society and not otherwise;

- k) The media shall operate according to the principles and ethics of the profession and the laws of the country; and
- l) To have a proper system within the media for employing people with adequate education, understanding, knowledge and experience.

5.3 Gender equity

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

Policy Goal;

Equal opportunity and gender equity are given priorities in broadcast services create confidence in the society.

Objectives:

- a) To reduce the influx of intimidation, discrimination and gender inequality

Strategies:

In an effort avoid desegregation of women rights in providing gender balance; broadcasters should take into accounts the following:

- a) To set special discussion programmes on gender issues and women rights;
- b) To raise awareness of the society on bad effect of gender intimidation, discrimination and desegregation.

c) To restrict society to discuss on engender intimidation

5.4 Youth, Women and Vulnerable groups

Recognition of the manner in which youth, women and vulnerable groups have been affected by the imbalances, there is a need to redress these imbalances through more equitable policies, programs and the allocation of resources.

This policy, therefore, promotes a gender-inclusive approach to the development of youth, women, men and vulnerable groups, where the socializing influences of gender, the impact of sexism and the particular circumstances of youth, women and vulnerable groups are recognized. The Broadcasting Policy celebrates the many differences found amongst young people and promotes equal opportunity and treatment of all people – male and female.

Policy Goal:

To build an environment that supports the continued life-long development of youth, women and vulnerable groups and their skills and capacities.

Objectives:

- a) To ensure that youth, women and vulnerable groups have access to adequate and appropriate programs and services regardless of their geographic location, race, gender, level of disability and social, religious and economic circumstances; To promote an awareness of the content of broadcasting programs, along with a knowledge of children and youth rights and responsibilities;
- b) To make broadcasting services accessible to audience members who are blind or have a visual impairment.

Strategies

Youth, women and vulnerable groups require specific strategies of support and assistance to ensure that they have adequate access and opportunity to participate fully in society. This will require measures to be taken by media. To achieve that the broadcasters should consider the following:

- a) To promote an awareness of the content of broadcasting programmes, along with a knowledge of children and youth rights and responsibilities
- b) To encourage society to promote national unity by upholding the principles of non-sexism and democracy
- c) To involve youth, women and vulnerable groups at the planning of development programmes
- d) To assist youth, women and vulnerable groups in attaining the knowledge, skill and experiences required to enable them effectively participate in national development and society as a whole
- e) To involve youth, women and vulnerable groups at the planning of development programs; and
- f) Closed caption content should be clearly marked when information is provided or when captioned programmes broadcast are aired.

5.5 Child Abuse and Child Labour

Child abuse and child labour represent significant aspects of problems facing the present generation of children in the world. The socioeconomic structure of society that creates poverty, coupled with ignorance and lack of education on the part of parents, appears to be the factor that causes

the greatest harm on children. In providing enjoyable and enriching content for children, it can be important for the media, especially television, to help children understand and deal with situations which may include violence and danger.

Policy Goal

- a) To pre-empt the nature of defensive pattern for any form of child abuse

Objectives:

- a) To take special care to ensure that content which children are likely to watch or access, unsupervised, should not be harmful or disturbing to them To protect children from exploitation.

Strategies:

The primary purpose is to prevent children from the physical, psychological, social abuse against economic enhancement of the child's wellbeing, rather than for the selfish interest of the exploiters and perpetrators of child labour. To achieve this following should be considered:

- b) Articulate the issues regarding child abuse and the related exploitative child Labour;
- c) To eliminate maternal dependence on children for economic survival of the family;
- d) To sustain a compulsory education for all children;
- e) To eradicate the widespread forms of child labour ;
- f) To encourage parents capacity to utilize their income to improve their health and the health of their children;

- g) To sensitize parents psychological, social, and educational responsibilities toward their children;
- h) To take special care to ensure that content which children are likely to watch or access, unsupervised, should not be harmful or disturbing to them;
- i) Particular care should be taken with scheduled television news updates

Chapter Six

6

**COORDINATION,
MONITORING AND
EVALUATION**

CHAPTER SIX

COORDINATION, MONITORING AND EVALUATION

This Chapter foresees the ongoing formulation of all broadcasting operation from its technical point of view to programming circumnavigating all broad directions and its focus areas in order to determine the application of the policy direction in the broadcasting scenario.

In essence, well intended and planned efficient coordination could facilitate smooth and meaningful implementation which could only be feasible and sustainable but also worthy to the public and the general audience.

6.1 Coordination and Implementation of the policy

As already insisted in Chapter Two on the importance of effective instructional management, coordination should be one aspect of considerable importance in managing proper implementation of the broadcasting policy.

This implies to the managerial positions in the related broadcasting houses which should as a rule abided with qualified human resource in every segment of professional work to be pursued in the place of work and through the given task during implementation.

Coordination should indulge into not only tackling implementation tasks laid down but also professional standard, quality products and technical competence of the equipment used.

A well established organization chart which includes the technical side department, production and marketing furnished with elusive management and administration team.

It is here also advertising and other consequential issues are put into consideration to realize effective courses for sustainability.

This will help the organization to focus smoothly and accordingly to its objectives within the merit of its consumers who are mainly intended audiences.

The Production department can also include marketing which insist on sales and advertisement while the technical department besides operation has the task of technical maintenance, transmission facility and advising of the purchase of new timely equipment.



Within the implementation of broadcasting services, a linkage should be provided which could the working team and the programme relevancies towards effective consuming strategies in reference to the timing and message content affluent given to the intended society

The implementation scenario can gauged in various terms and sometimes simply as presented in the following table:

MAIN TASK/DIRECTIONS	AREA OF FOCUS	MAIN ACTOR	MAIN BENEFICIARIES
1 Standard Institutional management	Technical competence convergence protection of environment	Broadcasting houses Regulators (Government and Agencies) Regulators	Public Broadcasting and Communication organizations Public
2 Effective service provision and operating principles	Conducive environment for investors Provision of High quality broadcasting equipment High quality and	Regulators (Government and Agencies) Investors in broadcasting Investors in	Investors in broadcasting Nation and the public Nation and

	spacious building for broadcasting installation	broadcasting	the public	
3	Enhancing Economic growth and promotion of culture, and traditions	Conducive environment for Economic growth	Regulators (Government and Agencies)	Nation and the public
	Cultural and traditional values	Custodians in culture and traditions	Public and respective communities	
	Maintaining professional ethics	Broadcasting staff	Broadcasting staff and the public	
4	Facilitation of quality local contents with international standard	Formation of National Broadcasters Committee and associations	Broadcasting and Communication organizations	Public national and international
	Initiating co-production programmes	Local and foreign producers	Local and foreign producers	

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Establishing of production houses and recording centres	Local and foreign investors	Local and foreign producers
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6.2 Monitoring and Evaluation

The achievement of this policy will require an ongoing evaluation of policy position in the light of regional development and the strategic intent for the digital economy.

In addition, focuses on provide the needed assessment whether the proposed policy strategies were sufficient to address the gap between actual performance and desired national outcomes. The government will collaborate with all stakeholders in the realization of this policy, determine whether the objectives of the policy and plan were met in their attempt to produce and invest in broadcast in respective areas of operations.

Entities and other agencies responsible for information will directly supervise coordination activities while monitoring will involve all stakeholders and evaluation will measure the actuality of development and set time framework.

The application of this policy aimed at all national and grassroots levels and review will be culminated after every five years or earlier when it deem to be necessary even after the transition period from analogy to digital broadcasting.

Further to the entire process of monitoring and evaluation this policy must strategically ensure the strengthening of the Broadcasting Commission.

Policy Goals

Implementation activities of the policy to have better supervision

- e) To put in place best mechanism of policy supervision and coordination
- f) To ensure that the implementation of objectives do achieve best results through the set up targets.
- c) To enhance effective monitoring mechanism which are timely and prompt implementation of activities; followed by effective evaluation
- d) To have a statistics that will guide the rate of implementation.
- e) To document issues of relevant importance before, during and after implementation
- f) To share with others best practices gained and lesson learned
- g) To offer opportunities of conducting reviews in observing the path of activities within the frame work of satisfaction or dissatisfaction for possible options in tackling any forthcoming decision.

Strategy

For the efficiency implementation of this policy is vital then to collaborate with society as a whole and other locally and international institutions. Also, there is a need to develop well plan monitoring indicators and to establish evaluation structures that society will contribute.

- a) To conduct survey on the implementation of the policy,
- b) Plan and receive the implementation reports
- c) To put in place the coordination, monitoring and evaluation unit.
- d) To build capacity of facilities in the unity.
- e) To exchange ideas between locally and international institutions on the issue; and
- f) To collaborate with other stakeholders in a way which will help thorough implementation, monitoring and evaluation as well as in soliciting means to achieve the set up targets and objectives within the given directions.

6.3 Conclusion

This policy has put emphasis on impeding guidelines and directives pertaining to affluent broadcasting scenario in Zanzibar which will not only cater for owners of broadcasting houses and the staff within but also the consumers which include audience under all segments from women to men to youth and the children.

It has revisited all major issues of considerations from management, public access, service provision, airtime allocation to programming and norms in broadcasting standard and ethical issues.

By itself, the policy is in no way exhaustive yet it has endeavoured to give subsequent direction which will allow smooth implementation and enriching our society with proper and explicit information of interest

It is envisaged that all broadcasting houses will have something to do prior to this policy.

It will also pave the way for our local and foreign investors to invest in the broadcasting landscape from establishing broadcasting houses, audio visual recording centres to nourish broadcasting industry which will eventually lead to market and distribution orientation.

In the same way, technical competence and professional standard with cultural preservation will be carefully observed and harmonised into effective manifestations.

At this juncture, it can also be deduced that as a way forward the policy is again directing the need of having international broadcasting houses in both Radio and Television which will feature and blossom our local tastes through give and take basis at a global market.

The scenario could also have the pace of producing local and global current affairs, seasoned drama series, **Taarab** and folk music at international glance through a new mode which we can call **international broadcasting**.

The arena will help Zanzibar to enter into the international domain across countries in redeeming its past glory as well as promote tourism and emphasis the old golden adage that **“Unguja ni Njema Atakaye Naje”** (Zanzibar, so glorious, come who wish to).