

Advertisers, media owners, amend MOU

By Edward Kayiwa

The Uganda Media Owners' Association (UMOA) and the Uganda Advertisers' Association (UAA) have amended their memorandum of understanding (MOU) to ease the working relationship between the two organisations.

According to officials from the two entities, the amended MOU will detail operation procedures, uphold their values and protect the communication industry.

The officials said media owners have been struggling with advertisers who fail to meet their obligations under the media selling and buying contracts.

Susan Nsibirwa, the UMOA chairperson, said the parties have, through the business relationships of their members, identified common challenges in the performance of their obligations and decided to amend the MOU. She said since 2011, many changes have taken place in the way the associations work, forcing media owners to work outside the constitution to ensure that advertisers pay.

Nsibirwa said they have introduced penalties and disciplinary process in the new memorandum to keep members in check.

The UAA chairperson, Nada Andersen, said the main changes in the MOU refer to procedures and rules between advertising agencies and media houses and how advertising materials are booked and scheduled for publishing.

She said other changes pertain to commissions earned on booked adverts, where UAA members will get an 18% commission, while non-members get 8%.

"This is expected to attract none members to join the association, get training and improve their skills to practise responsibly," Andersen said.

She said the associations will work together to streamline and standardise business practices of members in respect to invoicing, payments and reconciliation. According to statistics, UMOA boasts of 30 members while UAA has 21 registered members.