A Proclamation to Establish the Mass Media Agency of Addis Ababa City Government

WHEREAS, it is found necessary to organize the Addis Ababa City Government Mass Media Agency independently and in a way to accommodate different views as provided in the Constitution of the Federal Democratic Republic Ethiopia;

WHEREAS, it is found necessary to come up with an Agency which is effective and competent as regards providing up-to-date information to the public;

WHEREAS, it is believed that establishing the Agency is of greatest contribution towards the economic, political and social development activities of the City Government.

WHEREAS, the City Government is currently implementing the business process reengineering with the view to make the residents of the City beneficiary of the development activities and the existence of strong mass media institution is found necessary in order to support this activity;

NOW THEREFORE, in accordance with Article 14(1)(f) of the Revised Charter Proclamation No. 361/2003 of the Addis Ababa City Government, it is proclaimed as follows:
1. Short Title

This proclamation may be cited as the “Addis Ababa City Government mass Media Agency Establishment Proclamation No. 20/2009”

2. Definitions

Unless the context requires otherwise, in this Proclamation:-

1) “Mass Media” means an institution engaged in the activity of collecting, producing and broadcasting different information through periodical publications and electronic services.

2) “Journalist” means an employee of the Agency who is engaged in reporting, editing producing, painting, photography, taking video and organizing the same, directing film, working as technician of production or generally engaged in different reports that are to be broadcasted to the public.

3) “Mass Media Agency” means an independent organ established in accordance with Article 4/1/ of this Proclamation.

4) “Support staff” means an employee of the Agency engaged in supportive activities like human resource management, purchasing, finance, and resource administration, and auditing.

5) “Person” means natural or legal person.

6) “Board” means the management board of the Agency established in accordance with Article 9 of this Proclamation.

7) “Media” means radio, television, publication or website mass media established by the Agency to broadcast news and news related information.

8) “Advertisement” means a method of promoting goods and service, announcing meeting call or transmission of educational message prepared by mass media or the owner of the advertisement or a third person working for the owner of the advertisement and broadcasted to the public through the Agency’s publications or electronic media, up on payment or free of charge, as the case may be.

3. **Gender Reference**

The provision of this proclamation, unless the context requires otherwise, set out in the masculine gender shall also apply to the feminine gender.

**Part Two**

**Establishment, Objective and Organizational Structure**

4. **Establishment**

1) The Addis Ababa City Government Mass Media Agency, hereinafter referred to as "the Agency" is hereby established being independent entity with its own legal personality.

2) The Agency shall be accountable to the Council of the Addis Ababa City Government.

5. **Head Office**

1) The head office of the Agency shall be in Addis Ababa at central level.

2) The Agency may have, where necessary, office at sub city level within Addis Ababa or correspondents outside Addis Ababa.

6. **Objective**

The Agency shall have the following objectives:

1) to work towards creating common understanding between the City Government officials and the residents by transmitting accurate and current information.

2) to provide its own contribution towards creating national consensus on major national issues.

3) to encourage the public to express and exercise freely its freedom of thought in accordance with the laws of the Federal Government and Addis Ababa City Government.

4) to play supportive role in the economic, social as well as good governance building efforts of the City Government.

5) to encourage further strengthening of the democratic culture, which is already growing up within the City and at national level.

7. **Organizational Structure**

The Agency shall have the following organs:

1. Management Board,
2. General Director,
3. Deputy Director, and
4. Other departments necessary.

8. **Power and Function of the Agency**

The Agency shall:

1) Prepare and disseminate news and news related information, programs, press release and analysis which are beneficial to the residents of the City.
2) Establish and organize electronics and publication media and conduct a study and implement strategies that help strengthen the same with modern technology, competent professionals and effective performance;

3) Promote the general policies, strategies and laws of the Government and facilitate forums for the public to deliberate on and give opinion on them;

4) Work in collaboration with other stakeholders towards enhancing awareness of the residents of the City, other laws and specially human and democratic rights;

5) Provide recreational programs which develop the General knowledge of the public;

6) Promote the Addis Ababa City's cultural, historical and natural resources and values in collaboration with concerned bodies;

7) Timely report the achievements of the City Government as regards development, democracy and good governance issues, performances and agendas;

8) Render photography, advertisement, documentation and other documentary program services to customers at reasonable charge.

9) Notwithstanding the provisions of sub-article 8 of this Article, render advertisement service free of charge in accordance with the directive to be issued by the Board;

10) Establish relations with counterpart local and international mass media agencies, with the view of sharing experience and information and obtaining technical assistance in accordance with the laws and regulations of the country;

11) Identify types of services to be rendered with charge; conduct study on costs of service and submit the same to the Board for approval;

12) Conduct study as regards the organizational structure and human resource of the Agency and submit the same to the Board for approval; conduct study and submit for approval to the board the benefit and salary scheme of the journalists and other civil service of the Agency by taking into account the special character of the job, capacity of the City Government to pay, the market competition in the field of mass media;

13) Conduct study and submit to the Board for approval the personnel manual of the Agency and implement the same upon approval;

14) Conduct study and submit to the Board for approval the finance, purchasing and resource management manual and implement the same upon approval;
Implement directives given to it by the Board.

Carry out other lawful activities enabling it to achieve its objectives.

9. Organization and Accountability of the Board

1) The number of members of the Board shall be 11 or, where necessary 13.

2) The chairperson of the Board shall be nominated by the City Council up on recommendation of the Mayor.

3) Members of the Board shall be nominated by the City Council upon recommendation of the mayor being drawn from different appropriate public organs of the City Government and parts of the society.

4) The Board shall be accountable to the City Council.

10. Power and function of the board

The board shall:

1. Ensure that the Agency properly discharges its function and responsibility.

2. Follow up that the Agency efficiently transmits current information to the residents of Addis Ababa City through different mass media it establish.

3. Ensure that the Agency properly promotes to the public policies, proclamations, regulations and directives of the Government.

4. Investigate into and pass decision up on grievance raised against the Agency by gathering public opinion.

5. Follow up that the Agency disseminates balanced information; take corrective measures where mistake occurs.

6. Design directions whereby the institutional capacity and service delivery of the Agency will be improved and strengthened from time to time, follow up implementation of the same.

7. Approve the service fee submitted by the Agency, pass decision regarding the type of service to be rendered with or without payment of service charge and beneficiaries of such service.

8. Ensure that the support staff of the Agency are employed in accordance with the civil service law; cause the salary and benefit scheme of journalists studied, fix and, where necessary, improve the same.

9. Approve the civil service personnel manual studied and submitted to it by the Agency.

10. Notwithstanding the provisions of other relevant laws, approve finance, purchase and resource management manual of the Agency by causing the Agency conduct a study of the same in a way that it is comfortable and facilitating the job.
Deliberate on and approve the short and long term recurrent and capital budget, work plan, as well as implementation reports of the Agency; pass decision on directions of execution.

Control that the Agency uses the internal income, the budget allocated by the City Government, and the money found from donation for the purpose sought; pass decision on problems of execution.

Appoint the deputy director of the Agency upon recommendation of the General Director and decide on the recruitment and deployment of other higher management organs; issue, where necessary, directives of execution.

Submit timely report of the Agency to the City Council.

11. Meeting of the Board and Liability

1. The Board shall conduct regular meeting once in a month.

2. Notwithstanding the provisions of sub-article (1) of this Article, emergency meeting shall take place where the chairperson, or one third of the Board members so request.

3. There shall be quorum where more than half of the members of the Board are present.

4. Decision of the Board shall be passed by majority vote of those present in the meeting; in case of a tie the chairperson shall have a casting vote.

5. Without prejudice to the provisions of this Article the Board may issue regulation on its meeting procedure.

6. Each member of the Board, who participated in the decision, shall be jointly and severally liable.

7. The Board shall nominate the deputy director as the secretary and minutes keeper, without the right to voting.

12. Power and Function of the General Director

The General Director shall:

1. be appointed by the Mayor.

2. direct, control and administer the Agency in accordance with the general direction given to him by the Board.

3. Without prejudice to the general provision of sub-article (2) of this Article, the General Director shall;
   a) Organize office of the agency,
   b) Employ, administer, and dismiss the employee of the Agency in accordance with the civil service law and decision of the Board,
13. **Power and Function of the Deputy Director**

1. The deputy director shall be appointed by the Board upon recommendation of the General Director.
2. The deputy director shall be accountable to the General Director.
3. The deputy director shall direct, execute, prepare and submit report to the General Director, in accordance with directives given to him by the General Director, as regards operation of the sectors assigned to him.
4. He shall perform other activities given to him by the General Director.
5. He shall perform other activities given to him by the General Director.

### Part Three

**Miscellaneous Provisions**

14. **Source of account**

Source of budget of the Agency shall be from the budget allocated to it by the City Government, its internal income, and donation.

15. **Books of account**

1. The Agency shall keep complete and accurate books of account.
2. Account the Agency shall audited by the Auditor General of the City Government or other person assigned by it.

16. **Inapplicable Laws**

Any proclamation, regulation, directive or customary practice which is inconsistent with this proclamation shall have no effect with respect to matters provided for the this proclamation.

17. **Effective date**

This Proclamation shall enter into force as of the date of publication in Addis Negari Gazette.

---

Addis Ababa
Done at 10th day of November 2009

Kuma Demeksa
Mayor of Addis Ababa City