

Federation of Uganda Football (FUFA)



FUFA Communications Code



Contents

- Article 1:** Public Communication Code
- Article 2:** The Objectives
- Article 3:** The Scope
- Article 4:** Definition
- Article 5:** FUFA Official Communication Platforms
- Article 6:** Judicature
- Article 7:** Evidences and Witnesses
- Article 8:** Offenses and Corrective Actions
- Article 9:** Final Provisions

Article (1) Communication Code

Pursuant to Article 35 of the FUFA Statutes, the FUFA Executive Committee hereby institutes the Communication Code for the better management of information from and about both FUFA and association football under the jurisdiction of FUFA

Article (2) The Objectives

- 1) To provide uniform and authentic communication from FUFA
 - 2) To ensure the official position of FUFA is not misrepresented by multiple sources
 - 3) To avoid bringing Association football into disrepute
 - 4) To protect the image of FUFA and Association Football
 - 5) To protect Commercial Sponsorships and Partnerships
 - 6) To avail to the public match events that are free of any offensive or foul language
 - 7) To avoid causing bias in judgement for matters before judicial units of FUFA
 - 8) To protect match officials
-

Article (3) The Scope

- 1) This code forms the binding regulation for individuals and entities about communication to the public. This code supersedes any other regulations on matters of public communications
- 2) The following are subject to this code:
 - a) Officials, players, coaches, owners, and employees of FUFA Registered Clubs
 - b) Members of the bodies of FUFA
 - c) Members of FUFA;
 - d) Bodies of FUFA
 - e) Officials, players, coaches, owners, and employees of Members of FUFA and of Members of Members of FUFA
 - f) National Team Players, Coaches, Officials and Employees
 - g) Match officials;
 - h) Licensed Match Agents
 - i) Intermediaries
 - j) FUFA Licensed football service providers
 - k) Entities that have been delegated authority by FUFA to undertake a football activity
 - l) Spectators
- 3) Parties subject to this code may make formal correspondences on matters prohibited for public communication to FUFA with the highest regard of confidentiality

Article (4) Definition

- 1) **Mass Media**; shall mean a form of communication that reaches masses that include but not limited to Publications, newspapers, Radio, Television and Internet
- 2) **Acceptable Forum**; shall mean an audience to whom a communication is delivered and is composed of persons that are privileged and entitled to receive such information.
- 3) **Official Video and Still Picture Materials**; shall mean videos and pictures taken by agents licensed and/or authorised by FUFA
- 4) **Registered Sponsors**; shall mean All Sponsorships and Partnerships where FUFA is a party to the contract or Sponsorships to football and or events that are registered with FUFA
- 5) **Defamatory**; to damage the reputation or image of a person or entity by slander of libel. For the purposes of the regulations, a communication shall be considered defamatory if it is proven that the statement is inconsistent with the facts and yet the judicial bodies consider it to damage the reputation or image of the affected person or entity
- 6) **Suspect**; shall mean a person or entity suspected to have committed an offense under those code
- 7) **CDP**; shall mean Competitions Disciplinary Panel
- 8) **FDC**; shall mean FUFA Disciplinary Committee
- 9) **FEC**; shall mean FUFA Ethics & Integrity Committee
- 10) **FAC**; shall mean FUFA Appeals Committee
- 11) **Offender**; shall mean a person or entity that has been proven to have committed an offense under this code
- 12) **Public Communication**; shall mean any form of textual, video, audio and pictorial material about FUFA and association football passed onto an audience by any of the parties under the jurisdiction of this code (cf article 3).

For avoidance of doubt, the following shall be considered as public communication;

- a) **Interviews**; shall mean the question and answer session that is publicized on mass media.
- b) **Cyber Media**; shall mean any online communication that reaches masses including but not limited to Facebook, twitter, WhatsApp, YouTube, Instagram, Blogs, Email and Websites
- c) **Publications**; shall mean any printed material such as newspapers, brochures, magazines, periodicals that are printed for mass distribution

- d) **Guest Speaking**; shall mean speaking at an event, or at a recorded or live radio or Television programme
- e) **Release of Information**; shall mean information released knowingly or unknowingly by unauthorized personnel and it is eventually used as a public communication
- f) **Quote**; shall mean a quote used in a public communication being attributed to a person or an entity under the jurisdiction of this code

Article (5) FUFA Official Communication Platforms

1) Official written communication

ONLY the following persons are authorised to make an official FUFA Communication.

I. President

- a) The President may write official communication on all matters of FUFA and Association football in Uganda.
- b) Communications to Embassies, Congratulatory and Condolence messages on behalf of FUFA and all Matters of Communication with the Government of Uganda addressing a Honourable Minister and above in the government protocol shall be an exclusive reservation of the President to write
- c) Only the designee of the President who shall be a FUFA Vice President may sign on his behalf upon delegation by the President or in the unavailability of the President
- d) The Designee may sign for the President but the letter will bear the Designation of the President

II. Chief Executive Officer (CEO)

- e) The CEO shall be the official correspondent of FUFA on all matters of FUFA and Association football in Uganda. This shall include the business operations of FUFA and official positions apart from matters that this code has exclusively reserved for the President
- f) Only a designee who shall be a Deputy CEO or a Director delegated by the FUFA President may sign on the behalf of the CEO ONLY on his unavailability. The CEO may delegate specific communications for the Deputy CEO to sign on a permanent basis
- g) The Designee may sign for the CEO but the letter will bear the Designation of the CEO

III. Competitions Director (CD)

- h) The CD is delegated as official correspondent on matters of Football Competitions. This shall include the business operations of Competitions and official positions apart from matters that this code has exclusively reserved for the President and CEO

- i) Only his designee who shall be a Director may sign on his behalf upon delegation by the CD or the CEO and/or in the unavailability of the CD
- j) The Designee may sign for the CD but the letter will bear the Designation of the CD

IV. Official Spokesperson

- k) FUFA Press Releases will be written and issued by the FUFA Communications Manager upon receipt of guidance from the CEO.
 - l) In his absence or unavailability, only the FUFA President or CEO may issue an official Press Release
- 2) The FUFA e-Magazine and the FUFA Printed Magazine
The FUFA Communications Manager shall be editor in chief of these publications guided by policies set by the communications committee
 - 3) The FUFA Digital Platform (Official FUFA Facebook, Twitter, YouTube, Website any other opted by FUFA). The FUFA Communications Manager shall be the Lead Administrator of the online media guided by policies set by FUFA
 - 4) 102.1 FUFA fm
 - a) Guests and individuals working at the 102.1 FUFA fm are liable for their communications made on the radio and that will not constitute an official position of FUFA.
 - b) Official FUFA Communications to be aired on 102.1 FUFA fm will be signed off by the responsible person or entity
 - c) Where the guest and individual working at 102.1 FUFA fm intend to express his opinion and not official position of FUFA, he/she shall be required to mention or declare that it is his/her personal opinion.
 - 5) @fufa.co.ug mails
 - a) Emails on the domain of "@fufa.co.ug" shall be considered the official e-mails
 - b) Official communications shall be on official email unless proven technical errors are reported to the IT Manager
 - c) Authors of mails on official e-mails are liable for the content of their mail and shall be considered public communications in event the content of the e-mail is used on mass media

- 1) This code will be enforced by the CDP or FEC and FAC as an appellate body.
- 2) Any person who is a member of the 3 above enforcing committees with a conflict of interest may excuse him/her not to be part of the decision making. If he does not, the FUFA President will require that he/she excuses herself.
- 3) Contravention of this code may be observed by the FUFA Executive Committee, CDP, FEC and may be brought to the attention of the CDP or FEC by;
 - a) any person or;
 - b) the affected entity/person
- 4) The FUFA Executive Committee may provisionally suspend a person for contravention of this code until the CDP or FEC takes a decision on the matter
- 5) On Registration of the contravention of this code, the CDP or FEC will make a formal notice to the suspect to explain why disciplinary action should not be taken against him or her or the entity within the limited time provided
- 6) If no written response is received by the CDP or FEC in the given time;
 - a) If the nature of the evidence is in form of print, sound bites, or videos, it will be considered acceptance of the charge as guilty and the CDP or FEC will issue appropriate sanctions and/or fine as provided for in this code
 - b) If the nature of the evidence is not in any form in 6 (a) above the CDP or FEC will receive the evidence and determine whether there was contravention of this code
- 7) In event of receipt of response from the Suspect, the CDP or FEC will determine whether the Suspect is indeed guilty or innocent
- 8) The CDP or FEC may invite the Suspect or any other party for interrogation and cross examination in order to obtain the grounds for determining whether the Suspect is guilty or innocent
- 9) Any party dissatisfied with the decision of the CDP or FEC shall appeal to FAC within 7 days from the date of the decision. If no appeal is made after 7 days from the date of the decision of the CDP or FEC, it shall be deemed that the guilty party has accepted to undertake the corrective measure issued by the CDP or FEC.
- 10) The status-quo shall remain in force unless decided so and communicated by the concerned body before the main hearing and/or disposal of the matter.

Article (7) Evidences and Witnesses

- 1) The following evidence may be acceptable to the Judicial Bodies
 - a) Sound bites
 - b) Official Video and Still Picture Materials

- c) Official Printed Telephone Exchange
 - d) Material on official Telephone and Online Media Channels
 - e) Material on known Telephone and proven Social Media Channels
 - f) Public Communication on mass media that the Suspect has not denied publicly or in writing to FUFA as not being his or its communication
- 2) The following witnesses may be acceptable to the Judicial Bodies
- a) Adult Person of sound mind physically present at the scene of offense at the time of offense
 - b) Adult Person of sound mind who wishes to provide information if the Judicial Bodies deem so

Article (8) Offenses and Corrective Actions

- 1) Reduced or Waived Sanctions and/or fines; The Competitions Disciplinary Panel and FUFA Ethics & Integrity Committee or FAC may reduce or waive the sanctions and/or fines provided for in this code for the following offenders;
- a) Parties that confess being guilty on record and write apologies with promise of not repeating the offense.
 - b) First Time Offenders who write apologies with promise of not repeating the offense.
- 2) Occurrence of Offense; Consideration shall be given to parties that repeat offenses as follows;
- a) For the first occurrence of an offence, the fine shall be equal to 1.0 x fine stipulated in this code;
 - b) For the second occurrence of the same offence, the fine shall be equal to 1.5 x fine stipulated in this code;
 - c) For the third occurrence of the same offence, the fine shall be equal to 2.5 x fine stipulated in this code
- 3) Presentation of Wrong Witnesses and Incorrect Evidences; It is strongly prohibited for any person or entity to provide false information and/or material as evidence. Article 8 par 1 of this code does not apply for this offense. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than two (2) years but not more than three (3) years and/or;
 - b) a fine of not less than 3,000 UAs
- 4) Improper use of FUFA Official Media; Parties subject to the jurisdiction of this code are prohibited from making unacceptable and unauthorized public communications. Contravention to this provision may cause;

- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than three (3) months but not more than one (1) year and/or;
 - b) a fine of not less than 500 UAs and/or
 - c) Salary cut of not less than 25% for a period of three (3) months
 - d) Dismissal
- 5) Failure to Appear before the CDP, FEC or FAC; It is strongly prohibited for any person or entity not to appear before the CDP, FEC or FAC if summoned. Article 8 par 1 of this code does not apply for this offense. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than two (2) years but not more than three (3) years and/or;
 - b) a fine of not less than 3,000 UAs
- 6) Malicious; Parties subject to the jurisdiction of this code are prohibited from making public communications that are malicious to any other person or entity. Public communications made that are incorrect and are considered to harm any other person or entity shall be considered to be Malicious. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than six (6) months but not more than three (3) year and/or;
 - b) a fine of not less than 3,000 UAs
- 7) Incorrect and Inconsistent with FUFA Rules; Parties subject to the jurisdiction of this code are prohibited from making public communications that are incorrect or inconsistent with the Statutes, Regulations, Decisions and Directives of FUFA, CAF and FIFA. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than six (6) months but not more than three (3) year and/or;
 - b) a fine of not less than 3,000 UAs
- 8) Matters before Judicial Bodies; Parties subject to the jurisdiction of this code are prohibited from making public comments on matters before the FUFA Judicial Units. Contravention to this provision may cause;
- a) The respective Judicial Body to dismiss the matter without listening to the merit of the case and/or

- b) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than two (2) months but not more than one (1) year and/or;
 - c) a fine of not less than 2,000 UAs
- 9) Sponsorship Matters; Parties subject to the jurisdiction of this code are prohibited from making public communications on matters that are inconsistent with the objectives of FUFA Registered Sponsors or matters that bring the football sponsorship into disrepute. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than one (1) year but not more than five (5) year and/or;
 - b) a fine of not less than 5,000 UAs
- 10) Match Officials; Players, Coaches and Club Officials involved in a football match to be handled, or being handled or just handled by match officials are prohibited from making public communications faulting or threatening or insinuating a situation of likely bias of the respective match officials in a manner that judicial bodies may find unsporting. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than two (2) months but not more than one (1) year and/or;
 - b) a ban of sporting and administrative participation in not less than two (2) but not more than five (5) football matches in a particular football competition or series of football competitions as the CDP and FEC may deem fit and/or
 - c) a fine of not less than 2,000 UAs
- 11) Defamatory/Derogatory; Parties subject to the jurisdiction of this code are prohibited from making public communications that are derogatory and or defamatory to any entity or person. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than six (6) months but not more than two (2) years and/or;
 - b) a fine of not less than 1,000 UAs
- 12) Discriminatory; Parties subject to the jurisdiction of this code are prohibited from making public communications that are discriminatory to any entity or person. For the purposes of this provision, discriminatory shall mean communications that depict low esteem of entities and/or individuals on the basis of religion, tribe, ethnicity, race, skin colour, age, social class, gender, and political affiliations without facts and/or justification. Contravention to this provision may cause;
- a) a ban of sporting and administrative involvement with association football and FUFA Licensed/authorised activities for a period not less than one (1) year but not more than three (3) year and/or;

- b) a fine of not less than 3,000 UAs

Article (9) Final Provisions

AMMENDMENTS

- 1) FUFA may amend this code in total or part and such amendment shall come into force when signed and released.

FUFA CIRCULARS AND Matters not provided for

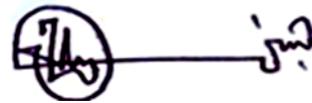
- 2) All matters not provided for in this code or content of clarification shall be decided by FUFA in line with the FUFA Statutes, the CAF/FIFA Statutes and communicated through a circular, such communication may supersede contents in these regulations.

Declaration

- 3) By signing, FUFA declares that this Code shall govern public communication. The code comes into force immediately.



Eng. Moses Magogo
President



Edgar Watson Suubi
Chief Executive Officer