



2022 ANNUAL HIGHLIGHTS

(Plus update from 2020 and 2021)

Word From Board

Dear Friends and Partners,

These are unique times for the media! We are faced with complexities that we never imagined before. There is an unstoppable digital explosion, unrelenting attacks and discrediting of journalism, opportunistic media regulation by governments, concerns about truth and trust for journalism and journalist themselves: There are declines in revenues that have affected journalists' welfare, increased pay cuts and closure of some media houses: The effects of a global pandemic (Covid19), the war in Ukraine, changes in donor priorities further compound the challenges.

Uganda has not been left out of these challenges: Yet, every day and in every way we still believe that media as a public good and as a watchdog is, and should remain a priority. Quality and independent journalism is still relevant and badly needed! As a media support organisation, this is why we soldier on through our work in media production, media strengthening and capacity building and thirdly- media outreach programmes in grassroot communities. Over 100 journalists across the country, several media houses and CSOs are directly impacted through our work every year (*as you will read from this report*).

A big 'Thank you'! To all our partners with whom we have shared visions for the media. They have demonstrated a profound understanding of this journey and granted all the support cooperation and guidance needed. They include Konrad Adenauer Stiftung, UN-Human Rights (*whose office has since ceased to operate in Uganda*), Collaboration for International ICT Policy Centre for East and Southern Africa (*CIPESA*) and Deutsche Welle Akademie (*DW-Akademie*) and others.

Also, I appreciate the resilient, tenacious and vibrant team at Media Focus on Africa Uganda - who work hard to realize our mission to stimulate social change and development in Africa through media.

The future of a free and independent media in Uganda is bright despite the circumstances. More funding, support and collaboration for media development remains urgent for tangible impact to be achieved. As we do more, we look forward to more engagements and collaborations towards attaining our shared goals

Thank you!

Mburugu Gikunda

MFA- Uganda

Regions Covered by MFA Uganda

2022 PROJECT REACH

Northern | Western | Eastern Uganda

Using media and dialogue to fight against Gender Based Violence against women and girls

West Nile | Acholi | Lango | Karamoja | Teso

Using rural based media to promote digital inclusion

Kampala

Uganda Media Week Conference - *Journalism and Innovation*

Arua | Gulu | Lira | Moroto | Soroti

Regional dialogues and training for Journalists -Increasing Reporting on Digital inclusion in rural Uganda

Gulu, Mbale, Soroti, Moroto, Fort Portal, Mbarara, Kampala, Arua, Lira,

Training Rural media Outlets and Female Practitioners on Media Viability

Mbale, Kampala, Arua, Fort Portal, Gulu

Developing Gender Sensitive Policies for Small and medium media houses.

2021 PROJECT REACH

Arua, Soroti, Gulu, Moroto and Lira

Regional dialogues and training for journalists- *Covid19 & Elections 2021 aftermath: What next for journalism?*

Kampala

Regional dialogues and journalists' training- *Promoting access to information and freedom of expression in times of elections*

Kampala

Uganda Media Week Conference- *Navigating through the obstacles of Journalism in Uganda*

Kampala

Journalists training on Reporting on Digital Economies in Uganda

2020 PROJECT REACH

Rwenzori region

Strengthening Media and Culture in three unstable regions in Rwenzori sub-region

Arua, Lira, Soroti, Kabale, Hoima and Fort Portal.

Regional dialogues and trainings for Journalists -*Scientific General Elections – Key issues for journalists*

Kampala

Uganda Media Week Conference 2020- *Media in times of Crisis*

2022 Project Highlights

01 Uganda Media Week

Uganda Media Week is a multifaceted annual journalism program with a series of events hosted by MFA since 2019. It comprises of regional journalists' trainings quarterly, and a two day journalists' conference in November. The overall goal of media week events is to promote professional journalism across multimedia platforms by bringing together media stakeholders to dialogue on critical issues affecting journalism. As of December 2022, 4 Media week conferences had been hosted by MFA, and 18 regional journalists' trainings.



a) Regional dialogues and training for Journalists - *Increasing Reporting on Digital Inclusion in rural Uganda*

With support from the African Digital Fund (ADF) through Collaboration on International ICT Policy for East and Southern Africa (CIPESA), MFA conducted regional training for journalists. This was on reporting on digital rights for marginalised persons in Arua, Gulu, Lira, Moroto, and Soroti cities under the theme - *Increasing Reporting on Digital inclusion in rural Uganda*. This was the fourth regional media training and dialogue ahead of the Uganda Media Week Conference. Journalists from radio, print, television and online were trained on covering under reported stories on digital exclusion, digital security for media houses and journalists, and digital literacy. Rural based journalists in West Nile, Northern Uganda, and North Eastern Uganda benefited from the training. The training strengthened the knowledge and skills of journalists to report on the diverse digital divides in their regions.

Engagement

141

Journalists
trained

5

cities reached



“

I now understand the importance of including all voices especially of the marginalized persons in my community when reporting on digital developments. Usually, our stories focus on the digital developments and not the end user. Going forward, I will be more intentional about including voices for rural women and persons living with disabilities when reporting on digital issues

Hellen Onepur, Reporter, Etop Radio

“

Most of the journalists in rural areas lack digital skills to operate digital tools for news gathering. Rural based journalists are lagging behind on digital skills because most trainings target urban based journalists in the central region. Some journalists are technophobic, and prefer to continue using the old technology that they are used to.”

Olandason Wandera, Reporter for New Vision in Karamoja

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The high cost of data bundles has compelled some journalists to limit their practice to reporting for radio rather than reporting for online news platforms or print that requires one to continuously file stories via email or uploading them to the news websites. Majority of the rural based media houses do not provide internet services for the employees so the journalists have to improvise by buying their own data.

Felix Warom, Bureau Chief Daily Monitor West Nile.



b) 2022 Uganda Media Week Conference

On the 3rd and 4th of November 2022, Media Focus on Africa held the fourth Uganda Media Week Conference themed *Journalism, innovation and the future*. The annual conference brought together key actors in Uganda's media industry—news editors and reporters owners, regulators, and support organizations to reflect on the challenges facing the industry. They deliberated together to find workable solutions. The conference comprised panel discussions, keynote conversations, presentations on key issues in the journalism industry. Topics discussed include – safety for journalists, women in media, local news, and innovations in media. Over 130 participants attended the conference is supported by Deutsche Welle Academy (DWA), United Nations Human Rights Office of the High Commissioner (OHCHR), and Collaboration on International ICT Policy for East and Southern Africa (CIPESA).



“

About two or three years ago two years ago, we were having a Uganda Media Week Conference like this and in the room there were people media owners who believed that having women in the Newsroom was quite expensive. They presented practical explanations like when she gets pregnant and goes on maternity leave you have to keep her on payroll. That is why MFA has partnered with DWA to train different media houses on implementing Gender sensitive media policies

Jan Ajwang



“

What exactly does it mean to be relevant? It also goes back to the question I asked in the 2021(Uganda Media Week) conference, that what is the difference between journalism and media? Everybody feels like they are a journalist as long as they have a phone and can record something and share it, which is really our typical definition of Journalism. The citizen is the journalist now, so what difference then does the trained journalists make? What difference are we making as trainers, why should somebody be in my class for three years to earn a degree in journalism if they're going to compete for space with somebody who didn't need a primary seven school certificate to be able to use Tiktok?

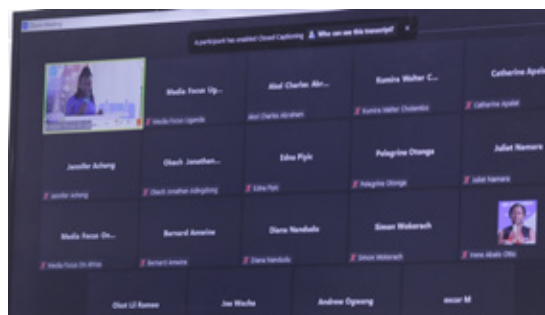
Dr. Emily Maractho



“

We are faced by perpetrators who are trying to take away our space and to sabotage our work. We also need to do our part because we are quickly being replaced by non-journalists who have got the tools. Anybody with a smartphone can broadcast or publish a story from wherever they are,

Joachim Buwembo



02.

Training Rural media Houses and Female Practitioners on Media Viability

Project Summary

With support from DW Akademie, MFA trained representatives from 10 radio stations. Participating radio representatives included news reporters and anchors, talk-show hosts, marketers and social media managers. With a special focus on female media practitioners, MFA facilitated online trainings to strengthen rural based journalists' capacity in Media Viability and Innovation. The training aimed at promoting and increasing women's skills in the use of new media technologies. After conducting a needs assessment survey, the training was segmented into three main areas of training: Social media training, Gender sensitive reporting, and digital skills, use of digital communication tools such as Jam board, Menti.com, Padlet, Canva, Google Forms, free audio and photo editing software tools. Participants gained knowledge in audience research, content development, empathy mapping to understand the needs of their audiences through developing personas, the use of a content calendar and the knowledge and ability to adapt their business model using the business model canvas. The training was in response to the digital skill gaps and the challenges small and medium rural based media houses were facing in adapting and integrating technology in their business.



30 radio presenters' skills and knowledge strengthened in producing content on women were strengthened.

“

“The questions I had about Media Viability and using technology to grow audiences have all been answered in the training. Going forward, we shall prioritize community engagement our programing. With this training and all these tools, I will be a digital expert soon”,

Joshua Imalingat, station manager, Crooze FM

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“I can see now that Blogging and Vlogging can be done by women and men. Social Media can be used for more than just personal posting.”

Dorcas Akullo, Unity FM, Lira

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“The business model stood out for me, I think things can work putting it into practice things can work out well.”

Gloria Lalam, Journalist and Reporter, Radio Pacis, Arua.

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“At the end of the training session, I have new knowledge added to me about using social media to generate income for the radio station”

Joe Wacha, Station Manager, Etoil A Karamoja

“

“I am impressed by the different tools I can use to generate funds for my media house and individually as well. Thanks team”

Emmy Daniel Ojara, Assistant News Editor, Speak FM Gulu.



03.

Developing Gender Sensitive Policies for Small and medium media houses.

Project Summary

MFA supported five radio stations to develop and implement gender sensitive policies through capacity building and coaching the media managers from the partner media houses. This project was part of program-the viability of small and medium media houses in rural areas is strengthened through community-based solution finding, under the Media Futures East Africa Project by Deutsche Welle Akademie (DWA), Aga Khan University Graduate School of Media and Communications (AKU-GSMC) and the Media Innovation Centre. This phase of the training focused on key policy guidelines that small media houses could consider in the process of gender mainstreaming in their newsrooms. The training aimed at gender responsive policies that contribute to media viability of small and medium media houses. Topics covered include best practices for gender mainstreaming in the newsroom, developing and implementing gender sensitive policies in their newsrooms leading to increased participation of women in journalism, media business and more content for and about women. At the end of the training, each participating media house developed one gender sensitive policy addressing the radio station's gender challenges, and thereafter are implementing the policies

Impact

10

radio representatives trained on development of Gender Sensitive Policies

30

radio representatives trained on policy review and implementation process

5

Gender Sensitive Policies developed and implemented.

5

onsite radio station trainings

Radio
Pacis Arua
90.9 FM

Mama
101.7 FM

Voice Of
Toro 101
FM

89.5
Speak FM
Gulu

Elgon
101.4 FM

04.

Using Media and Dialogue to fight against Gender Based Violence against women and girls

4.1 Project Summary

Media Focus on Africa partnered with Urgent Action Fund on a project to fight GBV against women and girls that accelerated during COVID19 lockdowns in Uganda. Through drama, radio talk shows, community dialogues and social media campaigns, the project targeted regions with highest reported cases of GBV (Busoga, Acholi and Ankole). There was a notable rise in cases of sexual violence against women and girls. MFA partnered with radio stations, community members, duty bearers and community-based organizations to sensitize the public on the rights of women and girls and rallied for support to end gender-based violence and to increase voices of women in the media.

Partner radio stations

Achol Mighty Fire
91.5FM

Busoga Baba FM
87.7

Ankole Vision Radio
FM 89.1

Facts and Figures

5

community dialogues with 40 participants each.

9

radio presenters trained on producing edutainment programs for promoting social change.

9

community-based organization representatives trained on facilitating community dialogues against GBV

12

radio play skits produced in 3 local languages.

18

radio talk shows against gender-based violence broadcast on the first tier regional radio stations.

6

community dialogues using the radio skits to raise awareness and promote respect for women's rights and raise local ambassadors against GBV in the community

1

Communications and advocacy campaign online

3

regions reached with the campaign against Gender Based Violence suffered by women and girls

128

participants in the community dialogues

“My neighbor would send her 13 year old daughter to look for food for the family because her husband had stopped her from working yet he was not providing for them. The girl ended up sleeping with men for money, now she is pregnant. Who is to blame?”

A participant in the community dialogue in Jinja.

“Women get loans to pay school fees for children while the men spend money in bars and on other women. The men turn off their phones and leave home till the wife borrows money to return the children to school.

Kasifa Kibirige, Vice chairperson for women

“On Mighty Fire FM, very painful stories of defilement were shared by relatives of victims. A man who defiled an 11 year old nanny who had been brought by his wife to take care of their baby bribed the police with 4 million shillings and is a free man now. That is just one of the 15 cases shared by listeners on today's show. The police officer has got some of their numbers to follow up on the cases.

Francis Watum , Talk show host, Mighty Fire FM, Kitgum

“Couples should solve problems from the bedroom first. The bedroom is the central office of the home. Families should also have weekly meetings between Children and parents. Listen to each other in the home.

Serugo Isma

“Men give women money/capital for businesses but those refuse to contribute to the home even when the businesses are profiting. Instead, they save up and buy property like land and houses but do not contribute to the development of their marital homes. When men discover this they beat up their wives,

Mujuni Steven a trader, LC finance

“Men would call in to discuss serious issues to advocate for women's rights. While women would call in and laugh about issues like child marriages because some of them had been married off when they were still young. Female callers would blame the victim, even on issues like rape and defilement. We need to speak out more to empower women. Thank you Media Focus on Africa for supporting us on this show, we are getting somewhere with advocating for women's rights.”

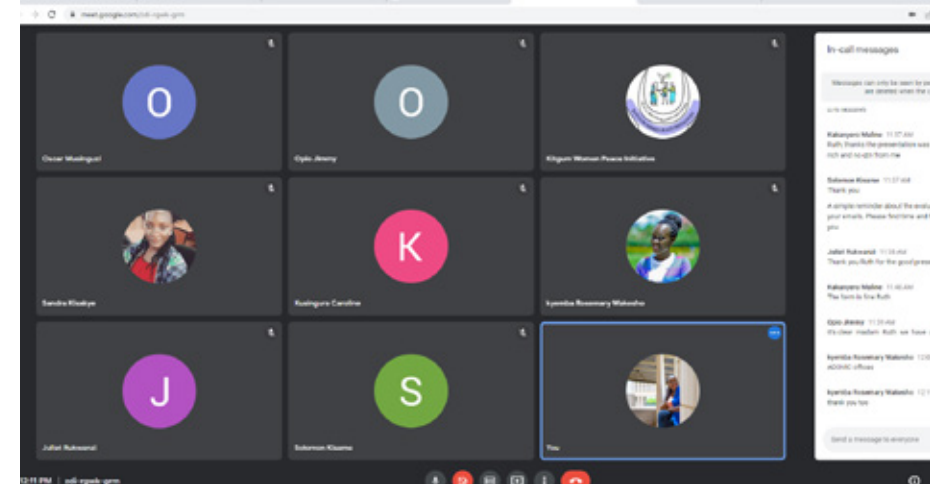
Rosemary Wakesho, Programs Officer, Anti-Domestic Violence Center (ADOVIC), Jinja

“Poverty is the main cause of GBV here. We have a saying in Lusoga that obwavu lumbe meaning poverty is death. Women despise their poor husbands, this angers the men into beating them up to humble them,

Samwiri Walube

“We had another successful radio talk show last night, more engaging this time with a good number of listeners calling in to report GBV cases they had witnessed in their communities. On the panel we had a police Officer in charge of child protection and Family unit from Mbarara Central police station who took contacts of the callers to follow up on the cases brought forward on the show

Juliet Rukwanzi, Project Officer, Integrated Community “Development Initiative (ICODI), Mbarara



4.2 ACT against gender-based violence Media Campaign

The social media campaign was part of the project of Using Media and Dialogue to fight against GBV against women and girls funded by Urgent Action Fund. The online campaign on Facebook and Twitter raised more awareness against gender-based violence by reaching more audiences online with the message of taking action to end GBV against women and girls. The social media campaign was built on three pillars.

- Abide by the law- Sensitizing the public about the national laws against Gender Based Violence
- Call for help- Encourage victims to seek help from the duty bearers, and witnesses of GBV to report cases of GBV
- Talk about it- Increase awareness against GBV by promoting dialogue on the subject on media platforms, community dialogues and creating content that promotes women's and girls rights.

Impact

On twitter:

28

original Tweets
about the
campaign

2,439

impressions
generated for
the number
of times the
original tweets
appeared

1,238

visits to the
campaign posts

25

mentions

Facebook:

54,000

Paid Reach

13,000

Organic Reach

8,000

Viral



05.

Kushiriki

Following the massive success of Tulonde App during the 2021 general elections in Uganda, Media Focus on Africa, in partnership with Impact Unified and Public Policy Institute have designed a mobile application named Kushiriki which is a Swahili word to mean 'let us participate'. The project aims at reigniting youth civil society interest to engage in and contribute to a conducive electoral environment that upholds issue-based campaigns and free and fair electoral practices in Uganda. The new mobile application is a civic education tool to readily provide information about electoral processes in Uganda and engage promote youth participation through engaging them on social media and on a dedicated website. As of December 2022, MFA and PPI have identified youth civil society organizations to partner with to promote youth participation in the 2026 elections. The application will be launched in 2023 followed by dialogues and trainings of youth leaders.



The project aims at reigniting youth civil society interest to engage in and contribute to a conducive electoral environment that upholds issue-based campaigns and free and fair electoral practices in Uganda.

2021 Projects

01. Uganda Media Week 2021

a) Regional dialogues and trainings for journalists- Covid19 & Elections 2021 aftermath: What next for journalism.

The theme for the training and dialogues was *Covid19 & Elections 2021 aftermath: What next for journalism?* The training was purposed to prepare journalists to move from the post elections period to practically following commitments and pledges that leaders- made to citizens during the elections. The refresher training culminated into a series of articles and media projects to track critical issues that emerged from the pledges of the political leaders. Relatedly, this was a platform for journalists to share their experiences, innovations, and creative approaches that they have taken to adjust to a post Covid environment. It also factored government's and other stakeholders obligations to uphold the welfare of journalists. Newly created cities- Arua, Soroti, Gulu, Moroto and Lira hosted the training and dialogues, to also engage journalists reporting on the new roles and budgets for the cities and local governments. A total 100 journalists benefited from the training, 20 from each region.

b) Pre-Media Week dialogue- Promoting access to information and freedom of expression in times of elections.

Media Focus on Africa, Uganda (MFA) in partnership with International Center for Not- For Profit Law (ICNL) organized a Media Dialogue which is part of a series leading up to the annual National Media Week. The event which took place on the 11th February 2021, mainly attracted media practitioners, media owners, media trainers, scholars, students, members of the civil society as well as independent journalists. They discussed Freedom of Expression and Access to Information in the wake of the 2021 elections and also forged a way forward concerning the challenges raised. The event was hosted at Golden Tulip, Kampala in a purely scientific fashion with strict observance of standard operating procedures (SOPs). Three *position papers* were presented: Key issues for the media in times of elections by Dr. Adolf Mbaine Makerere of department of Journalism and Communications, Makerere University; Applying Access to Information in Uganda's Electoral Processes by Edrine Wanyama of CIPESA; and Perceptions of Ugandans on the right to free expression and access to information by Jan Ajwang of MFA.

c) The Uganda Media Week Conference 2021- Navigating through the obstacles of Journalism in Uganda

MFA hosted the 3rd annual Uganda Media Week two-day conference on 25th and 26th November 2021 under the theme *Navigating through the obstacles of Journalism in Uganda*. Topics discussed include; Digital business models for building resilience and quality journalism; Online Publications-in pursuit of quality journalism; Collaborative Journalism-Strengthening networks across newsrooms; Supporting local news to thrive; Building Resilience-How journalists are overcoming challenges in a post covid world; Accountability journalism; Closing the Digital Divide-Increasing Access (rural-urban, women, PWDs).The conference aimed at strengthening the resilience of journalists as they recover from the adverse effects of the COVID 19 Pandemic and uncertainty. Journalists and the media in general were affected by salary cuts, layoffs, media houses lost revenue, audiences lost trust in news because of widespread disinformation which in the long affected the quality of journalism.

d) Journalists training on Reporting on Digital Economies in Uganda

On 11th & 12th November 2021, Media Focus in Africa (MFA), partnered with United Nations Capital Development Fund (UNCDF) to train journalists from across the Uganda on how to meaningfully report on the digital economies. The two-day online training was attended by News editors, and senior journalists from locations where UNCDF has implemented digital projects. Other business reporting journalists from within Kampala also joined in the training. The 20 trained Journalists were of print, television, radio and online news platforms. Media houses represented in this training include; Daily Monitor, New Vision, NBS TV, Ateker FM, Northern News Wire, West Nile News Association , and Voice of Lango. Priority was given to journalists from Arua, Lira, and Gulu, where the UNCDF has implemented digital projects. Others journalist joined from Fort Portal, Kabale, Kampala, Karamoja and Soroti.

Training topics were designed to give a clear understanding of the digital developments and their implications on the economy of Uganda. This gave foundation to explore the digital projects implemented by UNCDF, and how journalists can develop compelling stories that promote digital inclusion.

2020 Projects

01. Strengthening Media and Culture in three unstable regions in Rwenzori sub- region

From January to July 2020, Media Focus on Africa (MFA) with funding from Doen Foundation implemented a peacebuilding project in the Rwenzori region. This project aimed at promoting peace and reconciliation among the Bakonzo, Bamba, and Batooro communities, in a region which has a history of recurring conflicts. Through using media to strengthen culture, MFA strengthened the capacity of media practitioners in the region in to write, produce, and broadcast content that promotes social cohesion. The training and mentorship benefitted 20 media practitioners from Kasese Guide Radio and Voice of Toro FM in script writing and producing radio drama series for social change. The trained media practitioners were able to use their skills and knowledge obtained to write and produce a radio Drama series entitled *At The Fire Place* which was translated to local languages Rukonzo and Rutoro as *Okwamukekera* and *Hakyoto* respectively. The 13 episodes vernacular drama was broadcast on Voice of Toro and Kasese Guide radio.

20

radio presenters trained on script writing, producing content, and hosting talk shows for peace building and conflict resolution.

39

episode scripts produced in 3 languages: 13 in English; 13 in Rukonzo; 13 in Rutoro

26

radio drama episodes produced on peace building and conflict resolution.

26

radio talk shows broadcast on peace, reconciliation, domestic violence, alcoholism, child marriage, and leadership and governance on Kasese Guide FM, and Voice of Toro FM

1.5 million

listeners reached weekly with an average of 31 response text messages and phone calls per show.

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“Every stage of production of Hakyoto has contributed a lot to my political and radio career. After the writing workshop I embarked on writing a literature book in Runyooro-Rutooro which was accepted by Minsitry of Education and sports as the official vernacular literature for S.5 and S6 in Rutooro and Runyooro regions.. It will be examined at the national level.Also since the production of the Hakyoto, I brought together and supervised a team that has produced a 13 episode drama titled The Sunset, about elderly rights and the community should live with elders. Iam only getting started, Hakyoto has made me a better producer, story teller and leader,”

Betty Mujungu, station manager Voice of Tooro FM.

““

“Hakyoto gave me a chance to explore my acting skills which I realized I actually have. Am so glad because nowadays am considered for major roles in the radio dramas produced by the station. I have always been known as a shy person since I prefer keeping to myself most of the time, but since hosting the drama I am more drawn to people,”

John Paul kakurora - acted as ‘Masereka’, the lawyer in Hakyoto

““

“The most significant change I experienced was learning and being able to report balanced stories. Before the trainings with Media Focus on Africa and Maisha film lab, I used to report one sided stories. But now I make sure all the concerned parties in the story have their say, so I collect their side of the story as well. Nowadays people no longer come to the station to complain that their side of the story was not represented in the news. The peace building and conflict transformation training that we had at the start of this project changed my tribal attitudes and perceptions towards other tribes,”

Kyamanduma Patrick, Presenter and Talk show host on Kasesed Guide Radio.

““

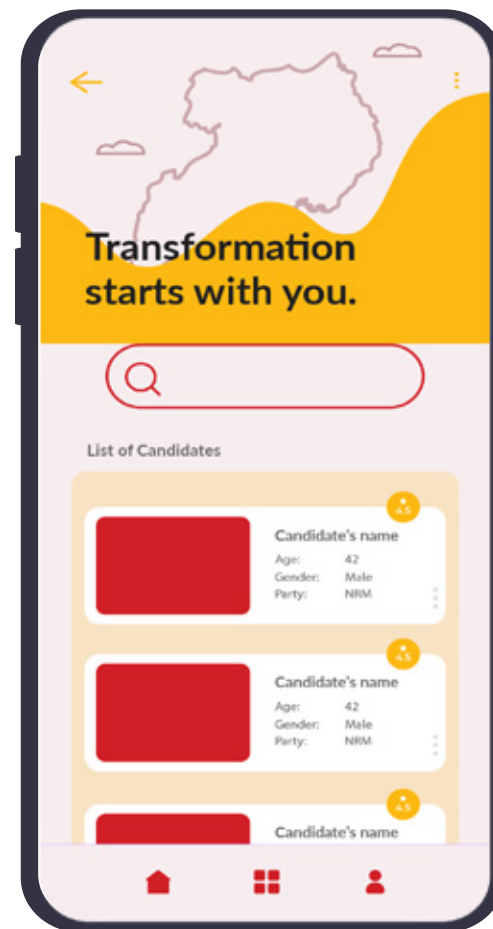
“The most significant change I noticed from the community is that the drama has given the members alternative ways of solving conflict. For example when we delivered relief to our listeners club that had been affected by the most recent floods, they thanked us for the drama- Okwamukekera. They revealed that they had prolonged misunderstandings within the club that had finally been settled because of the drama. Notably, we have not registered any violence during the primary elections for the youths and special interest groups, which is unusual for Kasese. The drama aired at a time we needed it the most. For long Kasese has been known for postelection violence even for primaries. Until now most listeners call to ask for Okwamukerera, even during the airing of other dramas,”

Bernadette Patrick, Presenter and Talk show host on Kasesed Guide Radio.

02.

Tulonde

With funding from Swedish Institute -Creative Force, Media Focus on Africa in partnership with Impact Unified to designed an app titled *Tulonde* (local word for let us vote). They operationalized it ahead of the 2021 general elections. The pilot app was downloaded thousands of times, mainly by the youth. The application contributed to improved understanding of presidential candidates and their manifestos and was another platform for youths to make informed decisions on who they would vote.



03. Uganda Media Week 2020

a) Regional Dialogues and Journalists' Trainings - General Elections

From 8th to 12th September 2020, MFA facilitated four trainings for regional based journalists on coverage of elections during a pandemic. Funded by Konrad Adenauer Stiftung (KAS), this was the first activity for the Uganda Media Week 2020. Themed - *Scientific General Elections – Key issues for journalists*, the overall goal was to address the existing and emerging issues that the media in Uganda was faced with amidst the COVID19 pandemic. Topics covered include: Fake news and disinformation in times of elections; Fact Checking and verification; Upholding independent journalism in scientific elections; Principles of effective elections reporting. Only 10 journalists attended each training due to observance of the COVID 19 Standard Operating Procedures restrictions. In total, 70 journalists were trained to report on elections in times of a pandemic and countering fake news and disinformation in Arua, Lira, Soroti, Kabale, Hoima and Fort Portal.

Outcomes

Increased understanding of the media regulatory environment around scientific elections in Uganda.

Improved knowledge on election reporting skills for scientific elections in the areas of gender sensitive reporting, investigative journalism, independent journalism and the use of digital media.

Increased awareness and commitment towards fact checking and combating disinformation by the media during scientific elections.



b) Uganda Media Week Conference 2020 - *Media in times of Crisis*

On 12th to 13th November 2020 in Kampala, the second Uganda Media Week conference was held in Kampala. MFA partnered with Konrad Adenauer Stiftung and Deutsche Well Akademie to host the second annual media conference that brings together media stakeholders to discuss key issues in the media landscape. Under the theme- *Media in times of Crisis*, topics discussed include: Running Media business amidst uncertainty; Fact checking and disinformation; Current challenges and opportunities for media and elections in a digital era Uganda; Internet Shut downs and elections; Finding the new normal for attaining viability in Uganda.



AWARDS AND EVENTS

East Festival

The conference, held at The Media Challenge Initiative (MCI) hub in Kampala, Uganda from November 9 to 11, 2022, centered around the theme *Local Change, Global Impact: Building Informed and Thriving Communities through Journalism*. The EAST Festival brought together media professionals from East Africa. MFA's Project Manager, Jan Ajwang was a speaker on the panel that discussed *How to close the gender gap in the media*. In her submissions, Ms. Ajwang pointed out that the gender gaps in the newsrooms are a reflection of the gender gaps in society but they can be closed with a concerted effort. The East Fest focused on how journalism in the region could foster meaningful public discussions, uphold civic responsibilities, and address challenges while embracing opportunities.



AWARDS AND EVENTS

World Press Freedom Day

For the past 4 years, from 2019 to 2022, Media Focus on Africa Uganda been part of the organizing the World Press Freedom Day events. MFA works together with other partners like the Media Council, Uganda Human Rights Commission, and the Uganda Media Sector Working Group.

Catalyst or Destabilizer? – Book launch

We attended this event by Konrad Adenauer Stiftung Uganda. This publication aimed to untangle the repercussions brought about by the coronavirus on the worldwide media landscape. The overarching inquiry was whether the pandemic represented a turning point for the media industry or if it merely reinforced pre-existing patterns. Recent developments were assessed across four key dimensions: the quality of media coverage, the financial health of media organizations, the transition to digital platforms, and the state of media freedom. These facets were elucidated through eleven distinct case studies.

#FIFAAfrica

We participated in the FIFAAfrica22 conference hosted by The Collaboration on International ICT Policy for East and Southern Africa (CIPEA). The event was conducted in person, bringing together a diverse range of participants from various sectors involved in internet governance and digital rights, not only in Africa but also beyond. This gathering occurred in Lusaka, Zambia, spanning from September 26 to 29, 2022. Across the span of four days, the FIFAAfrica22 schedule included panel discussions, interactive workshops, informative exhibitions, and engaging presentations. Throughout all interactions, strict adherence to national COVID-19 Standard Operating Procedures (SOPs) was maintained and observed

LOOKING AHEAD

Gender: Women in Media

In line with our strategic plan to promote and support women in media, we will continue to engage media houses, journalists and other actors to create an enabling environment for journalism to thrive, especially for female media practitioners (journalists, film producers, content creators etc.) Key priorities include capacity building on creating gender policies, promoting digital inclusion and gender transformative content reporting.

Uganda Media Week

Media Focus on Africa Uganda is going to host the 5th Edition of Uganda Media week. The event brings together key actors in Uganda's media industry to reflect on the challenges facing the industry and deliberating together to find workable solutions to these issues. This year MFA will commemorate the 5th edition of the event on the 2nd – 3rd November 2023. Prior to this, MFA will also hold pre- media week dialogues in regional cities between August and October 2023.

Promoting Youth Participation in Politics

Media Focus on Africa Uganda, Impact Unified, and Public Policy Institute on to promote youth participation in politics through new media technology, training and dialogues in preparation for meaningful youth engagement in the next upcoming elections 2026. The consortium will reach at least 5 regions of Uganda to engage young people through working with youth led CSOs on key topics of Democracy, Elections, Governance, service Delivery. An app has been created for which content has been uploaded for the youth so that they can be well informed on the matters but also access and engage and demand accountability from their leaders and also make more informed decisions about their leaders.

MS President Uganda

MFA Uganda would like to launch Ms President Uganda ahead of the 2026 general elections.

Ms President is an educating, thoughtful and entertaining reality TV show that seeks to show the national audience the capacity and ability women have to lead effectively in any society. MFA Uganda would like to launch this project with the main emphasis on increasing women participation in politics.

Digital Inclusion

Media Focus in Africa (MFA), continues to empower journalists with essential skills and knowledge to effectively report on digital rights in quickly changing technological landscape in Uganda. The trainings will cover various aspects of digital rights reporting with a focus on digital inclusion of marginalized groups. Additionally, MFA is working closely with rural based journalists to fill their basic digital literacy gaps.



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FUNDING PARTNERS

- Collaboration on International ICT Policy for East and Southern Africa (CIPESA)
- Africa Digital Rights Fund (ADRF)
- Deutsche Welle Akademie
- Aga Khan Graduate School of Media and communication
- Swedish Institute
- Office of the United Nations High Commissioner for Human Rights (OHCHR)
- The International Center for Not-for-Profit Law (ICNL)
- Urgent Action Fund (UAF)
- Konrad Adenauer Stiftung (KAS)
- Doen Foundation

IMPLEMENTING PARTNERS

- Baba
- Mighty Fire
- Vision Radio
- Kasese Guide Radio
- Elgon FM, Mbale
- Crooze FM
- Radio Pacis
- Voice of Kigezi
- Voice of Toro
- Etoil A Karamoja
- Unity FM Lira
- Mama FM
- Uganda Media Women's Association
- Anti-Domestic Violence and Abuse Centre (ADOVIC)
- Kitgum Women Peace Initiative (KIWEPI)
- Integrated Community Development Initiative (ICODI)
- Impact Unified AB
- Public Policy Institute (PPI)

THANK YOU TO ALL OUR PARTNERS

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