



**ROLE OF MEDIA IN
ACCELERATING SOCIAL AND
NATIONAL DEVELOPMENT**
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MONITOR BRIEF

- Launched in 1992. A NMG company
- Flagship brand: Daily Monitor Newspaper
- Our readers – The 25-55 years old **‘Thinking Man and Woman’** of Uganda
- Position : Bold and balanced
- Strap line : Truth Everyday
- Editorial policy : Truth, fairness and Balance

Corporate Social Investment

- Company driven-Focus on Education
 - Newspapers in Education
 - Mentorship and Excellence Awards:
MONITOR BUS
- Product driven:
 - Full woman Health Camp
- Duty of Citizenship
 - Emergency campaigns(Bududa)



NiE Quick Facts

- Started in March 2007
- Over 3,000 teachers trained and 100,000 children reached.
- Coverage in Uganda.



Central region: Kampala, Wakiso, Mpigi, Kiboga, Rakai, Nakaseke, Kamengo and Nakasongola.

Eastern region: Jinja, Kamuli, Iganga, Mbale, Tororo, Busia, Bukedea, Serere, Soroti Butaleja, Kapchorwa, Sironko, Palisa, Manafwa, Butaleja and Budaka.

Northern region: Gulu, Kitgum, Pader, Arua, Oyam, Yumbe and Bukwo.

Western region: Hoima, Mbarara, Lyantonde Kibaale, Bundibujjo, Fortportal, kasese, Kamwenge, Kyenjojo and Bushenyi.

NiE Role

- Leadership opportunities
- Life skills attained.
- Absenteeism lowered in schools.
- Improved performance in NiE schools.
- Children engage in reading and writing about national issues.
- They also participate in debating on issues in their communities the most recent being “Parents have a role to play in defilement”
- The reading clubs have enabled children to be more vocal in their communities.



Media Role (Exemplified)

- Bududa campaign: We were able to rally help and support for the victims.
- PEACE activity rolled out countrywide in schools.
- ‘Democracy Play your part’ also rolled out.
- More interest in Sports through “World cup activity”



MONITOR BUS(Quick Facts)

- 24 Students awarded annually
- Mentorship and excellence awards
- The awards are to the top students (6 per region)
- 2011 beneficiaries include 2 from NiE schools.
- Mentorship includes career guidance, study tours, an annual mentorship conference.



UNPACKING THE NEWSPAPER

(What is its role?)

- It is living; it tackles day to day issues.
- Has something for everyone
- It has transfer effects.
- There is a real world outside what people are going through.
- Are motivational and so can turn on the turned off...

CONCLUSION

- Without a reading culture its impossible to experience development both social and national.
- Some children if not assisted through scholarships and mentorship will never be able to participate in development.
- The health of the country is key to ensure sustainable development thus the health camp that addresses “Good Health, Good Living”



Thank
You