



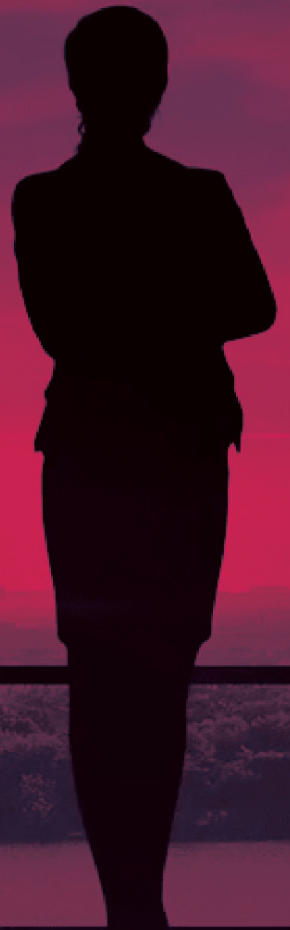
UGANDA MEDIA  
WOMEN'S ASSOCIATION

**URGENT  
ACTION  
FUND ♀**

FOR WOMEN'S HUMAN RIGHTS

# USE OF THE MASS MEDIA

A HAND BOOK FOR WOMEN IN BUSINESS



the voice to listen  
**Mama**  
101.7  
*Women's Radio*

AUGUST 2021

**PREPARED BY:**

**Uganda Media Women's Association (UMWA)**

Plot 226 Kisaasi

P.O. Box 7263, Kampala

+256 393 113 848

+256 772 469 363 / +256 772 366 695

info@umwamamafm.co.ug /

umwa@infocom.co.ug /

www.umwamamafm.co.ug

www.facebook.com/ugumwa

@UMWAandMamaFM



---

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Tel: +256 393 113 848

+256 772 469 363 / +256 772 366 695

Email: [info@umwamamafm.co.ug](mailto:info@umwamamafm.co.ug) / [umwa@infocom.co.ug](mailto:umwa@infocom.co.ug) /

Website: [www.umwamamafm.co.ug](http://www.umwamamafm.co.ug)

Facebook: [www.facebook.com/ugumwa](https://www.facebook.com/ugumwa)

Twitter: @UMWAandMamaFM

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## ACKNOWLEDGEMENTS

Margaret Sentamu-  
Masagazi  
Executive Director  
**Uganda Media Women's  
Association, UMWA**

**D**espite the huge amount of sacrifices and contributions women have made, little is being highlighted by the media, and they continue to be underrepresented and presented in both the private and public media. This is despite several development and empowerment programs that have been geared towards the women. A study on the Coverage of the 2016 General Elections: A Gender Analysis of the Print Media, at [www.umwamamafm.co.ug/wp-content/uploads/2016/03/AGender-Analysis-report-on-media-and-Elections.pdf](http://www.umwamamafm.co.ug/wp-content/uploads/2016/03/AGender-Analysis-report-on-media-and-Elections.pdf) concurred with similar surveys done elsewhere on the continent and even globally. Women politicians or the electorate received only 20% of the media space; only 18 out of 100 quoted were women while the same figures were representative of how many women politicians were quoted in the so

hard areas like politics, policy or the economy.

Previous studies done on women politicians and the utilization of the media reveal that their continued hounding by the media limits their access. Relatedly, over 70% of the Women Members of Parliament interviewed in 1999, reveal lack of adequate knowledge and skills in media engagement.

But While women in politics can be more daring than their counterparts in other professions, those in Business have a long way to go in putting the media to their use. Women, especially those in the informal sector have serious challenges with the media. One of the reasons is limited knowledge on media. Most times, they choose to keep away from the media instead of utilizing it for especially their economic benefits.

Since UMWA's core business is to improve the representation and presentation of women in the media, this hand book is generated to facilitate the use of media by women in business. It has been made possible with support from Urgent Action Fund, Africa to whom we are grateful.

The Hand Book is a revised Edition of 1998 also done by UMWA. It seeks to provide useful tips for the women in Business on how they can effectively use the media. In the same way, UMWA salutes donors who have supported similar works, we have been able to carry out before.

Least but not least, the UMWA Board, for your able and people-centred leadership, and the UMWA Staff, for your hard work to make this deliverable out, well in time.



# THE STRUCTURE AND WHO CAN USE THE HAND BOOK

**T**he Hand Book is proposed to provide women politicians (Sub-County – District level) with basics on effective media use but also, how to articulate gender in the media. It has been designed in simple language for easy applicability by anybody interested in understanding how the media operates, and how it can be accessed.

The Hand Book is divided into ten sections, starting with the structure in the media. This is aimed at understanding who is who in the media, what functions / roles and mandate they have. It is important for the users of this Hand Book, to appreciate who performs which roles to limit the otherwise fake journalists who continue to extort money from unsuspecting source at the pretext of “facilitation to do a story”. The second and the subsequent sections seek to remind the reader the types of media in the country, when to use them and what kind of impact they should expect from the audience.

The role and the power of the media in society has been briefly discussed for the users to appreciate the ‘devil’ that we must all live with, but that to be on a safe side, schooling ourselves in its operations, and the power it wields is smarter than waiting to be found on the ignorant side. The users of this Hand Book will for example, learn that the media is not only mandated to set the agenda, generate debate on what would form the national agenda, play a watchdog role especially over public officials, but they can also mobilize the population for a social cause.

The next section, gives at least four areas they can apply to access the media including packaging an impactful Press Release; conducting an equally impactful Press Conference, giving an Interview that tells the story; and formulating Announcements as well as how to package an event for publication.

*Chapter Five* gives the

basic understanding of what “interests” the media otherwise commonly referred to as “what is news worthy”. The women to better position themselves for media attention. The second last part of the Hand Book seeks to tip on how to maintain good press relations, and remain in the news, positively. This is followed by in case the women feel betrayed by the media, what law or institution can they run to? Laws on Privacy, Defamation, the Journalism Code of Ethics for Journalists have been highlighted. The Role of the Media Council in arbitration between the audience and the media has also been highlighted. Three pages providing answers to the “Often Asked Questions” on Media and Women have also been provided and the relevant terminology, as well. Contacts of key Media persons, and Media Houses and relevant Civil Society Organizations, also form part of this Hand Book. This is to facilitate the women politicians in developing relations with such key personnel or institutions.

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## LIST OF ACRONYMS

<b>DENIVA</b>	:	Development Network of Indigenous Voluntary
<b>FEMRITE</b>	:	Uganda Women Writers Association
<b>FES</b>	:	Friedrich Ebert Stiftung
<b>FOKUS</b>	:	Forum for Women in Development
<b>NCA</b>	:	Norwegian Council for Africa
<b>NGO</b>	:	Non-Government Organizations
<b>NORAD</b>	:	Norwegian Agency for Development
<b>UMWA</b>	:	Uganda Media Women's Association
<b>UWONET</b>	:	Uganda Women's Network
<b>DGF</b>	:	Democratic Governance Facility
<b>NWF</b>	:	Norwegian Women and Family Association
<b>UAF</b>	:	Urgent Action Fund

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# 01

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## CHAPTER ONE

### The Structure in the Media

#### Who is Who in the News Room?

The News Room hosts several people, with different roles. The size of the News Room, and number of people depends on how big the media house is. There are media houses that are small and require an individual to perform more than one role. Yet, in bigger media houses, the position of an Editor for example, can be subdivided as the Editor in Chief, Assistant, Associate, etc.

#### So how is the Media structured?

Simply defined, the media refers to forms or channels of communication. For purposes of this Hand Book, the definition will be confined to those channels used to reach a mass audience. These will include television, radio, newspapers and magazines. For them to ably operate, a well-established structure must be in place. For both the electronic (television and radio) and the print media (newspapers and magazines) the structure is similar. There are the proprietor(s), management and editorial staff. The Editorial staff comprise the journalists performing different functions from collecting the information, editing / producing, to publishing.

#### The Proprietors

These are the owners of a particular media house. They can be government, private investors or a non-government organization (NGO). The owners determine the broad policy guidelines of a media house. Professionally, the proprietors should not interfere in the editorial content, but in actual fact, they do. It could be direct or sometimes disguised interference. Needless to say, in case there is contention on the content, the interests of the proprietor will prevail. It is therefore important for the woman politician who wishes to access and use the media effectively, to understand how power plays out, in this sector.

#### Management

These are the senior journalists employed in the media house. They are in charge of interpreting the policy guidelines and implementing them. They include: the Editor-in-Chief, Managing and other Senior Editors. Personnel from other fields who manage the daily operations also form the Management team.

#### The Editorial Staff

These are journalists involved in the collection, editing and packaging the collected information for publication.

Depending on their qualifications and experience in journalism, the staff will be recruited for various posts. The number of staff found at a media house also depends on its size. This explains the presence of titles such as associate editors, co-editors, chief reporter, senior reporter, senior sub-editor. It is also important to note that different media establishments have somewhat different terminologies for the same positions. The explanation could be that the proprietors are the managers and at the same time form part of the editorial staff.



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Nonetheless below are the common titles.

### **Editor-in-Chief or Managing Editor**

She/he is the topmost professional who interprets the proprietors' policies and guides all the editorial staff in the day-to-day work of the media establishment, in particular the editorial content.

### **Associate Editor**

Works closely with the Editor-in-Chief and is a major link between the management and the editorial staff.

### **The News Editor**

She/he is the one in charge of assigning duties to the reporters. She/he is the leader of the professional news gatherers, the reporters, photographers; and maintains professional contact with the outside world. Below the news editor(s) are the:

**Chief Reporter:** who is also a senior reporter.

**Bureau Chief:** responsible for bureau or an upcountry office. Takes on both management and editorial work.

**Reporter:** one who gathers information and compiles it into an article (write up) for submission to the news editor.

### **Freelance Reporters**

These are "reporters" who are paid according to the number of stories they submit and, are published. A freelance can contribute to as many media houses as possible, but most times she/he is given a retainance fee by one media house which restricts her/him to that one media house.

As a rule, media houses rely on their own reporters for stories, after all, they are on the pay roll. An Editor will use a story from a freelance only if the subject was not covered by the reporter or if it is addressing special issues that are also not covered by their staff reporters.

### **Chief Sub-Editor**

He/she is the team leader of the Sub-Editors in charge of technically determining what should come out in the final publication. She/he does this in consultation with the senior editors, though. She/he caters for the house style of the establishment regarding the language, graphical appeal, headlines and heads the team she/he works with, the **sub-editors** charged with the technical quality of the stories, pictures, etc.

### **Special Editors**

There may be also several editors in charge of specific sections of a publication. These include:

**Sunday Editor:** in charge of a Sunday Publication (in case the newspaper establishment runs one Sunday)

**Foreign News Editor:** in charge of foreign news

**Sports Editor:** in charge of sports news

**Business Editor:** in charge of business news

**Features Editor:** in charge of editing feature stories

**Night Editor:** responsible for taking the paper to press (printing)

**Copy Editor:** in charge of reading through incoming stories submitted by reporters. The aim is to find out whether there is any missing information, before it is forwarded to the news editor and the chief sub-editor.

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**Proof Reader(s)**

A person(s) in charge of looking out for any error including legal or typographical, for correction before the publication goes into print.

A similar structure exists in the electronic media. For example:

**Controller of Programs**

She/he is in charge of the overall supervision and in charge of program content.

- **Chief News Editor**

She/he is in charge of compiling news bulletins. She/he is also responsible for administration in the news room.

- **Chief Producers**

These are in charge of preparing, producing or even directing certain programs. They are higher in rank than producers or presenters.

- **Producers**

These are in charge of preparing and producing radio or television programs.

- **Radio or Television Presenter**

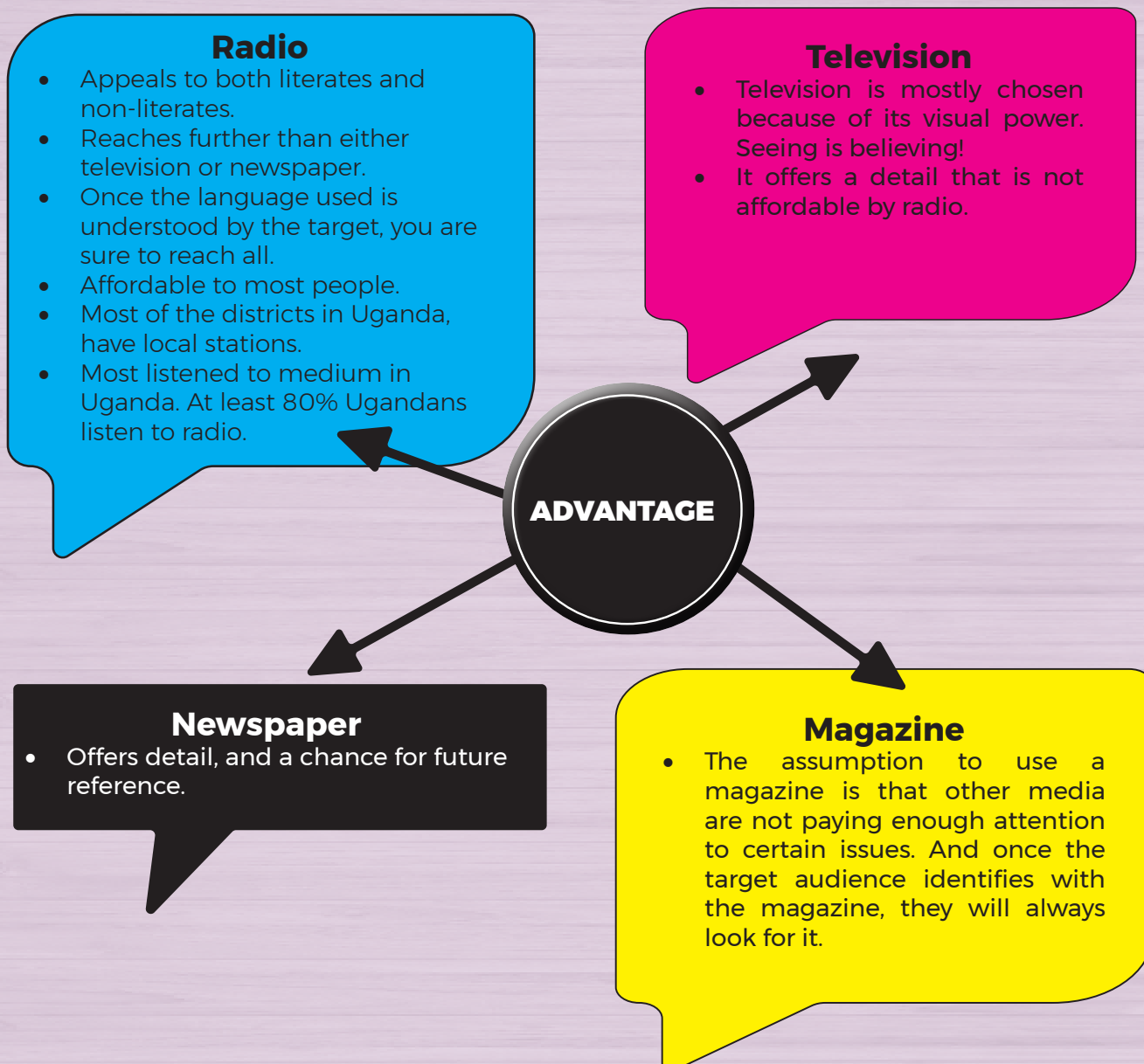
These are the people whose voices are heard on radio or television. This can be in form of reading news or talking about an issue or conducting an interview with the subject (guest) in the studio or outside. News Presenters are also referred to as “News Anchors”.

## CHAPTER TWO

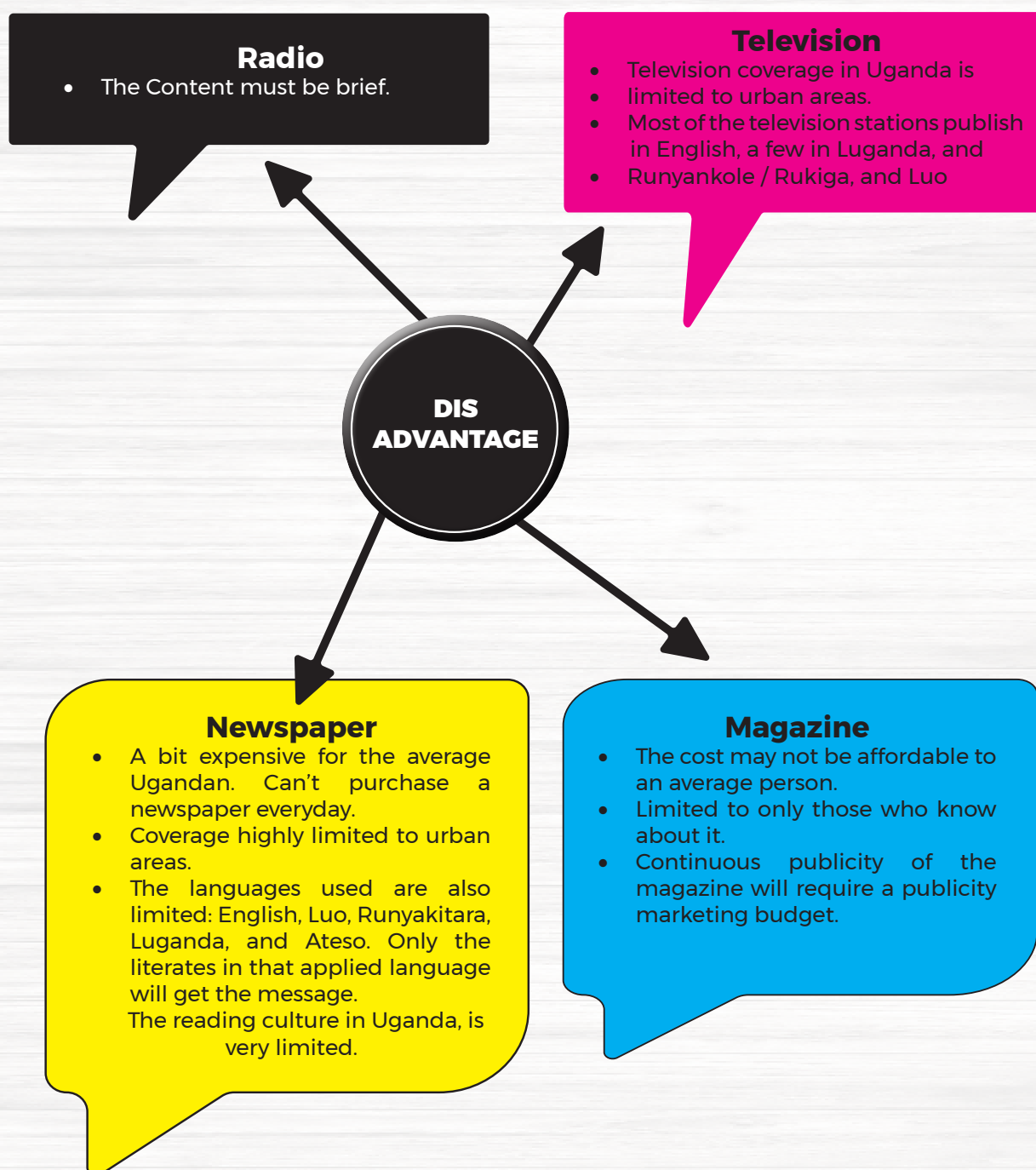
## Different Forms of the Media

As already stated, there are different types of media: the electronic include radio, video and television. The print media include the newspapers, pamphlets, posters and magazines. The purpose of this section is to enable the prospective user of the media to determine which medium to use, when and why?

**Choosing a Medium to Send a Message, consider some of the things below:**







**Other important considerations if you have to create impact. Who are you Targeting?**

<b>The location of the intended audience:</b>	Consider which media house operates there.
<b>Age of the intended message:</b>	Choose a medium that your target prefers.
<b>Women or Men?</b>	Choose a medium that your target prefers.
<b>Language:</b>	Choose that media house that publishes in a language your electorate speaks and understand.
<b>Level of Education:</b>	Choose radio for the average person who is considered senior illiterate.

# 03

## CHAPTER THREE

### The Role and the Power of the Media in Society

Traditionally, the cardinal role of the media was to inform, educate and entertain. However with the recent era of information technology, the role of the media has grown tremendously as a shaper of public opinion and a link between different sectors of society. The media continues to defy continental, regional and national borders as newspapers, magazines, radio and television become household items.

Today, journalists and indeed the public will, and rightly so, enumerate the following as roles played by today's media.

- Playing the agenda-setting function: raising issues of concern for the attention of the public with a view of generating debate, and possibly for policy formulation;
- Playing a watchdog function: to check on the excesses of public officials;
- Acting as a communication bridge between the rulers/government and the ruled;
- Informing;
- Educating;
- Entertaining;
- Influencing public opinion;
- Persuading opinion leaders; and
- Mobilizing for a social cause.

As the role of the media increase by day, so is its power. The media continues to influence people's beliefs, tastes and the general outlook. Because of its importance the media is used as a forum to discuss, criticize, exchange and learn new ideas. Through the media, exposure of injustices and malpractices continue to be done. The old saying, that the media can build or destroy you, is still valid. That said, today's media is yet to become women friendly.

Research shows that the media expects too much from women especially politicians, and yet they treat them as inactive participants in society. Women receive little coverage in the media, and when they do so, over 90% is negative coverage, most of it is done out of context. But cognizant of the fact that media people are paid to write, and the media continues to wield more and more power, women politicians do not have a choice but to co-exist with the media. Shying away from it will not help. (There are many ways of getting the story the media will want!)

The best option, therefore, for the women whether business or politicians is to acquire knowledge and skills to effectively access and utilize it. The next two sections will therefore deal with this. But first, it is important to be knowledgeable on the available media, the owners, the key personnel; and the policies that guide them. This information is the entry point part of which is provided in the last section on media contacts. So how can you access media?



# 04

## CHAPTER FOUR

### Accessing the Media

Having understood the role the media plays and the power it wields, now you must go out and establish good personal media contacts with reporters, presenters, or program producers. It is these people who will sell your story to the news editor, who has considerable influence on what will be published. If you can influence the top person, the Editor-in-Chief, so be it. Developing good media contacts is one way of getting into the news. And you must work for it! Other entry points too, need real hard work. They include the following:

- Packaging and sending an impactful press release;
- Conducting an impactful press conference;
- Giving an impactful interview;
- Packaging Announcements;
- Cultivating good press relations.

#### Press Release

A press release is a short, clearly written account of an event, accomplishment or report. It provides information about yourself or your organization. It should be less than two pages long. Ideally the **5 “W’s”** and an **“H”**: who, what, where, when, why and how, - should be covered in the first two paragraphs. Press releases are used to announce something important, timely and should create an impact.

<b>What</b> refers to:	What is it that you want to say? What happened, what is the issue?
<b>Who:</b>	Who is the “who” or the ‘whos’ that were involved in the above event or the issues(s). Who is saying what?
<b>Where:</b>	Where did the above event happen? Or where was the above issue raised?
<b>When:</b>	When did the above event or issue raise?
<b>Why:</b>	What are the causes or reasons for the occurrence or what are the explanations for the issues at stake, at least according to those involved?
<b>How:</b>	How did the occurrence happen or how will it happen?

#### A Good Press Release should:-

- Contain opinions and facts, but both should be clearly distinguishable.
- Use sharp, clear and everyday language.
- Written short sentences; and paragraphs.
- Offer answers to the 5Ws + H.
- Have quotations of key people within the parameters.
- Avoid jargon, clichés, unexplained and confusing abbreviations and statistics.
- Be typed with double spacing.
- Be as brief as possible, not more than one and a half pages.
- Have a date and heading on the first page.
- Have a name, telephone and address for clarifications with the press.

#### Other Tips

- Make sure another person who you want the press to contact has a copy of the press

- release. This should be done well in advance, of course!
- Physically deliver the press release to the editors well in advance despite having sent them on email.
  - Keep copy of the release with a record of where and when you sent it.
  - If the story is used by any media, check for accuracy, and respond if need be.
  - Keep a newspaper cutting indicating the date it appeared and in which publication.
  - Keep a file of all the press cuttings for future reference but they may also become handy if you decided to file a suit against a media house.

*One other thing to remember. It is not a must to publish Press releases. It is information that can be used at the discretion of the editor. However, you have the liberty of paying for space to ensure that the information is published.*

### The Press Conference

This is a meeting you can organize to interact with the press. You or your organization can call for a press conference **only if** you have important matters to announce or clarify. A press conference is not limited to an organization only. Any citizen can hold one as long as she/he can organize and manage it.

A press conference can be expensive in terms of time and other costs related to the venue or refreshments for the press. These days some journalists ask for transport refund! Don't forget that there is going to be more than one journalist. Ideally all those media houses that reach your target audience should be invited. The press or journalists are your **medium**, a path to your electorate.

Due to the importance of the event and the number of journalists to be invited, the following dos should be noted:

- Take time to organize for the press.
- Send out invitations and press releases early. A press release can be used to announce the planned press conference.
- Contact key media people.
- Ensure you have **real news** to announce.
- Arrange enough room, pay for it, in advance to avoid embarrassment from the landlord when the press is around. They can easily capitalize on this gap, and it becomes the news! They can easily capitalize on this gap, and it becomes the news!
- Choose a convenient time. Ideally, it should be early in the day so the information can be published in the media early enough. Don't forget, reporters have deadlines to beat. News becomes stale!
- Be on time.

One other thing to remember. It is not a must to publish Press releases. It is information that can be used at the discretion of the editor. However, you have the liberty of paying for space to ensure that the information is published.





- A last minute reminder to the press is a must! (Media people are busy. Your press conference is one among thousands of those competing for space in the media)
- In case it is your organization which has called for a press conference, determine well in advance, who will speak, and who will handle which topic. An effective press conference is that one which deals with one theme.
- Provide information kits. These help the journalists to develop a story within the context. Part of the kit should be information about your organization.
- If it is a controversial statement you have to make, provide facts.
- At the time of question time, if you have to evade a question, do it tactfully.
- Leave out outrageous remarks because they will overshadow other statements.
- Be in charge. You are hosting the press!

### **An interview**

An interview is a conversation or a “meeting” between two people, the journalist and the source of the information (you in this case). The meeting could be initiated by either party, but it should enlist important information about an equally important topic. The journalist will pose questions and you will answer. The topic could be controversial or of human interest. The interview also provides an opportunity to become famous, expressing feelings and a platform for telling a story. Some interviews can be face to face while others can be through phone or a questionnaire. The mode will depend on the urgency and importance of the information sought. If the information being sought is on a controversial topic, most times, the journalist will be in charge of the circumstances and it would most likely be face to face. Either way, you need to get prepared for it.

While you will need somewhat different preparation for the various media, the following are basic guidelines:

- Prepare your facts thoroughly. Read around the topic and about the person assigned to interview you.
- Consult colleagues on the topic and the key messages.
- Have a precise message.
- Know how long the interview will take.
- Work out the main points you want to put across in the time available.
- Think of questions that are likely to be asked and see how you could use these questions to make your points.

### **Television and radio interviews**

Watch or listen to tapes of the one going to interview you, so you get an idea of her/his interviewing style. It is also necessary that you watch and listen to interviews with experienced interview givers for ideas on possible interviewing techniques. Before the day of the interview you need to send the interviewer some information about the issue so that she/he is prepared.

### **On the day of the interview**

Get to the place where the interview has been scheduled to take place well ahead of time. At least half an hour. This will help you to get acquainted with the surroundings

- Be enthusiastic and smart, but do don't over dress. Keep slits or minis for “those ideal occasions. The perfumes? Just adequate!
- Do not carry long scripts.
- Have a small piece of paper with a few key words or figures on it for cues.



- Be relaxed and calm.
- Speak clearly and concisely.
- Use short sentences and everyday language.
- Avoid jargons and technical terms; But where you must use them, explain them.
- Illustrate your points with examples and comparisons.
- Statistics or figures as long as they are well articulated and put in context are a plus.
- Know your most important points by heart.
- You may repeat your main points several times in different ways.
- Push the interview in the right direction (be in control).
- Avoid yes or no answers.
- Build on your reply to make the points you want to put across.
- Be prepared for any question.
- Do not lose temper or be pretentious.
- Avoid controversy.
- Avoid marital related statements

### **The print Media Interview**

Interviews for the print media maybe somewhat tricky too, because normally, what appears in print has a more lasting effect than what goes on electronic media. Journalists often request for brief interviews, for example when a reporter wants a quick comment to enrich a short news item or a feature story.

### **Tips on handling interviews for the Print Media**

- Avoid “off the cuff” answers. During the interview, stop to think through the answers carefully.
- In advance, ask about the main aspect of the issues you will be interviewed on.
- Find out how long the interviews will be and whether others are to be interviewed for the same article.
- Find out in what context your comment will be used. You ought to provide background information that will set the comments in context, rather than assuming that the reporter can do so.
- If you cannot answer a question say so. Try as much as possible to keep the reporter focused on your issue.
- Ask the reporter to check out facts and quotations after the interview. It is always helpful to refer the reporter to other credible spokes people, even opponents, who might help with the story.
- Do not give away confidential information.
- Avoid personal attacks on individuals or organizations.
- If you must criticize, be constructive.
- Clearly identify any off-the-record information that you give. And check again with the Reporter.
- If you are to request for the interview, contact the reporter well in advance.

### **Announcements**

You can write a message you wish to deliver in form of an announcement. Announcements are another way of accessing the media. Apart from knowing that all the announcements are paid for at a broadcasting or the print media, the principle of good writing has to be conformed to. The announcement has to be accurate, concise, precise, and brief.

### **Packaging an event for Publication**

#### ***Other Important Tips***

For any write up that you would want to be published, it needs to be well thought out,

not only in the content but also in style. Therefore, the information needs to be timely, relevant and localized. Try to use local examples and statistics when presenting your issue. It is vital that you explain how the issue you are addressing will affect the community you are targeting. Always use personal stories examples to get the message across. It is also often helpful if you demonstrate support for your issues by quoting or having someone of prominence as a spokesperson. In all circumstances, make sure that your sources are credible and your information is correct and consistent with facts.

To enlist quick attention from the editor (who decides on what will be published in the media), put the most important items at the beginning of your write up, then follow that pattern ending with the least in importance. This is commonly referred to as “Inverted Pyramid”. Use simple language and short sentences. For more tips on this, refer to the section on press release.

## CHAPTER FIVE

### What is News?

#### What interests the Media? What makes News?

On many occasions many people, including women in Business, complain of being shunned by the media, even after paying reporters to cover them. In fact, most times the reporters come to the functions and write the articles but these are never published! This situation spoils relations between certain reporters and the unsuspecting women politicians. So what could be the problem? It is important for you to understand that not everything that happens or said makes news or is newsworthy, or interests the media, and therefore is worthy publishing..

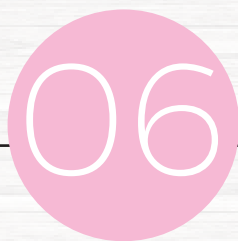
#### So what makes News?

News is an unusual event which is of interest to the public. It is something new that has not been reported on and is based on factual occurrences. It has qualities that distinguish it from all other writing. It must be interesting, accurate, balanced and should give the reader a fair understanding of the events. News is important, objective, concise, clear, recent, fresh and not prejudicial.

Journalists are guided by various factors to determine whether an event is newsworthy. It is also true that the work of the women politicians **does reflect** some of the following “news worthiness” indicators. The trick will therefore be packaging, (designing the message) among other things. The news worthiness indicators:-

- Conflict
- Progress
- Achievement
- Success
- Disaster;
- Defeat
- Destruction
- Eminence
- Novelty
- Currency
- Emotional
- Timeliness; and
- Proximity.





## CHAPTER SIX

### **Maintaining Good Press Relations and Remaining in the News, Positively**

One should not relax after making an entry in the media, but should endeavor to remain relevant. This requires hard work too. It requires developing good public relations apart from constant and regular monitoring of the media output.

#### **How to Develop Good Public Relations**

Public relations represent the interface between an individual or an organization and a specific target group. It involves presenting a good image of an individual or organization to the public by providing information. Good public relations is largely dependent on effective communication through the use of any available media to influence people, persuasion, or bringing about change of attitude and behavior. Good public relations with the media therefore, is important if one has to ensure constant access. Always bear the following in mind:

- Give credit to the media where it is due. This can be done through telephone, letter, a note or a greeting card or even sending a calendar.
- Write rejoinders when not satisfied.
- Be pleasant.
- Be accommodative.
- Be accessible.
- Articulate facts.
- Provide information kits. Don't wait for the press to come to you.
- Identify journalists who write about you or your field. Keep in touch.

#### **Monitoring “Your Own Portrayal” in the Media**

To be able to maintain a positive image in the media, you will need to keep track of the media houses. You can do this if you are prepared to spend money to purchase newspapers everyday, a television, or listen to radio; and take the time to read, listen or view the content published.

You will need to keep newspaper cuttings, where you are mentioned or written about. If possible, keep a video recording. It is a worthwhile investment. It can be evidence in a law suit against defamation!

#### **Negative Publicity**

If you seek media coverage, you should expect to be covered in a negative light at one time or another. Journalists often assert that they are recruited as reporters and not public relations officers. But this should not worry you. Journalists are also human beings, they too make mistakes. But, of course, sometimes they deliberately negatively report! So in case of a negative report, not because you do not like it, but because they are untrue, you ought to react, and fast.

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### **Reacting to a Negative Publicity**

- Do not ignore the issue.
- React immediately.
- Raise or visit the media house in person. You may use your lawyers.
- Write a clarification / rebuttal and take it physically to the media.
- Demand an apology or a retraction.
- Report the matter to the Media Council. If you may!
- Institute legal proceedings, if you should. (But note that legal proceedings are costly in terms of money and time)

**Note:** The media has an obligation to act responsibly by, particularly, not publishing false reports about anybody.



## CHAPTER EIGHT

### The Law and the Media

Journalism like any other profession does not operate in a vacuum hence the existence of policies and laws governing the operation of the media which consolidate the freedom of expression and information. This section will however start by briefly stating the provisions that protect one's privacy and the public's reputation and intellectual property rights. This will be followed by a brief on regulatory instruments and avenues for redress. The last section will dwell on the subject but emphasizing the international conventions that Uganda ratified, which a country are compelled to respect.

**Note:** What all this means, of course is that you in your own right as a woman politician, you can seek redress with the institutions mentioned including the courts of Law.

#### Law of Privacy

The Law of Privacy refers to the right of the individual to be left alone. A journalist cannot invade a person's home or intrude by use of cameras, or other recording equipment for purposes of doing a story without the knowledge of that individual. Sensational material about a person's love life, health, business affairs or social activities can constitute an invasion of privacy particularly if they are of no legitimate concern to the public.

#### Defamation

This is the publication of false and malicious materials that damages a person's reputation. Such material can cause the individual financial loss, damage to reputation, humiliation, mental anguish or suffering, and cause her/him to be avoided by members of society. The person who has been defamed can institute a case in a court of law.

#### Two types of defamation:

- **Slander:** This is defamation in a passing form such as verbal.
- **Libel:** This is defamation in a permanent form. It can be through the written word, photography or cartoons.

#### Copyright

This refers to intellectual property rights to an original work of art, poem, song, book, and even an article. Anybody who uses somebody's works without permission from the author is liable for violating copyright law.



## Regulatory Instruments and Avenues for Redress

### 1. The Press and Journalist Statute 1995

The laws in Uganda provide for the protection of the members of the public against irresponsible journalism. Through the **Press and Journalist Statute 1995** and the **Electronic Media Statute 1996** the public can seek redress in cases where they have received unfair coverage in the media. The role of the press and journalist statute is mediatory between the freedom of journalists to publish and the right of individual to privacy. It also advises on professional education and ensures the maintenance of professional standards as well as exercising disciplinary control over journalists. The **Press and Journalist Statute 1995** seeks to ensure the freedom of the Press; and the regulation of mass media, among others.

#### The Professional Code of Ethics for Journalists

All practicing journalists are subject to the professional code of ethics provided in the Press and Journalist Statute 1995. A journalist who contravenes any provision of this code commits a professional misconduct and shall be dealt with by the disciplinary committee or the law. It states thus:

- a) No journalist shall disseminate information or allegations without establishing its correctness or truth.
- b) No journalist shall disclose the source of her/his information. The source shall only be divulged in the event of an overriding consideration of public interest and within the framework of the law of Uganda.
- c) No journalist shall solicit or accept bribes in an attempt to publish or suppress the publication of a story.
- d) A journalist shall not plagiarize the professional work of others or ex-appropriate works or results of research by scholars without acknowledging their contribution and naming her/his sources of information.
- e) A journalist shall obtain her/his information through the skillful application of journalistic principles and shall never bribe or offer inducements to her/his source.
- f) No journalist shall deny any person any person with legitimate claim a right to reply to a statement. Correction and rejoinders are to be published in appropriate form without delay in a way that they will be noticed by those who have received the original information.
- g) A journalist shall at all times strive to separate her/his own opinion from factual news. Where personal opinions are expressed, the public shall be made to know.
- h) A journalist shall take the necessary steps to correct any damaging report she/he has made on any individual or organization.
- i) A journalist shall not originate or encourage the dissemination of information designed to promote or which may have the effect of promoting tribalism, racism or any other form of discrimination.

### 2. The Media Council

Under article 10(1) of the Statute, the Media Council was adopted to, among others:

- Regulate the conduct and promote good ethical standards and discipline of journalists;
- Arbitrate the dispute between the public and the media, and the state and the media;
- Exercise disciplinary control over journalists, editors and publishers.

### 3. The Uganda Communications Commission:

It among others:-

- Co-ordinates and exercises control over and supervise broadcasting activities including setting ethical broadcasting standards.
- Arbitrates in consultation with the Media Council on disputes between operators of broadcasting stations, the public and operators of broadcasting stations;
- Advises the Government on all matters relating to broadcasting policy.

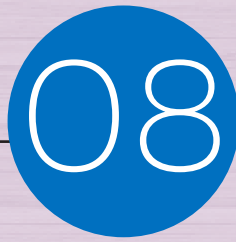
#### **Article 29 of the Uganda Constitution provides that:**

*“Every person shall have the right to freedom of speech and expression which shall include freedom of the press and other media, freedom of thought, conscience and belief which shall include academic freedom in institutions of learning”.*

**The Uganda Constitution** also provides that:

*“Every citizen has a right of access to information in the possession of the state or any other organ or agency of the state, except where the release of the information is likely to prejudice the security or sovereignty of the state or interfere with the right to privacy of any other person”.*

However Parliament is yet to work out the necessary legislation to put into effect these constitutional provisions.



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## CHAPTER EIGHT Media and Women

### The Often Asked Questions by Women Leaders

#### **Question:**How can I attract the media to write about me and my business?

**Answer:** : You must brand your business. Flus it out there through simple messages on pamphlets, fliers, radio or anywhere people have gathered. You must be able and available to speak to the media, at any one moment.

#### **1. Question:**Do I have to pay a Journalist / Reporters to cover my function?

**Answer:** No, you don't. Journalists are required by their professional ethics **not** to solicit or accept any form of inducement or payment to do a story about anybody.

But if it had been agreed upon between management and you, that the content collected shall be published as a special report, or PR work for you, then payment should be made at the office, not to the journalist. However, if you feel like giving a 'tip' to the journalist and he/she accepts it, the professional ethics may be applied, but this does not mean, that you as a woman leader will invoke any law if the story was not published.

#### **2. Question:**Why is it that even when I pay for the transport and meal costs for the Reporters, sometimes sending an envelope to the Editor, the story that the Reporters may have written about me does not appear in the news?

**Answer:** Payment does not equate to the importance of the story or the angle the Reporters may have taken. Moreover, it is the Editor who decides what and how it appears in the news.

Appearance in the news is also determined by a number of factors including the urgency or what is trending, among other things. But sometimes that story can appear another day.

#### **3. Question:**Why does the media usually focus on the negative?

**Answer:** The press / media has unfortunately, for long been trained to focus on what society regards as out of the ordinary. But there are now efforts to reorient the training to focus also on the positive.

#### **4. Question:**Does the media and press mean the same thing?

**Answer:** There is a thin line between the two.



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**5. Question: Why does the media usually portray women in bad light?**

*Answer:* Studies done on the portrayal of women in the media, indicates that it is true that they are negatively portrayed: as weaklings, not capable, the language used is demeaning, as sex objects, etc. This is very wrong of the media. However, this calls for concerted efforts to fix the situation. Women leaders, for example will have to present themselves as capable or not in compromising situations to facilitate the transformative processes towards that end. The media practitioners and the managers / owners ought to be oriented into gender sensitive reporting to ensure that women politicians or others in leadership get a fair deal in the media. Such training sessions will try to interrogate cultural upbringing and patriarchy which seem to be the root causes of the negative media against women.

**6. Question: Why is it that the Media is interested in covering only Women in Politicians? Some of them representing the older generation??**

*Answer:* It is possible that those few women politicians have mastered the art of engaging the media. They are available when the media knocks and know how to articulate the issues. They would even have provided their contacts to the media for easy access. But it is also possible that the media is simply interested in hounding some of these women politicians. It is therefore important to cultivate and sustain a professional working relationship with the media. That is how they will seek for a comment on a story.

**7. Question: Is it legal for Women to approach the Media (visiting the media house) for coverage?**

*Answer:* No, it is not illegal. In fact, as a leader (politician or otherwise), you must be working very closely with the media. Because it has the ability to amplify your message to be received by thousands of people that through interpersonal communication or community meetings, you are not able to reach.

**8. Question: How can a Woman attract positive Media attention and coverage?**

*Answer:* Besides having an amiable character, the women politician should: develop professional working relations with the media; keep the media in the loop about their programs (including the failures and positives). Be available to answer questions from the media. Read widely about development issues, and master the art of speaking. You should not allow yourself to be caught in uncompromising situations – because once a public figure – your actions attract the media.

**9. Question: How can we as Women limit a negative Press towards ourselves or our work?**

*Answer:* Stay professional. Respond when you have to, and choose your words carefully. Stay assertive.

**10. Question: How can a Woman handle a Media that has portrayed her negatively?**

*Answer:* Stay calm. Demand for a Right of Reply. State the facts in a professional manner. Stay focused. Don't quarrel, or lose temper, but keep engaging!

**12. Question: Who is the right person to approach if I need media coverage? And what process should I take?**

*Answer:* If it is not your intention to pay for space for the content to be published, then follow the procedure: Write officially to the News Editor of that media house requesting for media coverage of a function. You should well articulate (its importance, when and where it will be implemented). Avoid, to **merely** contact a Reporter for coverage. This is not official. It does not guarantee press coverage for you! However, it is also important to have contacts of Reporters from different media Houses.

**13. Question: Is it appropriate to have Reporters or Editors as friends?**

*Answer:* Yes, it is fine. Being a Business woman or a politician does not deny you the right to have friends. However, you should keep it professional. Don't indulge so much because you know that reporter. Neither should you depend on him/her for media coverage, because he/she may not be the Editor to decide that the story about your function appears in the news. Note: Sometimes Reporters can write stories about you because of their closeness to you, even if they may not have professionally sourced you! It can be dangerous.

"YOUR **FUTURE** IS CREATED BY WHAT  
YOU DO { **TODAY** }  
NOT { ~~TOMORROW~~ "

# 10

## CHAPTER TEN

### Media Contacts

In this section, we have provided a list of media contacts and personnel with whom you can develop good professional relations. As earlier stated, they provide a good entry point, and if maintained, you will be sure to make a difference in your work, and impact society.

#### RADIO STATIONS

**1. Mama FM 101.7**

Address: Plot 226, Bukoto, Kisaasi, P.O. Box 7263 Kampala, Uganda  
Tel: +256 393 113 848, +256 772 469 363, +256 772 366 695  
Email: [info@umwamamafm.co.ug](mailto:info@umwamamafm.co.ug)

**2. 90.4 Dembe Fm**

Address: Plot 29-35 8th Street Industrial Area  
Namuwongo at "Monitor Publications Ltd"  
P.O.Box.12141 Kampala-Uganda  
Tel: +256-200-711-118.

**3. Radio Simba 97.3 FM**

Address: Plot 2, Corporation Rise Bukoto, Kampala  
Phone: 0414 4543672

**4. Central Broadcasting Service Ltd. (CBS)**

Address: Kabaka Anjagala Road Bulange - Mengo Bulange House,  
P.O. Box 12760, Kampala, Uganda  
Phone: 031-2333100, 031-2262871

**5. Super FM**

Address: Plot 477, Rubaga Hill  
P.O. Box 14031 Rubaga Rd, Kampala  
Phone: 0312222885

**6. KFM 93.3**

Address: Plot 29-35 8th street,  
P.O Box 12141 Industrial Area Namuwongo Industrial Area, *Kampala*  
Tel: +256 414 232369, +256 312 260018, +256 414 4347224

**7. Radio Sapientia 94.4 FM**

Address: Nsambya Road, Kampala  
Tel: 041-4501673

**8. Radio One 90 FM / Akaboozi 87.9 FM Radio Two**

Address: Plot 32 Duster Street Central Building 4589, Kampala  
Tel: 041-4348211/311/411



**9. Touch FM Ltd.**

Address: 115 Owen Road Kamwokya 23773, Kampala  
Tel: 031-2264956, 031-2264957

**10. Sarah Mubiru**

Vision Group  
Tel: 0701231716  
**Email:** smubiru@newvision.co.ug

**PRINT MEDIA**

**1. Monitor Publications Head Offices**

Address: Plot 29-35, Eight Street, Industrial Area Kampala/P.O. Box 12141 Namuwongo Rd, Kampala Phone: 031 2260018

**2. The Observer**

Address: Head Office *Plot 1 Tagore Crescent, Kamwokya 1 Uganda*  
Tel: +256414 230433/4, +256414230440

**3. Vision Group (Bukedde)**

Offices (Physical Location):  
Kampala  
Head Office is located on Plot 19/21, First Street Industrial Area.

**Regional offices:**

Western Uganda  
Masaka, Mbarara, Fort Portal, Eastern Uganda – Jinja, Mbale, Soroti, Tororo

Northern Uganda  
Lira, Arua, Gulu  
Central Uganda – Luwero Headquarters  
**Phone:** +256 (0)414 337 000 +256 (0)312 337 000

**Editorial**

**E-Mails:** news@newvision.co.ug Editorialmanagement@newvision.co.ug  
**Phones:** +256 (0)414 337 000 +256 (0)312 337 000

**TELEVISION STATIONS**

**1. NBS TV**

Address: Plot 78 Kira Road  
Media House, Kamwokya, Kampala  
Tel: +25631-2372744

## **2. NTV Uganda**

Address: Kampala Serena Conference Centre P.O Box 35933, Kampala.  
Tel: +256 414 563 400,

## **3. Uganda Broadcasting Corporation, UBC**

Address: Broadcast House Plot 17/19 Nile Avenue  
P.O. Box 2038, Kampala, Uganda  
Phone: [+256-414-257-034](tel:+256-414-257-034) | [+256-414-257-034](tel:+256-414-257-034)  
Email: [info@ubc.ug](mailto:info@ubc.ug)

## **4. BBS Terefayina**

Address, 1st Floor Masengere, Mengo Kampala, Uganda.  
Tel: 0774 178703  
Email: [info@bbstv.ug](mailto:info@bbstv.ug)

## **ONLINE NEWS SITES**

### **1. Chimp reports**

Address: IJ Complex Apartment IJ4 in Kiwature along Najjera Road  
Office Tel: 0312 517 291  
Email: [info@chimpreports.com](mailto:info@chimpreports.com)

### **2. Nile Post**

Address: Plot 78 Kira Road  
Media House, Kamwokya, Kampala  
Phone: +256-417-720-101  
Email: [info@nilepost.co.ug](mailto:info@nilepost.co.ug)

## **KEY PEOPLE IN THE MEDIA**

### **1. Margaret Sentamu-Masagazi**

Executive Director  
Uganda Media Women's Association, UMWA  
Tel: +256 393 113 848, +256 772 469 363, +256 772 366 695  
Email: [margarettino@gmail.com](mailto:margarettino@gmail.com) / [info@umwamamafm.co.ug](mailto:info@umwamamafm.co.ug)

### **2. Catherine Apalat**

Programs Director  
Mama FM  
Tel: 0782084052  
Email: [capalat@gmail.com](mailto:capalat@gmail.com)

### **3. Mr. Dick Nvuule**

Asst. News Editor  
Radio Simba  
Tel: 0782/0752705086  
Email: [dkavule@gmail.com](mailto:dkavule@gmail.com)

### **4. Ms. Zaidah Ramathan**

News Editor  
Delta TV  
Tel: 0703828526/0772379415  
Email: [zramathan@gmail.com](mailto:zramathan@gmail.com)

### **5. Mr. Ssonko Hannington**

---

Programs Manager  
Tiger FM-Nabweru  
Tel: 0704666144  
Email: [ssonkohannington@gmail.com](mailto:ssonkohannington@gmail.com)

**6. Ms. Elizabeth Mirembe**

Head of News  
Metro FM  
Tel: 0787994083/ 0702845119  
Email: [lizdwairugala@outlook.com](mailto:lizdwairugala@outlook.com)

**7. Ms. Nassanga Regina**

News Editor  
Mama FM  
Tel: 0784020774  
Email: [nassangar@yahoo.com](mailto:nassangar@yahoo.com)

**8. Ms. Catherine Ageno**

News Editor  
KFM  
Tel: 0782 859 538  
Email: [cageno@ug.nationmedia.com](mailto:cageno@ug.nationmedia.com)

**9. Ms. Kobugabe Diana**

News Editor  
Sanyu FM  
Tel: +256 752 711 815/ 0752 624 246  
Email: [diana@sanyufm.com](mailto:diana@sanyufm.com)

**10. Ms. Lubwama Alice**

Editor  
Capital FM  
Tel: 0772471366  
Email: [alicelubwama27@gmail.com](mailto:alicelubwama27@gmail.com)

**11. Ms. Barbra Kaija**

Editor in Chief  
Tel: 0414 337 000  
Email: [bkaija@newvision.co.ug](mailto:bkaija@newvision.co.ug)

**12. Ms. Carol Beyanga**

Managing Editor  
Daily Monitor  
Tel: 0772 552 593  
Email: [cbeyanga@ug.nationmedia.com](mailto:cbeyanga@ug.nationmedia.com)

**13. Ms. Caroline Nakazibwe**

Director / Editor of Society  
The Observer  
Tel: 0772 404 249  
Email: [@observer.ug](mailto:@observer.ug)



**REPARED BY:**  
Uganda Media Women's Association (UMWA)  
Plot 226 Kisaasi  
P.O. Box 7263, Kampala  
Tel: +256 393 113 848  
+256 772 469 363 / +256 772 366 695  
Email: [info@umwamamafm.co.ug](mailto:info@umwamamafm.co.ug) / [umwa@infocom.co.ug](mailto:umwa@infocom.co.ug) /  
Website: [www.umwamamafm.co.ug](http://www.umwamamafm.co.ug)  
Facebook: [www.facebook.com/ugumwa](http://www.facebook.com/ugumwa)  
Twitter: @UMWAandMamaFM