



FOR IMMEDIATE RELEASE

Digital Skilling Program for Government Communicators and Launch of Ugandan Podcast Season 4

Kampala— June 13, 2025 —The Ministry of ICT and National Guidance (MOICT&NG), in partnership with MultiChoice Uganda , has launched the Digital Skilling for Government Communication Officers Program and Season 4 of the Ugandan Podcast. These initiatives stem from a Memorandum of Understanding (MOU) signed last year between The Ministry of ICT and National Guidance and MultiChoice Africa Holdings aimed at advancing Uganda’s broadcasting industry through capacity building, digital innovation, and content development.

The Digital Skilling Program will train 200 Government Communication Officers from key Ministries, Departments, and Agencies (MDAs). Scheduled for 7–8 July (Cohort 1) and 9–10 July 2025 (Cohort 2) at the National ICT Innovation Hub, Nakawa, the training will cover digital content creation, storytelling, video production, social media management, crisis communication, localized messaging, and audience engagement. The program aims to strengthen government communication and support ongoing professional development in the digital space.

Dr. Aminah Zawedde, Permanent Secretary at MOICT&NG, stated, “This initiative underscores Uganda’s commitment to building a digitally literate communication workforce. By equipping our officers with modern skills, we are enhancing transparency and strengthening public trust.”

The Digital Skilling Program will be officially launched by the Hon. Minister of ICT and National Guidance, and will conclude with a graduation ceremony on 11th July 2025, where participants

will receive certificates. In his remarks, Hassan Saleh, Managing Director, MultiChoice Uganda, reiterated MultiChoice's unwavering commitment to fulfilling the MOU terms.

"This MOU is geared towards establishing stronger partnerships, digitalisation, enhancing the local content sector in Uganda, intellectual property rights protection and skills development," explained Saleh, adding that, "this is a step in the right direction, and a demonstration of how the private and public sectors of the economy can collaborate for socio-economic development and the broader benefit of the Ugandan society."

As part of the MOU, MultiChoice is supporting Season 4 of the Ugandan Podcast, a Ministry-led audio-visual platform designed to engage citizens on government programs, policies, and development priorities. This season will explore topics such as anti-piracy, innovation, entrepreneurship, local content creation, future-focused skilling, and emerging technologies like Artificial Intelligence, Virtual Reality, and Augmented Reality among other key thematic areas.

The podcast features a diverse mix of voices, including government officials, policy makers, creatives, entrepreneurs, innovators, development partners, and ordinary Ugandans with lived experiences in various sectors. They will share insights and stories that foster public understanding, promote mindset change, and encourage active participation in national development.

These programs form part of an actively implemented Memorandum of Understanding between the Ministry and MultiChoice Africa Holding with significant progress already made in the areas of filmmaker and content creator trainings conducted at UICT Nakawa and UCC during the Annual Film Festival, with additional phases planned.

- END -

For more information, please contact:

Fiona Luboga

Tel: +256 782123000

fiona.luboga@ict.go.ug

www.ict.go.ug

Rinaldi Jamugisa

Tel: +256 782061503

Rinaldi.Jamugisa@ug.multichoice.com

www.multichoice.com