

Ministry of ICT & National Guidance and MultiChoice Africa Holdings Ltd Flag off Strategic Communication Training for Government Communications Officers

Kampala, 7th July 2025: Ministry of ICT and National Guidance, the Government Ministry responsible for strategic leadership and supervision in Information, Communications and Technology, and National Guidance for sustainable development in partnership with MultiChoice Africa Holdings represented by MultiChoice Uganda, the home of great pay-entertainment TV, has today launched a comprehensive Media and Communications training programme for Government Communications Officers.

The training held at the National ICT Innovation Hub in Nakawa, officiated by Dr. Aminah Zawedde, the Permanent Secretary at the Ministry, is part of the broader Memorandum of Understanding (MOU) signed between the Ministry and MultiChoice Africa Holdings to promote digital literacy, responsible communication, and local capacity building in Uganda.

The week-long capacity-building initiative to be held in 2 cohorts on 07th to 08th July and 09th to 10th July 2025, seeks to enhance the professional capabilities of 200 government spokespersons and public communicators with modules designed to equip them with essential skills in crisis communication and management, localization of government communications, visual media, event storytelling and platformization.

With the rise of the digital era, the public is increasingly turning to both traditional and digital platforms for information, and the role of spokespersons in various organizations, including Government ministries and departments, has never been more vital.

Dr. Aminah Zawedde applauded MultiChoice Uganda for their spirit of collaboration and efforts in supporting the Ministry in championing effective communication in the country.

“It is critical that our government spokespersons are empowered with the right skills to package information and communicate effectively, especially through new avenues brought about by digital transformation. This series of trainings marks a significant step towards strengthening public trust and ensuring that messages are delivered with professionalism and impact.”

“I commend industry players such as MultiChoice Uganda, who have taken an extra step to partner with the Ministry to empower Government Communications Officers. This is a display of true Private-Public sector partnership.” Dr. Zawedde added.

The training comes at a time when communication demands are rapidly evolving, with both traditional and digital platforms playing a central role in public engagement. It reflects a shared vision between the Ministry of ICT & National Guidance and MultiChoice Uganda to enable credible, timely, and impactful storytelling in government communications.

Speaking at the flag-off ceremony, Hassan Saleh, Managing Director, MultiChoice Uganda emphasized the importance of partnerships and collaboration.

He explained, “At MultiChoice Uganda, we recognize the critical role that communication plays in fostering informed public participation. Through this partnership with the Ministry of ICT and National Guidance, we are proud to support the professional growth of the Government Communications Officers who are the frontline of public engagement and communication, especially on issues of national importance, including health, education, tourism among others.”

This training demonstrates the Ministry and MultiChoice Uganda’s ongoing commitment to advancing responsible storytelling, skills development, and strengthening national institutions through effective communications training in line with the MOU signed in May 2024.

While addressing the participants, Moses Watasa, Commissioner, Communication, Information and Dissemination at the Ministry, noted that the environment in which communicators work has changed and there is a need to adapt and attain skills that will support the officers to communicate efficiently and effectively.

In his remarks to media, Rinaldi Jamugisa, PR and Communications Manager, MultiChoice Uganda said that broader aim of the MOU signed between Ministry of ICT and National Guidance is to enhance the local content sector in Uganda, create awareness about intellectual property rights and Anti-piracy, digital literacy, training and upskilling within the sector, and industry-wide policy reviews among other key initiatives.

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About MultiChoice Uganda

Established in 1994, MultiChoice Uganda has made an estimated US\$150 million contribution to the national economy and has spurred rapid growth in the film and video-entertainment sector by commissioning some 10 000 hours of locally produced content.

Rooted in Ugandan society, MultiChoice Uganda is 100% owned by MultiChoice Africa Holdings. Subscribers have a choice of five packages delivered via the DStv satellite platform with a total of over 140 channels as well as three packages via the GOtv digital terrestrial (DTT) service.

For more information.

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