

The partnership will focus on equipping journalists with modern competencies, including digital journalism and artificial intelligence.

BY SYLVIA KATUSHABE

The Nation Media Group-Uganda (NMG-U) and the Aga Khan University Graduate School of Media and Communications have signed a memorandum of understanding (MoU) aimed at strengthening media innovation and enhancing journalists' skills.

The MoU was signed during a ceremony held at Aga Khan University in Kampala on February 7.

Speaking at the event, the Managing Director of NMG-U, Ms Susan Nsibirwa, said the partnership will focus on equipping journalists with modern competencies, including digital journalism, artificial intelligence, machine learning and media leadership.

She said the collaboration is part of NMG's broader strategy to pursue partnerships that support growth and innovation in a rapidly evolving media landscape.

Justification

"It's a very important MoU for us. Two years ago, we agreed that we were going to look for strategic partnerships that were going to enable us to grow, and to grow in different areas. So obviously, this one allows us to collaborate with Aga Khan University to up-skill our journalists," Ms Nsibirwa said.

"And not just up-skilling, but in those specific areas because there's been a lot of change in the way media is consumed, and therefore, in the way content has to be produced," she added.

She noted that shifts in audience behaviour and content consumption have fundamentally changed how news is produced and delivered, making advanced and targeted training essential for journalists.

According to Ms Nsibirwa, the part-

NMG-U, Aga Khan University partner to boost media skills



Left to Right: NMG-U Managing Editor Allan Chekwech; NMG-U Managing Director Susan Nsibirwa; Dean of Aga Khan University Graduate School of Media and Communications, Prof Nancy Booker; and Associate Dean of Aga Khan University Graduate School of Media and Communications, Prof George Nyabuga at the signing of the MoU in Kampala on Saturday. PHOTO/ISAAC KASAMANI

nership will provide both short-term and long-term training opportunities, including diploma, degree and master's programmes, to support deeper professional development.

"Because our journalists are already working, it's practical, it's practical-based training. Some of them are short courses, some of them are long courses," she said. Ms Nsibirwa add-

ed that Aga Khan University students will also benefit from the partnership through access to NMG platforms for hands-on training.

"The university students can also come and also do practical experience at Nation Media Group-Uganda and use our facilities and our studios as well," she said.

The Dean of the Aga Khan University

Graduate School of Media and Communications, Prof Nancy Booker, described the partnership as both historic and timely.

She said the opening of the university's campus in Uganda last September has increased the need for strong collaborations with industry players to support practice-based learning.

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Susan Nsibirwa, Managing Director of NMG Uganda

tion. This partnership will give our students the opportunity to interact with newsroom professionals and gain practical, real-world experience," Prof Booker said.

She added that the MoU comes at a critical moment for the media industry, which is undergoing rapid technological transformation and facing changing business models.

Opportunity

"This is an opportunity to collaborate, ask critical questions, develop case studies, share resources and strengthen skills across the two institutions," she said.

Prof Booker expressed optimism that the agreement would translate into immediate joint activities, including shared access to tools, collaborative learning programmes and joint initiatives aimed at strengthening journalism practice and media leadership.

Also present at the signing ceremony were the Associate Dean of the Aga Khan University Graduate School of Media and Communications, Prof George Nyabuga, and the Managing Editor of NMG-U, Mr Allan Chekwech.