

## **PROMOTING EFFECTIVE COMMUNICATION BETWEEN BANK OF UGANDA AND THE MEDIA**

Thanks to facilitators

### **OBJECTIVE**

- Good media relations

### **BETTER UNDERSTANDING OF OUR ROLES**

#### **MEDIA**

- Journalism is a business and must make profit/money to survive
- It provides a product – new/information
  - Public Interest
  - New
- Raw Material :
  - We have to use media to translate technical info with meaningful messages for the target groups.
  - News must be new
  - Competition
  - Timely response helps avoid half baked new coverage
  - Timeliness

#### **BOU**

- Mission : Promote price stability and a sound financial system
- Mandate / Independence / Role
- Delegated authority
- EDS
- EDA
- EDR
- CIA
- EDF
- EAG
- DPR
- Control Model to Market based policy making
  - Dr Muwanga - Communicate our actions and strategies to help markets function properly.
  - Transparency - avoid second guessing

- News /new reports are an important source of info for the efficient functioning of markets
- Regulatory / Supervisory role

### **Common aspects between Journalists and Central Bankers**

- Responsibility and accountability
- Code of Ethics to guide conduct
- Judgement - Guidelines to make rational decisions
- Integrity
  - Avoid deception, fabrication, plagiarism (Dr Lugolobi)
- Credibility
- Avoid compromising arrangements

### **Specific Issues**

1. Information asymmetry : stories  
Info is power
2. Is BOU closed?
  - Transparency
  - Readiness/willingness to provide information
  - What is the communication policy?
  - Mandate of PRO?
  - Break taboos on information sharing
  - Selectivity - Is there info classified as confidential
3. Trust and Confidence
4. Interface with Media
  - Authority
  - Capacity
  - Qualities of the Head of PR
  - Quick response but also willing to listen
  - Two way relationship
  - Day to day communication
  - Organisation issues : should not be reactive
  - Who should be PRO? - Training, communication skills
5. Understanding of Media reporting
  - Stories
  - Timeliness
  - Resources - Financial  
Human
    - Let us not hide from the Press
    - Let us improve the relationship

- Break taboos on information sharing
- Selectivity

## 6. Mode of communication

- Language of communication
- Regular
- Monthly press briefing  
(No)
- Empower
- Introduce Informality
- Walugembe issue

➤ Go beyond

Strengthening Com. Outreach

- Languages
- Facilitation

## 7. Tension between Journalist and PRO (Lugolobi)

Perform watchdog

Well informed reporting

Projecting a favourable image

Hook journalist to obtain favourable reporting

May stage manage

## 8. Communication Methods

- E-mail
- Website
- Press releases
- Press conferences
- Contacts with PRO and other heads
- Issue of putting everything in writing - weaknesses

