VISION GROUP HAILED FOR 40 YEARS OF IMPACTFUL JOURNALISM



Speaker of Parliament Among



Next Media CEO Kin Kariisa



Vision Group CEO Don Wanyama

By Charles Etukuri

Several national leaders and organisations have congratulated *New Vision* as it celebrates 40 years of impactful journalism.

Speaker of Parliament Anita Among celebrated *New Vision* for its groundbreaking stories as a trusted and reliable news source.

On Thursday, Among who hosted the Makoma band thanked *New Vision* for, "upholding democracy, revealing uncomfortable truths and influencing policy."

She thanked Vision Group's chief executive officer Don Wanyama for the work *New Vision* has done.

Kin Kariisa, the Next Media chief executive officer said: "We salute your achievements and wish you many more years of continued innovation, growth and success"

The Uganda Media Centre, saluted *New Vision* for its legacy and looked forward to more groundbreaking stories that shape our nation.

"Congratulations *New Vision*, on four remarkable decades as a trusted news source and a shining beacon of journalistic integrity. The Uganda Media Centre salutes your legacy and looks forward to more groundbreaking stories that shape our nation."

The *Daily Monitor* management also wished *New Vision* a happy 40th anniversary: "We may compete for headlines, but we remain united in informing and serving Ugandans. Respect from *Daily Monitor*."

BETWEEN THE LINES

Since its establishment in 1986, the company has grown to become home to some of Uganda's most loved media brands. The paper was founded in conjunction with the Ministry of Information under the late Abu Mayanja.

CELEBRATIONS WITH MAKOMA

As part of the activities to mark its 40th anniversary, the company organised a concert featuring Congolese music group Makoma at Kololo Ceremonial Grounds in Kampala on Friday.

"We shall be turning 40 on March 19, but we thought it's important as we start this journey of our 40-year celebration and as we look forward to the next 40 years, we take a moment to just reflect, praise and worship. As we looked around with our friends Pacific (event co-organisers), we could not find a better-fitting gospel group like Makoma. So, we reached out to them, they said they loved Uganda. They were last here 25 years ago and they agreed to come back," he said.

OUR BRIEF HISTORY

The New Vision Printing and Publishing Company Limited (NVPPCL) started business in March 1986 after the National Resistance Movement (NRM) took over power in Uganda.

Its initial line of business was the production of an English language newspaper, the *New Vision*.

The paper was founded in conjunction with the Ministry of Information under the late Abu Mayanja after its name, *New Vision*, was approved by the cabinet.

The Government granted the new newspaper financial autonomy and editorial independence. The *New Vision* management set an objective and progressive political line, supportive of NRM ideals, but critical of failings, as the basis of its editorial philosophy.

James Tumusiime and William Pike were the founding editor and founding managing director/editor-in-chief, respectively. After starting *New Vision*, the company rolled out vernacular newspapers, such as *Bukedde* (Luganda), *Orumuri* (Runyankole/Rukiga), *Etop* (Ateso) and *Rupiny* (Luo). The company also ventured into the broadcasting market, where it commands big audiences through radio stations, such as Bukedde FM, XFM, Etop Radio, Radio West, Arua One and Rupiny FM. It also has Bukedde TV, Wan Luo and T West.

To diversify revenue streams, Vision Group opened an outdoor digital billboard business, courier services and events that range from Harvest Money Expo, Toto Festival, Bride and Groom Expo, *Pakasa* Forum, *Embuutu Y'Embuutikizi* and *Ekinihiro*.

The company is now a listed entity on the Uganda Stock Exchange with the Government as the majority (49%) shareholder.