READERS, LEADERS HAIL NEW VISION'S 40-YEAR JOURNEY

TRIBUTE

On March 19, 1986, *New Vision* hit the streets. The very first copy cost just sh300. It was a simple broadsheet, not the glossy giant people know today. The lead headline read: "Government to curb inflation." It looked modest, almost shy. But behind those pages was the birth of what would grow into one of Uganda's most influential media houses. 40 years and counting, **Charles Etukuri** talked to various leaders and readers, who described this remarkable journey.

On March 6, the company hosted a multitude of Christians for a praise and worship show at Kololo Ceremonial Grounds, where Makoma band performed. It was one the major events organised ahead of the celebrations.

Vision Group's chief executive officer Don Wanyama said it was important to start the celebratory journey by reflecting on the past and also praise and worship.

"We thought it's important as we start this journey of our 40-year celebration with praise and worship. As we look forward to the next 40 years, we take a moment to just reflect, praise and worship," he said.

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

Its initial line of business was the production of an English language newspaper The New Vision. It succeeded previous Government owned newspapers (*Voice of Uganda, Uganda Times*) that had collapsed for a variety of reasons.

The paper was founded in conjunction with the Ministry of Information under the late Abu Mayanja. The name The 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 the Movement ideals, but critical of failings, as the basis of its editorial philosophy.

James Tumusiime and William Pike were the founding editor and managing director/editor-in-chief of The New Vision newspaper respectively.

Since its establishment in 1986, the company has grown to become home to some of Uganda's most loved media brands, making it a dominant force in the industry.

With an unwavering commitment to delivering top-quality content and services, Vision Group caters to the diverse information and entertainment needs of millions of Ugandans.

Vision Group prides itself in promoting high standards of journalism in our newspapers. These newspapers offer comprehensive coverage of national and international news, business, sports and more, ensuring readers access reliable and extensive information. Some of our newspaper products include *The New Vision* and *Bukedde*.

In the broadcast field Vision Group serves its audiences all over Uganda across different ages, tribes and interests. The company operate numerous radio and television stations like Bukedde TV, Urban TV, and Radio West, TV West, TV East, Wan Luo, Radio Rupiny, Arua One FM, Bukedde Fama etc. These broadcast platforms provide a rich blend of news, entertainment and educational content.

Within the digital age, Vision Group maintains a robust online presence, boasting a user-friendly website and its state-of-the-art mobile apps, the Vision Digital Experience. This ensures global accessibility to its content.

Vision Group actively participates in organising and sponsoring various cultural, social, and sporting events and initiatives across Uganda. These provide not only entertainment, but also educational value to our clients. These events include The Harvest Money Expo, The Bride and Groom Expo, Embuutu Y'Embuutikizi and Ekinihiiro, among others.

Vision Group to date remains an integral pillar of Uganda's media industry

The company is now a listed entity on the Uganda Stock Exchange. Its mission is to provide transformational content and business solutions that advance society.



FIRST LADY JANET MUSEVENI

On March 19, *New Vision* will celebrate 40 years. I, therefore, congratulate management and staff, past and present, for your contribution to building the nation. We acknowledge the contribution you have made by running a professional media house that has contributed to advancing our communities and our country. We thank God who has given us a peaceful environment that has enabled the media in Uganda to grow to maturity.



SPEAKER OF PARLIAMENT AND BUKEDEA DISTRICT WOMAN MP, ANITA AMONG

We thank *New Vision* for upholding democracy, revealing uncomfortable truths and influencing policy. The celebrations are an important function because they also coincide with President Yoweri Museveni and the National Resistance Movement (NRM) Government at 40 years.



COL. CHRIS MAGEZI, ACTING DIRECTOR DEFENCE PUBLIC INFORMATION

■ The Ministry of Defence and Veteran Affairs, and the Uganda People's Defence Force congratulate *New Vision* on their 40th anniversary. This is a significant milestone, and is testament to Vision Group's resilience, adaptability, innovation and relevance. The *New Vision* is a great partner in defence and security. We pay tribute to the board, management and staff for the outstanding wo over the years, maintaining the *New Vision* at the top in the country, despite the pressures affiliated with shifting national, regional a global media strategic tren Hongera!



ALLAN SSEMBEBWA, SENIOR COMMUNICATIONS OFFICER, MINISTRY OF WORKS

Congratulations to *New Vision* on 40 years of impactful journalism and national service. As a communications professional who has had the privilege of working closely with your teams over the years, I deeply appreciate the role you have played in informing, shaping narratives and most importantly, amplifying Uganda's development journey. As we look ahead, I look forward to even stronger collaboration, particularly in highlighting the opportunities created by our growing transport infrastructure to alleviate poverty in our communities.

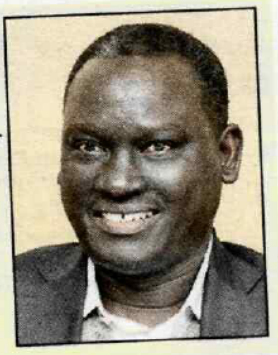


FRANK TUMWEBAZE, AGRICULTURE MINISTER

I congratulate *New Vision* its 40th birthday. Thank y for investing in journalism that builds and develops. Your promotion of farmin education and agribusines stands out as a great highlight for the farming community and we apprec you for that. Keep up the good work of investing in journalism that builds!

KIN KARIISA, NEXT MEDIA CEO

We salute your achievements and wish you many more years of continued innovation, growth and success.



THE DAILY MONITOR

For 40 years, *New Vision* has inspired and informed Uganda with integrity. *Daily Monitor* lauds your legacy and celebrates this milestone with you. Here is to many more years of impactful journalism.

UGANDA MEDIA CENTRE

Congratulations *New Visio* on four remarkable decade a trusted news source and shining beacon of journalis integrity. The Uganda Med Centre salutes your legacy and looks forward to more groundbreaking stories tha shape our nation.