

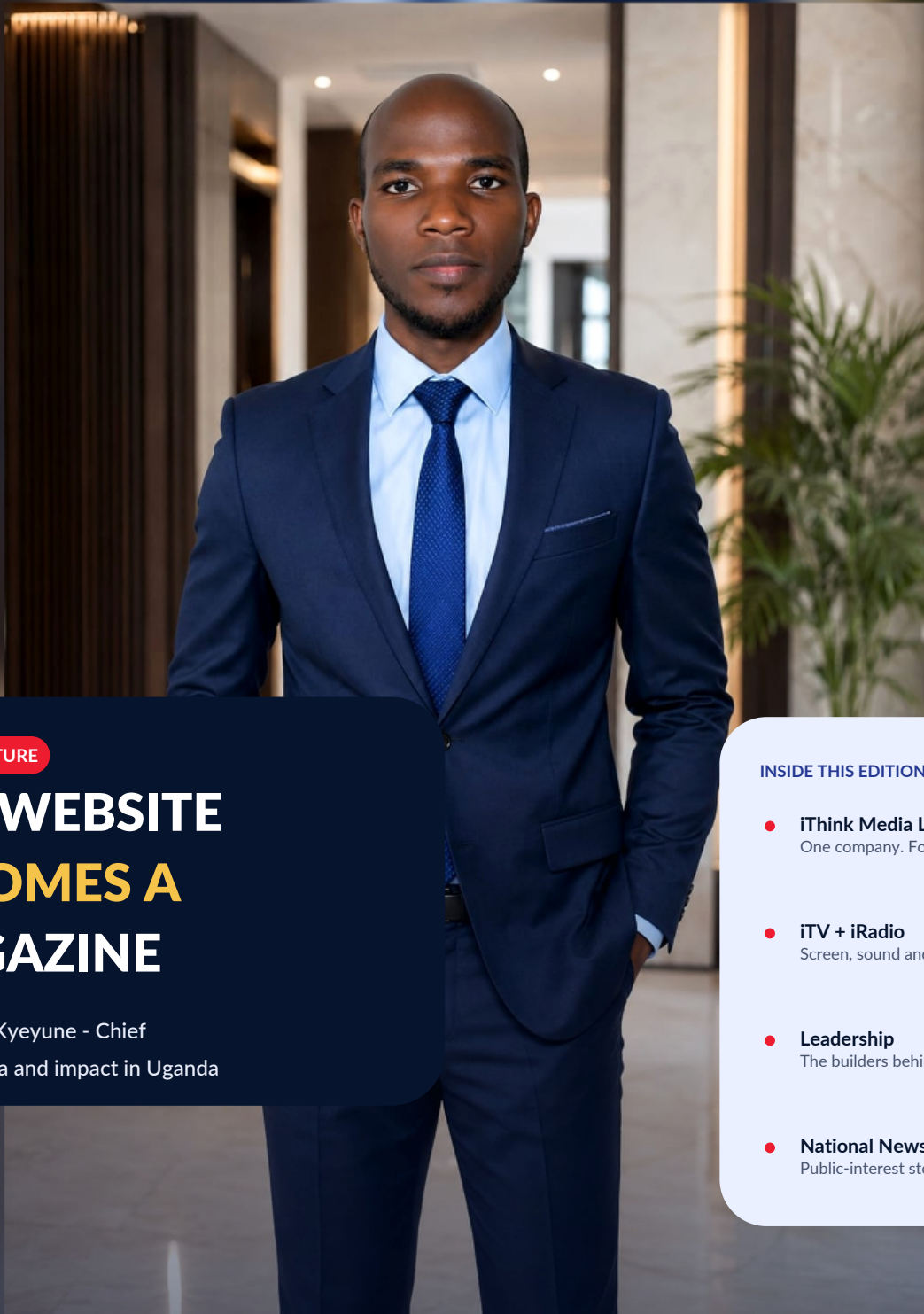
AUGUST 2026 • FLAGSHIP EDITION

iDigest Magazine

YOUR VISIONS, OUR STORIES

160

PAGES



COVER FEATURE

THE WEBSITE BECOMES A MAGAZINE

Richardson Kyeyune - Chief
Vision, media and impact in Uganda

INSIDE THIS EDITION

- **iThink Media Ltd**
One company. Four public gateways.
- **iTV + iRadio**
Screen, sound and African voices.
- **Leadership**
The builders behind the ecosystem.
- **National News**
Public-interest stories through 26 July.

ITHINK MEDIA LTD • INTEGRATED MEDIA, ADVERTISING & TECHNOLOGY

ONE MEDIA HOUSE. EVERY SCREEN. EVERY STREET.

Television • Radio • Magazine • Website • Outdoor • Creative Production • Digital Campaigns



LET YOUR BRAND BE SEEN, HEARD AND REMEMBERED

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THE AUGUST FLAGSHIP EDITION

AUGUST 2026

A living media ecosystem,
now held in your hands.

iThink Media Ltd • iTV Uganda • iRadio Uganda • iDigest Magazine • Services •
Advertising • Newsroom

iDigest Magazine
YOUR VISIONS, OUR STORIES

INFORM • INSPIRE • EMPOWER

Bweyogerere, Uganda • ithinkmedia.info • August 2026

PUBLISHED BY

iThink Media Ltd

P.O. Box 187569, Kampala, Uganda
 Bweyogerere, Uganda
www.ithinkmedia.info

EDITORIAL NETWORK

iThink Media Newsroom

iTV Uganda

iRadio Uganda

iDigest Magazine

CONTACTS

+256 788 886 782
 +256 760 031 006
info@ithinkmedia.info
idigest@ithinkmedia.info

THE PEOPLE

BEHIND THE ISSUE

Leadership, editorial direction and production responsibility.



EXECUTIVE LEADERSHIP

Dr. Mugisha Jeremiah

Chief Executive Officer

Strategy • Partnerships • Growth



EXECUTIVE LEADERSHIP

Richardson Kyeyune - Chief

Managing Director & Chief Operations Officer

Operations • Delivery • Technology

AUGUST 2026 FLAGSHIP EDITION

A4 portrait • Full colour • English • iDigest Editorial Desk

THE NETWORK AT A GLANCE

Four public gateways. One integrated media company. A 160-page journey through identity, leadership, broadcasting, publishing and public-interest storytelling.

01 iThink Media Ltd 11

Identity, purpose, journey and the company architecture.

02 Leadership 21

The people, convictions and systems behind the work.

03 iTV Uganda 35

Television, programmes, presenters and public-interest media.

04 iRadio Uganda 51

Worship, encouragement, original content and digital growth.



FROM IDEAS TO IMPACT

Publishing • Services • Advertising • Newsroom • National stories



05

iDigest Magazine

67

Long-form storytelling, the digital reader and publishing platform.



06

Services & Portfolio

91

Production, branding, marketing, web, outdoor and campaign delivery.



07

Advertising

119

Commercial opportunities, Alianah Junior School and partner visibility.



08

Newsroom

129

Flagship public-interest reporting through the Olara Otunnu story.

BEFORE THE SECTIONS

Editor's welcome 07 • Digital access 08 • The website becomes a magazine 09-10

FROM THE EDITORIAL DESK

WELCOME TO THE ISSUE

“This edition is evidence that African media can be built with care, courage and beauty.”

This August edition brings the living iThink Media ecosystem into print. It is not a screenshot of a website and it is not a catalogue of pages. It is a deliberately edited journey through the company, its public platforms, its services, its stories and the people building them.

Inside, you will meet iTV Uganda, iRadio Uganda and iDigest Magazine as connected expressions of one promise: to inform, inspire and empower. You will also see the work behind the screens - the production, technology, design, advertising and editorial systems that allow ideas to move from a conversation into public life.

For prospective advertisers and partners, this issue is both invitation and evidence. For our audiences, it is a record of where we are, what we value and the standard we are choosing to pursue.

Thank you for holding the first flagship edition in your hands.

iDigest Editorial Desk

AUGUST 2026 FLAGSHIP EDITION

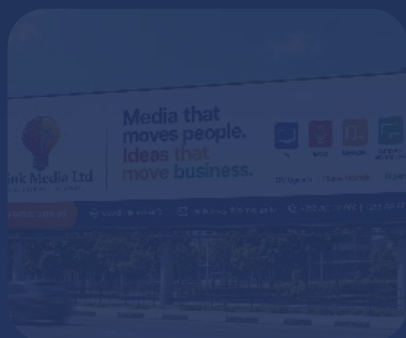
iThink Media Ltd • Bweyogerere, Uganda



YOUR MAGAZINE CONTINUES ONLINE

SCAN. WATCH. LISTEN. READ.

Open the live iThink Media ecosystem directly from this page.

**iThink Media**

SCAN →

MEDIA • SERVICES • PARTNERSHIPS

**iTV Uganda**

SCAN →

NEWS • INTERVIEWS • LIVE VIDEO

**iRadio Uganda**

SCAN →

WORSHIP • HYMNS • ENCOURAGEMENT

**iDigest Magazine**

SCAN →

FEATURES • BOOKS • EDITIONS

FROM DIGITAL PRESENCE TO PRINT PRESENCE

THE WEBSITE BECOMES A MAGAZINE

A living media ecosystem, translated into a permanent, full-colour print experience.

NOT A SCREENSHOT

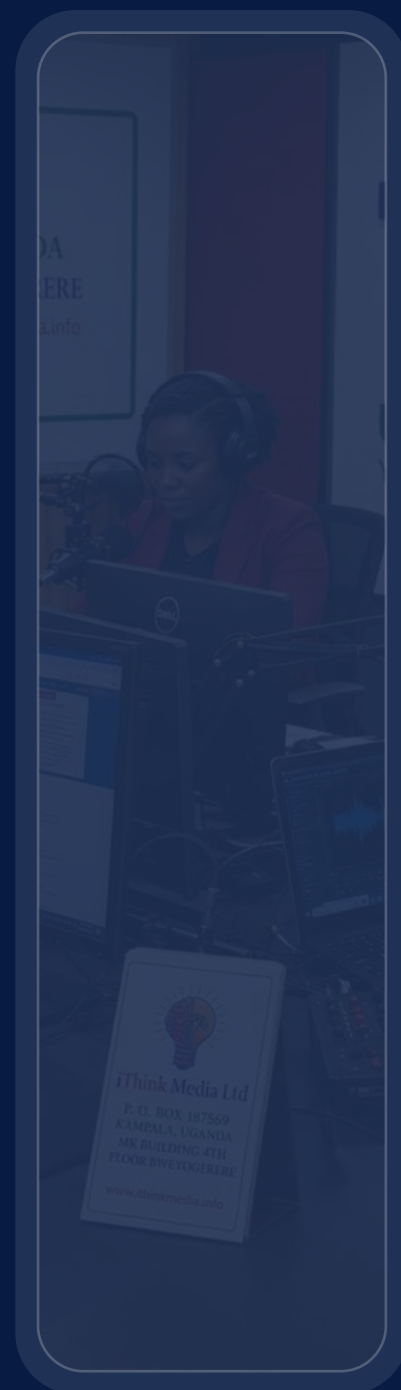
The website supplied the evidence, records and visual language. The magazine supplies selection, pacing, context and art direction.

NOT A BROCHURE

This is journalism, corporate identity, public service, media technology and commercial possibility held in one coherent issue.

A RECORD OF BECOMING

It captures iThink Media Ltd as it existed at 2:55 PM East Africa Time on 27 July 2026 - still growing, but already building deliberately.



INSIDE THE

NEWSROOM

Real studios. Real systems. A growing African media house.



WHY PRINT THIS NOW?

iThink Media Ltd was built around a demanding idea: African media, advertising, creative production and technology should work together without losing professional discipline or human meaning.

The website made that ecosystem visible. This edition makes it tangible. It introduces the company, its leaders, its brands and its services. It carries long-form stories, public-interest reporting and sponsored editorial work. It also preserves the visual language of the network so that a reader holding the printed copy can recognise the same connected identity online.

For prospective advertisers, the magazine is evidence. It shows the editorial environments, visual standards and cross-platform possibilities available through iTV Uganda, iRadio Uganda, iDigest Magazine, the Newsroom, websites, social media and outdoor visibility.

For audiences and partners, it is a statement of direction: the work is still growing, but it is being built deliberately. The magazine does not claim that the journey is finished. It records the decision to build African media with seriousness, creativity and care.

4

PUBLIC GATEWAYS

10

SERVICE FAMILIES

25

NEWSROOM STORIES

160

PLANNED PAGES

□ The strongest evidence of vision is the discipline to keep building. □

SECTION 01



iThink Media Ltd
P. O. BOX 187569 KAMPALA,
MK BUILDING 4TH FLOOR BW

INFORM, INSPIRE, EMPOWER

Media. Advertising. Creative production. Technology.

Uganda's integrated company for public-interest media, commercial communication, outdoor visibility and digital innovation.

MEDIA

Broadcasting and publishing

CREATIVE

Video, audio, design and print

VISIBILITY

Advertising and outdoor

TECH

Web, IT and digital systems

ONE COMPANY. MANY CONNECTED CAPABILITIES.

Built in Uganda. Designed to move ideas, audiences and business.



A LIVING MEDIA ECOSYSTEM

**One media house.
Every screen.
Every street.**

think Media Ltd
187569 KAMPALA, UGANDA
ING 4TH FLOOR BWEYOGERE
dia.info - Email: marketing@thinkmedia.info
+256 788 886 782 / +256 774 798 230
ouTube • Facebook • Instagram • X



3

CONNECTED
FLAGSHIP BRANDS

1

INTEGRATED
COMPANY



IDEAS BUILT
TO GROW

THE ITHINK MEDIA MODEL

Public-interest media meets commercial capability.

The company connects television, radio, magazine publishing and a corporate newsroom with advertising, outdoor visibility, creative production, printing, digital communication and technology services. A client can move from an idea to a complete campaign through one coordinated company.



iThink Media Ltd
P. O. BOX 187569 KAMPALA,
MK BUILDING 4TH FLOOR BWEYOGERERE



IN PRACTICE

We tell the audience, objective and challenge - then build the right combination of screen, sound, story, street and digital.

WHO WE ARE

A media house, creative agency, advertising company and technology partner - under one roof.

iThink Media Ltd brings together broadcasting, publishing, marketing, outdoor advertising, creative production, printing, digital communication and IT services.

The company owns and develops iTV Uganda, iRadio Uganda and iDigest Magazine. Its public-interest platforms and commercial services are designed to strengthen one another.

01 PLAN

Audience, message, channels and measurable outcomes.

02 DELIVER

Creative, technical and commercial teams coordinate production.

03 REPORT

Clients receive agreed files, placement records and follow-through.

UNDER ONE ROOF

Connected capabilities, designed around one brief.



MEDIA

Television, radio, magazine and newsroom.



ADVERTISING

Campaigns, sponsorships and outdoor visibility.



CREATIVE

Video, photography, audio, design and print.



TECHNOLOGY

Websites, digital systems and IT support.

THE CENTRAL PROMISE

One coordinated company. One accountable journey from idea to impact.

THE COMPANY JOURNEY

From an idea to an integrated media ecosystem.

24 APR 2025

INCORPORATED

iThink Media Ltd becomes a Ugandan private limited company.

2025

THE FOUNDATION

Corporate identity, commercial services and a Bweyogerere operating base take shape.

2026

THE NETWORK CONNECTS

iTV Uganda, iRadio Uganda and iDigest Magazine are brought into one public ecosystem.

JULY 2026

THE DIGITAL UPGRADE

Newsroom, live media, publishing, advertising and administration systems become connected.

AUGUST 2026

PRINT PRESENCE

The website becomes a full-colour flagship magazine for audiences, partners and advertisers.



THE STORY IS STILL BEING BUILT - DELIBERATELY, VISIBLY AND WITH ROOM TO GROW.

BUILT TO GROW

Media that moves people. Ideas that move business.



STORY

Public-interest platforms that earn trust.



CAMPAIGN

Creative work designed around objectives.



SYSTEMS

Digital tools that make delivery scalable.

THE DIFFERENCE IS COORDINATION

The same company can research the audience, shape the message, create the visual identity, produce the video, build the website, publish the story, place the advert and report what happened.



OUR DIRECTION

Credible African media. Positive action. Stronger organisations and communities.

VISION

To build a credible African media and communication company that informs people, inspires positive action and empowers organisations, businesses and communities.

TRUST

ACTION

DIGNITY

MISSION

To combine responsible media, creative production, advertising, outdoor visibility and technology into practical communication solutions that serve audiences and help clients grow.

CREATE

CONNECT

GROW

WHAT GUIDES THE WORK

Six values. One standard of responsibility.



01

TRUTH & EDITORIAL RESPONSIBILITY

Accuracy, source discipline and corrections.

02

CREATIVITY & INNOVATION

Ideas that are original, useful and beautifully delivered.

03

PROFESSIONAL SERVICE

Clear briefs, quality control and accountable follow-through.

04

AUDIENCE DIGNITY & INCLUSION

People are not reduced to statistics or stereotypes.

05

COMMERCIAL INTEGRITY

Advertising is clear, responsible and separated from editorial judgement.

06

CONTINUOUS LEARNING

Technology, audience behaviour and standards keep changing.

VALUES ARE NOT DECORATION. THEY TEST EVERY STORY, CAMPAIGN AND SYSTEM.

ONE COMPANY. FOUR PUBLIC GATEWAYS.

Different audiences. Distinct voices. One coordinated ecosystem.



iTV Uganda

Your Visions, Our Voices

News • shows • documentaries • live programmes



iRadio Uganda

Your Visions, Our Voices

Worship • encouragement • devotionals • sermons



iDigest Magazine

Your Visions, Our Stories

Long-form features • interviews • books • editions



iThink Outdoor & Digital

Media beyond the screen

Billboards • street visibility • digital campaigns • web

THE NETWORK IS CONNECTED - EACH BRAND KEEPS ITS OWN EDITORIAL IDENTITY.

FROM ONE BRIEF TO A COMPLETE CAMPAIGN

An idea can move through screen,
sound, story, street and digital –
without leaving the company.



iTV Uganda | iRadio Uganda | iDigest Magazine



ADVERTISE WITH US



www.ithinkmedia.info



marketing@ithinkmedia.info



+256 760 031 006 | +256 788 886 782

01

LISTEN

Audience, objective and challenge

02

SHAPE

Strategy, message and creative direction

03

CREATE

Video, audio, photography, design and web

04

PUBLISH

iTV, iRadio, iDigest, newsroom and social

05

PLACE

Outdoor, digital, sponsorship and advertising

06

REPORT

Files, records, performance and follow-up

ONE COORDINATED COMPANY

More consistency. Less fragmentation. Clearer accountability.

CORPORATE INFORMATION

Corporate foundation, people and purpose.

iThink Media Ltd brings media, advertising, creative production and technology together under one coordinated company. Its foundation is built on clear identity, accountable leadership and practical service.



OUR IDENTITY

ID

iThink Media Ltd
Integrated Media - Creative - Technology

OUR HOME

HQ

Bweyogerere, Kampala, Uganda
MK Building, 4th Floor

OUR SERVICES

SV

Media - Advertising - Creative Production
Technology - Training

OUR PLATFORMS

PL

iTV Uganda - iRadio Uganda
iDigest Magazine - iThink Outdoor/Digital

OUR PUBLIC MISSION

PM

Inform - Inspire - Empower
Authentic stories. Useful solutions. Responsible growth.

One company. Many public gateways.

The purpose is simple: use professional communication and technology to help ideas move, organisations grow and communities remain visible.

IM

The company profile at a glance.

A modern corporate snapshot of the legal identity, operating model, contact points and service clusters behind iThink Media Ltd.



LEGAL IDENTITY

01

iThink Media Ltd
Private Limited Company
Incorporated in Uganda

HEADQUARTERS

02

Bweyogerere, Kampala, Uganda
MK Building, 4th Floor

MAIN CONTACTS

03

+256 760 031 006 / +256 788 886 782
+256 774 798 230
marketing@ithinkmedia.info

PUBLIC WEBSITE

04

www.ithinkmedia.info

BUSINESS HOURS

05

Monday-Friday: 8:00AM-6:00PM
Saturday: 9:00AM-1:00PM

WHAT WE DO

We combine strategy, storytelling, advertising, creative production and technology to deliver end-to-end communication solutions.

- Insight-led strategy
- Original content production
- Multi-platform distribution
- Digital systems and analytics

CORE SERVICE CLUSTERS

ME

MEDIA

Television, radio and digital publishing

BR

BRAND

Advertising, campaigns and identity

CR

CREATE

Video, audio, photography and print

TE

TECH

Web, apps, streaming and systems

TR

TRAIN

Skills and capacity building

AD

ADVISE

Research, strategy and consultancy

OUR CAMPAIGN ECOSYSTEM



iTV Uganda
Your Visions, Our Voices



iRadio Uganda
Your Visions, Our Voices



iDigest Magazine
Your Visions, Our Stories



iThink Outdoor/Digital
Media beyond the screen

EXECUTIVE LEADERSHIP

People steering purpose into action.

Leadership at iThink Media Ltd combines strategic direction with disciplined execution. The company is guided by two active executive leaders with distinct but complementary responsibilities.



CHIEF EXECUTIVE OFFICER

Dr. Mugisha Jeremiah



MANAGING DIRECTOR & COO

Richardson Kyeyune - Chief

STRATEGY - PARTNERSHIPS - GROWTH

Provides strategic leadership, high-level partnerships, institutional growth and corporate direction.

- V VISION** Set the direction.
- T TRUST** Strengthen institutions.
- G GROWTH** Build sustainable partnerships.

OPERATIONS - DELIVERY - TECHNOLOGY

Leads daily operations, coordinates departments, supervises delivery and translates strategy into results.

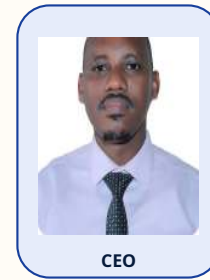
- A ACTION** Turn plans into delivery.
- S SYSTEMS** Build reliable workflows.
- Q QUALITY** Protect the public experience.

Two roles. One shared responsibility.

Build a credible company, serve audiences responsibly, strengthen client value and keep innovation connected to human purpose.

Leadership priorities from vision to delivery.

The leadership structure separates strategic stewardship from day-to-day execution while keeping both aligned around public trust, growth and quality.



01

STRATEGIC DIRECTION

Clarify where the company is going and why it matters.

02

EDITORIAL EXCELLENCE

Protect accuracy, ethics, rights and audience trust.

03

MULTI-PLATFORM GROWTH

Connect television, radio, magazine, web and outdoor.

04

CLIENT VALUE

Turn creative work into useful visibility and measurable results.

05

TECHNOLOGY SYSTEMS

Build secure, responsive and dependable digital infrastructure.

06

YOUNG AFRICAN VOICES

Create serious space for emerging people, ideas and stories.

HOW LEADERSHIP MOVES THROUGH THE COMPANY

LISTEN

DECIDE

COORDINATE

DELIVER

REVIEW

Leadership is visible in the systems people experience every day.

A LONG-FORM FEATURE

Richardson Kyeyune

The builder •

Early life, vulnerability, faith and the foundations of service.

Richardson Kyeyune, widely known as Chief, is a media professional, development practitioner, faith leader, organisational builder and community worker. His story is rooted in vulnerability, shaped by faith and strengthened through years of persistence.

“

He is willing to work before recognition arrives.

AT ITHINK MEDIA LTD

Managing Director & Chief Operations Officer
Operations - Delivery - Technology



F

FAITH

Values and discipline

S

SERVICE

People and dignity

B

BUILD

Systems that work

A life shaped by resilience and faith.

The published profile is not a story of effortless arrival. It is a story of dependence, learning, correction, service and the decision to continue building.

01

A vulnerable beginning

Orphaned at nine months, he grew up knowing that another person's compassion can alter the direction of a life.

02

Faith before recognition

From 2011 to 2018, service as a Global Mission Worker strengthened patience, communication and the willingness to work before recognition.

03

A builder of systems

Profiles, proposals, websites, programmes and administration become practical tools for organisations that begin with strong ideas but weak structures.

04

Learning without pretending to have arrived

He revises, studies, corrects and keeps building. The unfinished journey is treated honestly rather than hidden.

“

A person does not need to have reached the destination before the journey becomes meaningful.

ORGANISATIONAL DEVELOPMENT

Building organisations and opportunity systems.

The work extends beyond media. It includes organisations that help communities translate needs into protection, skills, opportunity and accountable action.

Community Empowerment, Youth Action and Hope in Uganda



Partnership • Inclusion • Impact



HO

MOHI

Inclusion, protection, rehabilitation, health, psychosocial wellbeing and community participation.

HOPE

YO

CYEI

Youth leadership, education, digital access, livelihoods, entrepreneurship and inclusion.

YOUTH

AC

GLOBAL GRANTS HUB

Verified opportunities, eligibility interpretation, proposals, budgets and organisational readiness.

ACCESS

Different institutions. A shared community direction.

MOHI, CYEI and Global Grants Hub remain distinct institutions. Their connection lies in practical systems: safeguarding, youth participation, digital access, credible opportunity research, organisational preparation and responsible communication.

350+

Children directly reached

300+

Young people reached

2024-26

Documented activity period

Turning ideas into systems that work.

Organisational support becomes meaningful when it produces clear decisions, strong documents, safer practices, visible partnership.



A PRACTICAL DEVELOPMENT PATH

- 1 LISTEN**
Understand the people, institution and real problem.
- 2 DESIGN**
Organise goals, responsibilities, safeguards and evidence.
- 3 BUILD**
Create proposals, profiles, budgets, websites and systems.
- 4 SUPPORT**
Guide implementation, partnerships, publishing and learning.
- 5 GROW**
Strengthen credibility without inventing capacity or results.

WHAT THE SYSTEMS PRODUCE

PROFILES

Clear organisational identity

PROPOSALS

Structured, honest applications

BUDGETS

Realistic costing and controls

WEBSITES

Visible, usable digital platforms

SAFEGUARDS

Responsible practice and trust

PARTNERSHIPS

Defined roles and accountability

Editorial clarity: These organisations are separate institutions with different governance structures and mandates. Collaboration should preserve identity, documented responsibility and accountability.

MEDIA VISION

Building platforms for African voices.

From newsroom and studio to screen, speaker, page and street, the aim is to create connected platforms where African stories are treated with ambition and professional care.



iTV Uganda

Your Visions, Our Voices

News, current affairs, interviews, documentaries and live public-interest programming.

iRadio Uganda

Your Visions, Our Voices

Christian music, worship, encouragement, devotionals and hope-centred broadcasting.

iDigest Magazine

Your Visions, Our Stories

Long-form features, ideas, books and editions designed for depth without losing beauty.

iThink Digital

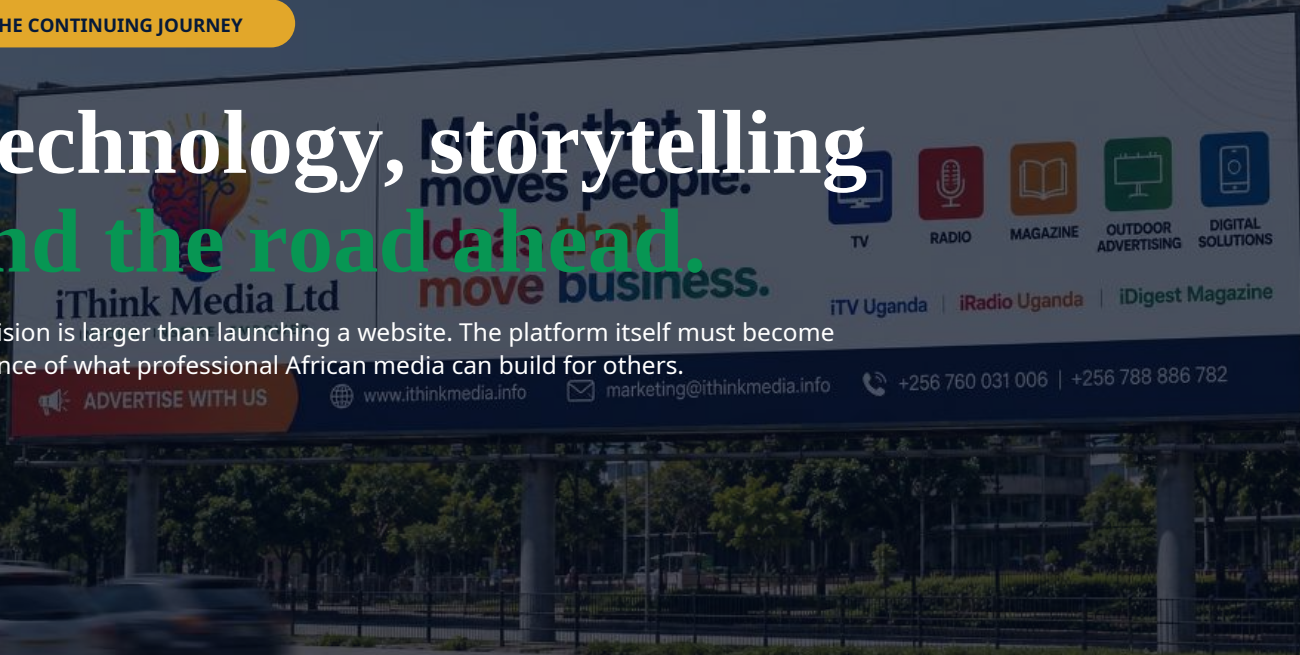
Technology with purpose

Websites, administration systems, publishing platforms and technology solutions.

THE CONTINUING JOURNEY

Technology, storytelling and the road ahead.

The vision is larger than launching a website. The platform itself must become evidence of what professional African media can build for others.



FIVE DIRECTIONS FOR THE NEXT CHAPTER

01

DEEPER JOURNALISM

Long-form reporting, public-interest features and careful editorial context.

02

STRONGER BROADCASTING

Reliable live programming, original video and consistent audience experiences.

03

SMARTER SYSTEMS

Secure, responsive administration, publishing and data infrastructure.

04

ADVERTISER VALUE

Creative cross-platform packages with clear delivery and professional presentation.

05

YOUTH PARTICIPATION

Serious space for young creators, presenters, writers and community voices.

“

African voices deserve platforms built with excellence - not temporary systems that ask audiences to lower their expectations.

INSIDE THE COMPANY

Departments built to move ideas from brief to audience.

The network is organised around real communication and business needs. Editorial, production, commercial and technology teams work as one system, with accountability built into planning, delivery and reporting.

**THE WORKPLACE PROMISE**

Clear briefs. Coordinated teams. Professional execution.
Accountable follow-through.

EDITORIAL & BROADCAST

ED

Journalists • presenters • producers • editors

CREATIVE PRODUCTION

CR

Video • photography • audio • design • print

MARKETING & ADVERTISING

MK

Campaigns • clients • outdoor • sponsorship

TECHNOLOGY & WEB

TX

Publishing systems • streaming • PWA • support

TALENT & DEVELOPMENT

TD

Internships • youth talent • freelance assignments

WORKFLOW & ACCOUNTABILITY

How work moves from an idea to a result.

Every assignment is guided by a practical sequence: understand the objective, coordinate the right skills, deliver professionally and remain accountable after publication or placement.



01 PLANNING

Clear brief and objectives

Define the audience, channel, message, deliverables and success indicators before production begins.



02 DELIVERY

Professional execution

Creative, technical and commercial teams coordinate production, review, placement and publishing.



03 REPORTING

Accountable follow-through

Clients receive agreed files, placement records, performance information and support after delivery.

CAREERS THAT GROW WITH THE NETWORK

As the network grows, iThink Media will engage professionals, freelancers and emerging talent across the following fields.

01 Journalists

02 Presenters

03 Producers

04 Editors

05 Designers

06 Marketers

07 Photographers

08 Videographers

09 Developers

10 Advertising professionals

ACCOUNTABILITY IS NOT A FINAL STEP. IT RUNS THROUGH THE WHOLE PROCESS.

PORTFOLIO

Evidence in motion.

A portfolio is more than a gallery. It is proof that ideas can become visible systems, campaigns, programmes and public experiences.



SELECTED WORK ACROSS MEDIA • OUTDOOR • CREATIVE • TECHNOLOGY

The first portfolio combines current iThink Media systems and demonstration projects. Original client case studies will continue to be added as delivery records grow.

SELECTED PORTFOLIO

A connected body of media and commercial work.





iTV Uganda
Your Visions, Our Voices

UGANDA'S DIGITAL TELEVISION

News, political analysis, investigations, youth, faith, culture, documentaries and interviews - connected through one digital television home.



SECTION 04

Real African stories. Built for every screen.

iTV Uganda brings public-interest television, live programmes and on-demand storytelling into one digital home - connected to the wider iThink Media network.

NEWS

CURRENT AFFAIRS

YOUTH

FAITH

CULTURE

DOCUMENTARIES

iTV Uganda

Your Visions, Our Voices

One channel. Many worlds.

The iTV experience is organised around distinct viewing gateways. Each one has its own visual identity, editorial purpose and route into the wider programme ecosystem.



PUBLIC-INTEREST TELEVISION

Real stories. Real voices. Real impact.



THE PUBLIC-INTEREST PROMISE

iTV Uganda is designed to help audiences understand what is happening, why it matters and where public voices belong. News, analysis and interviews sit beside youth, faith, culture and documentary storytelling.

01 NEWS

Verified national updates

02 ANALYSIS

Context behind the headline

03 INTERVIEWS

People, ideas and accountability

04 YOUTH

Work, culture and the future

05 FAITH

SDA and wider Christian content

06 CULTURE

Ugandan and African identity



THE iTV STORY UNIVERSE

Newsroom energy. Cultural depth. Human connection.



WHY THE MIX MATTERS

A strong African television platform should not reduce people to one headline or one format. iTV combines journalism, conversation, faith, culture, entertainment and community stories so audiences can see more of themselves - and more of their country.

OFFICIAL LIVE TELEVISION

Watch live. Know what is on. Stay connected.

The Watch Live page combines source control, programme information, schedules, audience access and commercial visibility in one premium player environment.

THE PLAYER EXPERIENCE

- LIVE SOURCE CONTROL**
YouTube Live, HLS or another approved source
- HD-READY VIEWING**
A premium web player with fullscreen and sound controls
- NOW & NEXT**
Programme title, description, presenter and schedule
- LIVE / STANDBY**
Clear status when the channel is on air or preparing
- SPONSOR VISIBILITY**
Commercial messages integrated around the programme

LIVE

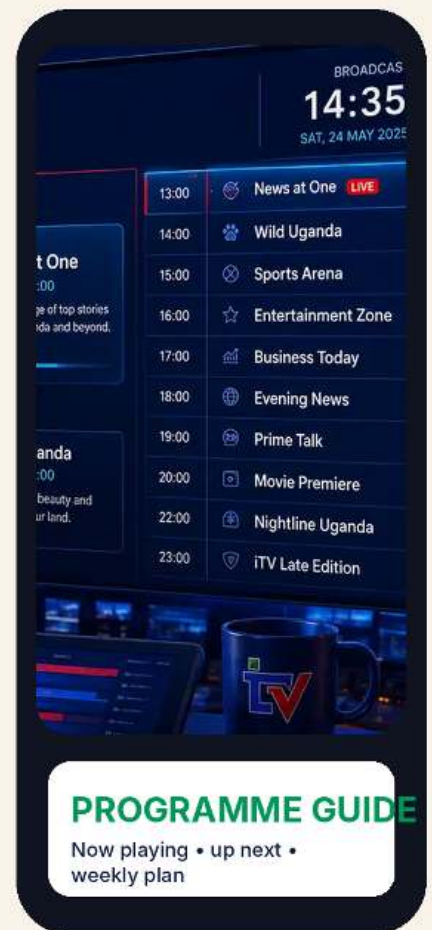
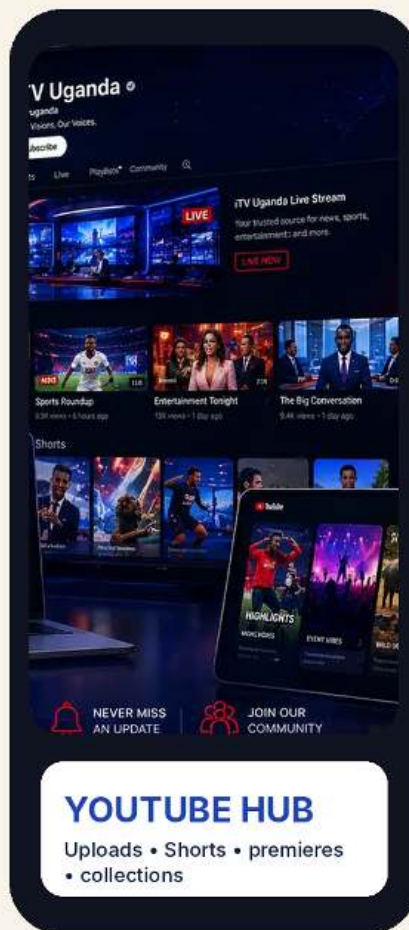
BROADCAST
14:35:2
SAT, 24 MAY 2025

13:00	News at One LIVE	
14:00	Wild Uganda	DC
15:00	Sports Arena	
16:00	Entertainment Zone	ENT
17:00	Business Today	
18:00	Evening News	
19:00	Prime Talk	T
20:00	Movie Premiere	
22:00	Nightline Uganda	
23:00	iTV Late Edition	

CONNECTED VIEWING

From the Admin Centre to every screen.

iTV is designed as a connected digital system: broadcast settings are managed centrally, the official player presents the channel, YouTube expands reach, and mobile access keeps the audience close.



THE CONNECTED BROADCAST FLOW

ADMIN CENTRE

1

Source and programme settings

LIVE PLAYER

2

Official website broadcast

YOUTUBE

3

Live and on-demand reach

MOBILE / PWA

4

Audience access anywhere

ONE SIGNAL. MULTIPLE ROUTES. A MORE CONNECTED AUDIENCE.

MORNING TELEVISION

iTV Ku Makya

Your Morning Briefing

Start informed. Start inspired. Start ready.

MONDAY - FRIDAY**7:00 AM - 9:00 AM EAT**

News headlines, current affairs, community updates, business, faith, inspiration and practical information for a well-informed start to the day.

HOST**RICHARDSON KYEYUNE**

Known on air as Chief

A media professional and communicator guiding viewers through the day with a clear, engaging and people-centred presentation style.



HEADLINES

CURRENT AFFAIRS

COMMUNITY

BUSINESS

FAITH

INSPIRATION

YOUR MORNING BRIEFING

A two-hour programme built around the day ahead.

iTV Ku Makya gives viewers a structured morning window: fast enough for the first briefing, deep enough to explain what matters, and warm enough to begin the day with hope.

THE MORNING RUN

07:00

1

OPENING HEADLINES

The overnight picture and the first national briefing.

07:25

2

CURRENT AFFAIRS

Context, analysis and issues shaping the day.

08:00

3

COMMUNITY & BUSINESS

Public information, livelihoods and practical updates.

08:35

4

FAITH & INSPIRATION

Encouragement, reflection and a purposeful close.



THE MORNING BRIEFING PROMISE

INFORM

1

Verified headlines and practical information.

EXPLAIN

2

Context that helps viewers understand the issue.

CONNECT

3

Community voices, public service and participation.

ENCOURAGE

4

Faith, inspiration and a constructive start.

ONE CHANNEL • MANY WORLDS

The programme universe.

A television platform becomes meaningful when it gives different audiences clear routes into news, conversation, faith, culture, youth, film, sport and live public events.



PROGRAMME MAP

Eight editorial worlds. One connected channel.

Each programme family has a distinct role, visual style and audience promise. Together they form a balanced public-interest and entertainment service.

01

NEWS

Headlines, public service, politics and national updates.

02

CURRENT AFFAIRS

Analysis, interviews and issues behind the headline.

03

INTERVIEWS

Leaders, citizens, experts and community voices.

04

YOUTH

Work, creativity, education and the future.

05

FAITH

Worship, sermons, devotionals and moral reflection.

06

CULTURE

Music, identity, arts and African experience.

07

DOCUMENTARIES

Long-form stories, history and lived realities.

08

LIVE EVENTS

Services, conferences, ceremonies and special coverage.

RESPONSIBLE PUBLISHING

Trust is built before a story is published.

Editorial responsibility begins with verification, continues through attribution and rights management, and remains active through corrections and public accountability.

THE SIX-DESK STANDARD

1

VERIFY

Check facts, names, dates and claims before publication.

2

SOURCE

Identify where information came from and how it was confirmed.

3

ATTRIBUTE

Credit people, institutions, images and original reporting.

4

RIGHTS

Use owned, licensed, public-domain or properly embedded media.

5

CORRECT

Fix significant errors transparently and promptly.

6

RESPECT

Protect dignity, privacy and vulnerable people.

YouTube
iTVUg



TikTok
@iTV Uganda

RIGHTS • SOURCES • CORRECTIONS

Responsible publishing is a visible system.

The public should be able to understand who wrote a story, what sources support it, who owns the media, and how corrections are handled.



SOURCES

Primary documents, official statements, direct interviews and credible reporting.



ATTRIBUTION

Authors, reporters, photographers, organisations and media credits are named.



RIGHTS

Owned, licensed, embedded or public-domain status is recorded before use.



CORRECTIONS

Material errors are corrected; significant changes are explained.

PUBLIC TRUST WORKFLOW

1

RESEARCH

2

VERIFY

3

ATTRIBUTE

4

PUBLISH

5

REVIEW

6

CORRECT

CONNECTED AUDIENCE

One newsroom. Many ways to watch, discover and participate.

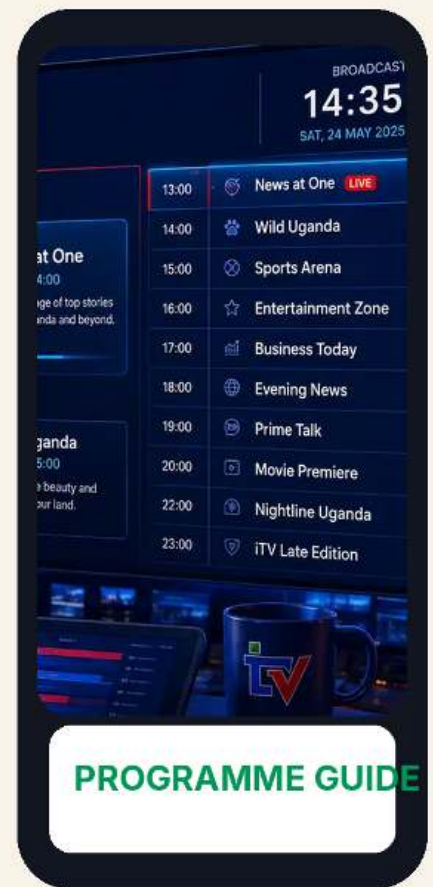
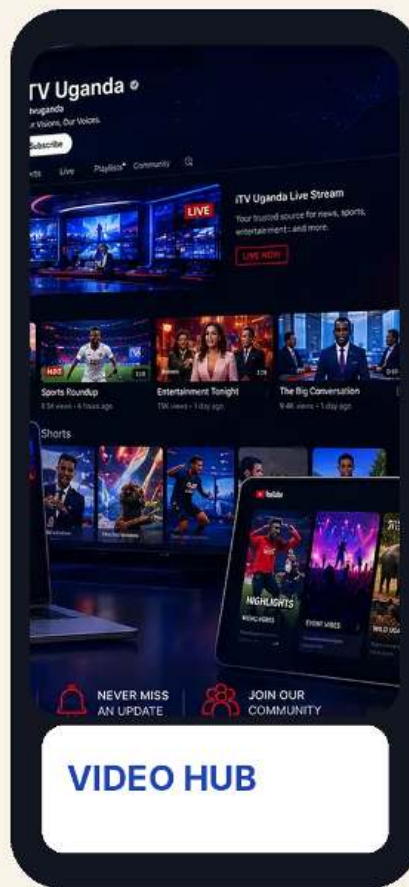
The iTV experience moves across the official website, YouTube, TikTok and mobile access. Each platform serves a different moment in the audience journey.



DIGITAL DISCOVERY

From a headline to a continuing relationship.

A viewer may first meet iTV through a short clip, continue to the full video, open a written story, join a livestream and return through the programme guide.



THE AUDIENCE PATHWAY

DISCOVER

1

A short, headline or recommendation.

WATCH

2

Live, full video or programme page.

UNDERSTAND

3

Article, interview, caption and context.

PARTICIPATE

4

Share, comment, respond or contact.

RETURN

5

Follow schedules and new releases.

PHOTO ESSAY

Inside the iTV visual world.

Studios, cameras, presenters, graphics and control systems come together to create the audience experience.



CURATED ARCHIVE

A visual language built for recognition and trust.

Every image carries a job: identify the programme, establish the story, invite attention, give context or help the audience remember.



THE VISUAL SYSTEM IS NOT DECORATION. IT IS PART OF HOW ITV COMMUNICATES.

SECTION 06 — iRADIO

iRadio Uganda

Your Visions, Our Voices

Worship.
Encouragement.
Hope.

A Christian digital radio platform built for listeners seeking timeless worship, Bible-based encouragement, prayer and faith-filled companionship throughout the day.



A SOUND FOR EVERY MOMENT



ORIGINAL WORSHIP

New Christian hymns and worship songs created to strengthen faith.



CLASSIC HYMNS

Timeless favourites selected for rest, reflection and assurance.



DEVOTIONALS

Bible-based teaching and practical encouragement for daily life.



PRAYER COMMUNITY

Prayer requests, testimonies and faith-filled listener support.

"Those who hope in the Lord will renew their strength."

ISAIAH 40:31

The sound of a faith-filled day.

A planned rhythm of worship, prayer, devotionals, sermons and list



THE DAILY RHYTHM



FAITH THAT STAYS WITH YOU THROUGHOUT THE DAY

AT HOME

Quiet worship for reflection and family moments.

ON THE MOVE

Encouragement for travel, work and the in-between.

AT WORK

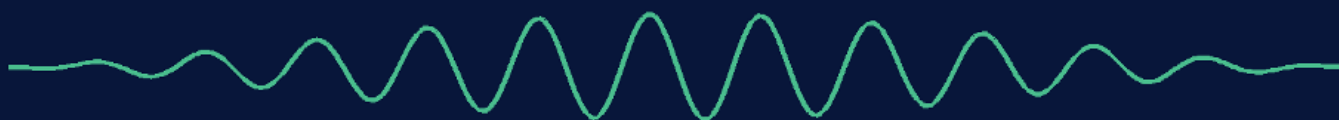
A steady stream of hope without noise or pressure.

IN QUIET MOMENTS

Prayer and Scripture when the heart needs rest.

LISTEN LIVE

One player. Worship on demand. Hope within reach.



iRadio Uganda — Worship, Encouragement & Hope

HD • AUTO CONNECTING • YOUTUBE ON DEMAND

YouTube • Live • Worship

At home, travelling, working or seeking quiet moments with God — the platform is designed to remain present.

WORSHIP • ENCOURAGEMENT • HOPE

A ministry shaped for real life.

iRadio Uganda is built around a simple Christian promise: meet listeners where they are, carry hope into ordinary hours, and make worship accessible beyond the church building.



ORIGINAL WORSHIP

New hymns and worship songs created to strengthen faith and bring peace.



CLASSIC HYMNS

Familiar songs of assurance, testimony and the enduring gospel story.



SERMONS & DEVOTIONALS

Bible-based teaching for work, family, uncertainty and daily discipleship.



PRAYER & TESTIMONY

A protected space for listener requests, testimonies and community support.

THE AUDIENCE

WORSHIPPERS

Listeners looking for a faithful soundtrack to prayer.

FAMILIES

Music and messages that can remain in the home.

WORKERS

Encouragement for ordinary responsibilities and pressure.

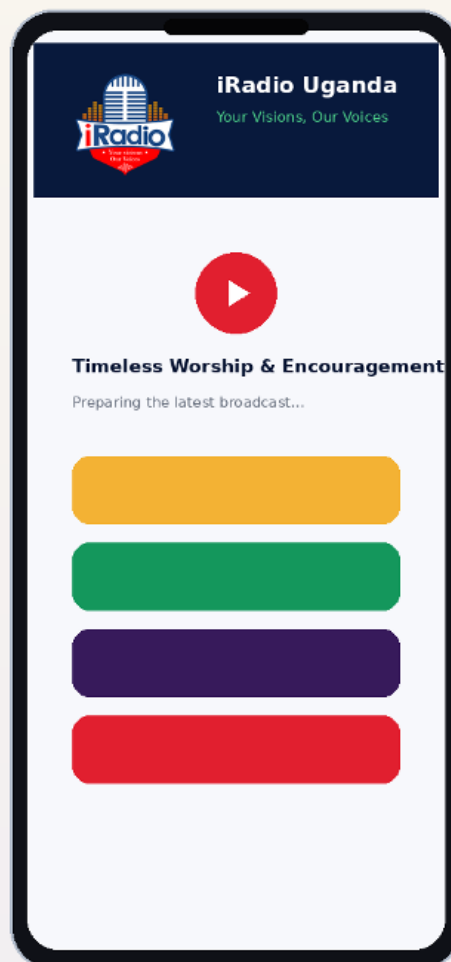
GLOBAL LISTENERS

A Ugandan Christian voice reaching beyond borders.

"Faith that stays with you throughout the day."

A digital ministry with a human rhythm.

The platform connects worship, Scripture and community through a simple digital experience designed for mobile listeners.



FROM CONTENT TO COMPANIONSHIP

- 1 CREATE**
Original hymns, devotionals and Bible messages.
- 2 PUBLISH**
Website, YouTube and live-player distribution.
- 3 CONNECT**
Prayer, testimonies and listener participation.
- 4 RETURN**
A reliable rhythm that brings audiences back.

FOUR DIGITAL TOUCHPOINTS



A simple player for continuous worship and encouragement.

Designed for mobile-first access



Video, original hymns, sermons and devotional playlists.

Designed for mobile-first access



Confidential requests routed with privacy and safeguarding.

Designed for mobile-first access



A predictable rhythm that makes faith content easier to find.

Designed for mobile-first access

The technology matters because it lets the ministry remain near — in the room, on the road and across borders.

Timeless hymns that still move hearts.

Classic hymns and Southern Gospel carry memory, testimony and theology in melodies that generations already know.



WHO CAN CHEER THE HEART LIKE JESUS

Comfort and friendship found in Christ.

CLASSIC GOSPEL • iRADIO



LILY OF THE VALLEY

The fairest of ten thousand to the soul.

CLASSIC GOSPEL • iRADIO



BECAUSE HE LIVES

Hope that faces tomorrow with confidence.

CLASSIC GOSPEL • iRADIO



ROCK OF AGES

A prayer for shelter, mercy and grace.

CLASSIC GOSPEL • iRADIO



DOWN ON MY KNEES

Worship that begins in surrender.

CLASSIC GOSPEL • iRADIO



SITTING AT THE FEET OF JESUS

Stillness, learning and nearness to Christ.

CLASSIC GOSPEL • iRADIO

Why familiar songs still matter.

A hymn does more than fill silence. It carries memory, gives language to prayer and helps a community sing the same faith across generations.

THE SPIRITUAL VALUE

01 MEMORY

A familiar melody can reopen a prayer, a testimony or a season of faith.

02 ASSURANCE

Hymns repeat truths the heart needs when circumstances feel uncertain.

03 COMMUNITY

A shared song turns separate listeners into one worshipping body.

04 THEOLOGY

Strong hymns teach the gospel through words that stay in the mind.

05 REST

The pace of timeless worship creates room to breathe, reflect and listen.

A PLAYLIST OF

testimony and hope.



Because He Lives

Gaither Vocal Band



Who Can Cheer the Heart Like Jesus

Timeless Classic Gospel



Lily of the Valley

Gospel Hymn



Down on My Knees

Gaither Homecoming



Rock of Ages

Vestal Goodman



SDA Hymns Worship Experience

Nonstop praise and adoration



The strongest songs become companions.

They meet listeners in grief, gratitude, uncertainty and celebration — and point them back to Christ.

iRadio's role is not simply to replay what is familiar, but to curate it with care, context and spiritual purpose.

DEVOTIONAL FEATURE

Building Christian discipline.

Self-control is not merely human willpower.

The Christian life grows through cooperation with the Holy Spirit — surrendering habits, returning to Scripture and practising obedience when motivation is low.



“Discipline is the fruit of a life continually yielded to God.”

SELF-CONTROL — GALATIANS 5:22-23



SURRENDER

Begin with the Spirit, not self-reliance.

PRAY FIRST



SCRIPTURE

Give the mind a truth to return to.

READ DAILY



CONSISTENCY

Small faithful actions shape lasting habits.

START SMALL



ACCOUNTABILITY

Invite people and systems that support growth.

STAY CONNECTED

Discipline as a daily practice of grace.

The goal is not perfection. It is a repeatable rhythm that brings the heart back to God, again and again.

THE FIVE-MOVE RHYTHM



Self-control belongs to the fruit of the Spirit. Christian discipline begins with relationship, not pressure.

Reduce friction around good habits and remove easy access to the distractions that repeatedly defeat them.

A believer does not practise discipline to earn God's love, but because grace has already called them into a new life.

A missed day is not a final verdict. Learn, repent, adjust and restart without turning shame into another habit.

"You do not need a dramatic beginning. You need a faithful next step."

IRADIO DAILY DEVOTIONAL

The channel growth journey.

A story of audience growth, original content, monetisation progress, rights lessons and the determination to build a sustainable Christian media platform.

5.7K

Initial growth snapshot

3.6K

Before monetisation review

52

Recorded in the July backup

YPP

Monetisation eligibility achieved

A JOURNEY BUILT IN PUBLIC



THE LESSONS BEHIND THE NUMBERS

- Audience trust grows through consistency.
- Original long-form content builds public watch hours.
- Rights and ownership must shape every publishing decision.
- Technical setbacks cannot become the end of the mission.



@iRadioUg

Originals, ownership and the road ahead.

The next chapter is not only about growing a channel. It is about building a Christian media institution with its own voice, its own catalogue and a clear responsibility to its audience.

ORIGINAL RELEASE SPOTLIGHT

Tulina Amaanyi Mu Linnya Lya Yesu

We Are Clothed in White Garments — Luganda Worship Hymn

Why it matters

Original worship gives iRadio a rights-cleared foundation, reflects local language and faith, and builds a catalogue that can grow beyond short-form clips.



WHAT WE LEARNED

01 OWN THE CATALOGUE

Original work creates long-term value and lowers rights risk.

02 BUILD LONG-FORM

Full hymns and programmes create deeper listening and watch time.

03 KEEP THE MISSION CLEAR

Growth must serve worship, encouragement and hope — not replace them.

04 PUBLISH WITH DISCIPLINE

A regular schedule makes the channel easier to trust and return to.

WHAT COMES NEXT

● 24/7 CLOUD STREAMING

A reliable worship stream beyond local studio hours.

● ORIGINAL HYMN SERIES

Luganda and English worship with clear ownership.

● DEVOTIONAL PROGRAMMING

Regular Scripture-led encouragement for everyday life.

● PARTNERSHIP & ADVERTISING

Values-aligned support that strengthens sustainability.

● RIGHTS-FIRST ARCHIVE

A catalogue with permissions, credits and clear publishing records.

“How do we build a Christian media platform that reaches millions, serves with excellence, and becomes financially sustainable?”

That is the question guiding iRadio's next season.

ORIGINAL WORSHIP • UGANDA

Original worship from Uganda.

A growing catalogue of original hymns, Luganda worship and faith-centred music created for prayer, reflection and everyday encouragement.



FEATURED ORIGINAL

Tulina Amaanyi Mu Linnya Lya Yesu

A Luganda worship journey built around hope, identity, prayer and the power found in the name of Jesus.

03

OWNED DIRECTION

Original work builds a stronger, sustainable content library.

02

AI-ASSISTED CRAFT

Technology supports arrangement, sound and visual production.

01

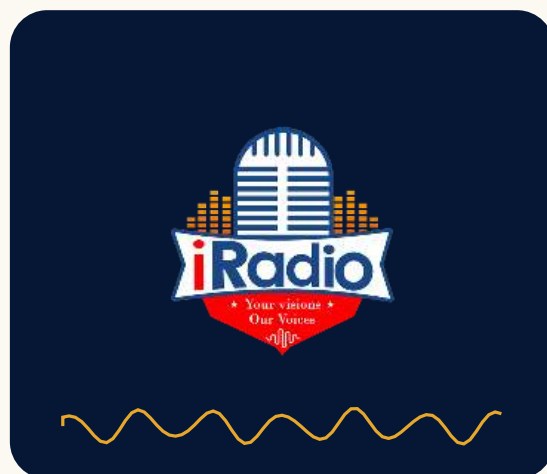
LUGANDA VOICE

Worship that carries local language and spiritual memory.

ORIGINALS • PRODUCTION • OWNERSHIP

From prayer to production.

Original worship becomes stronger when the spiritual idea, language, arrangement, recording, visuals and publishing discipline all work together.



THE ORIGINAL-WORSHIP PRODUCTION PATH



TULINA AMAANYI

Luganda original

Power • identity • hope



KUMPI NAAWE

Luganda worship

Closeness • surrender



HYMNS OF OUR HEART

Long-form worship

Prayer • praise • reflection



QUIET MOMENTS

Reflective audio

Stillness • scripture • peace

VISION • BROADCAST • MINISTRY

Beyond a channel.

The long-term vision is a sustainable Christian media platform that can carry worship, devotionals, sermons, prayer and live community moments across time zones.

5

PARTNERSHIP

Advertising and support that protect the ministry mission.

4

SERMONS & PRAYER

Teaching and intercession presented with dignity and clarity.

3

DEVOTIONALS

Short, practical encouragement for ordinary days.

2

CLOUD BROADCAST

Always-on infrastructure for schedules, repeats and special events.

1

LIVE WORSHIP

Services, music and prayer moments carried beyond one room.



PLATFORM BLUEPRINT

A sustainable Christian media platform

The platform must combine ministry purpose, production quality, discoverability, ownership and a realistic path to financial sustainability.



THE LIVE-TO-LIBRARY FLOW



MINISTRY FIRST

Every product serves worship, hope and spiritual growth.



ORIGINAL LIBRARY

Owned hymns, devotionals and programmes build long-term value.



LIVE INFRASTRUCTURE

Reliable tools support scheduled and special broadcasts.



DISCOVERY

YouTube, website and social pathways help people find the content.



AUDIENCE CARE

Clear schedules, captions, prayer touchpoints and mobile design.



SUSTAINABILITY

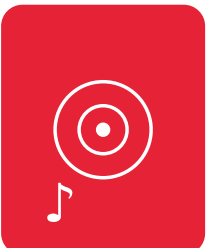
Partnerships, sponsorship and rights discipline protect the future.

Beyond a channel means building a trusted home for Christian sound, live worship and original Ugandan faith content.

CURATED LISTENING GALLERY • 01

Press play. Stay with the message.

A selected listening shelf — not a dump. Each card offers one clear entry point into the worship, hymn and devotional world of iRadio Uganda.



Tulina Amaanyi Mu Linnya Lya Yesu

Original Luganda worship

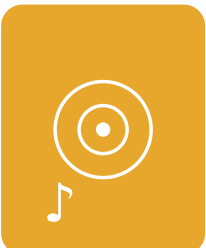




Kumpi Naawe

Luganda worship short





Hymns of Our Heart

Long-form praise and adoration

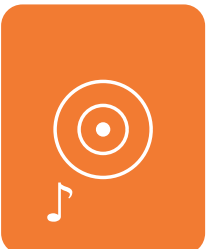




Because He Lives

Timeless Gospel hymn





Who Can Cheer the Heart Like Jesus

Classic Gospel hymn





Yearning for Jesus

Prayer for closeness and mercy



CURATED LISTENING GALLERY • 02

A listening journey for different moments.

Some songs lift the room. Others quiet the heart. The gallery is arranged as a set of spiritual moments, each reached through its own QR doorway.



I Surrender All

Deep worship



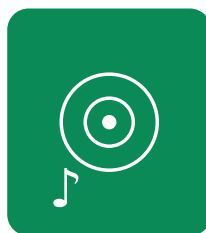
Leaning on the Everlasting Arms

Old Country Church



Blessed Assurance

Classic hymn



Just a Closer Walk with Thee

Prayerful Gospel



Rock of Ages

Timeless hymn short



When All God's Singers Get Home

Joyful Homecoming



CHOOSE A MOMENT

Morning courage • Evening reflection • Prayer • Family listening • Deep worship • Hope after a difficult day

SECTION OPENER

iDigest Magazine

Your Visions, Our Stories

Stories worth staying with.

Long-form African journalism, ideas, books and magazine editions designed for a generation that wants depth without losing beauty.

Editorial promise
Context before noise. Human dignity before spectacle. Beauty
without sacrificing depth.



THE EDITORIAL ECOSYSTEM

One magazine. Many ways to go deeper.

The platform combines editorial desks, books, digital editions and a page-turn reader — one connected home for thoughtful African storytelling.



1

FEATURES

Ideas, institutions and lives explored with context.

2

INTERVIEWS

Conversations that reveal the thinking behind the work.

3

DEVELOPMENT

People, systems, solutions and the realities behind progress.

4

FAITH & SOCIETY

Hope, responsibility and spiritual life in public conversation.

5

CULTURE

Who tells Africa's stories — and how identity keeps changing.



EDITIONS • BOOKS • READER

Read online, download where permitted and move between journalism and the wider digital library.

LONG-FORM AFRICAN JOURNALISM

Why long-form still matters.

Speed dominates the internet. But communities still need context, memory, careful reporting and stories that stay long enough to explain what happened — and why it matters.



1

DEPTH
Give the reader enough room to understand people, causes and consequences.

2

CONTEXT
Connect the latest moment to the history and systems around it.

3

MEMORY
Create a durable record that does not disappear with the feed.

4

DIGNITY
Treat communities as people with agency, not as content material.

5

BEAUTY
Use thoughtful visual design to invite attention without trivialising truth.

“

Stories worth staying with are stories that respect the reader's intelligence and the subject's humanity.

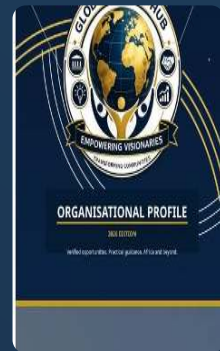
DEPTH WITHOUT LOSING BEAUTY

Depth without losing beauty.

iDigest is built for a generation that expects strong design but also wants meaning: journalism, ideas, books and editions that can be read slowly, remembered and shared.



CLASSIC FICTION



DEVELOPMENT



YOUTH LEADERSHIP



COMPANY PROFILE

1

READ

Long-form journalism and visual features.

2

LISTEN

Connected stories across the wider media network.

KEEP

Downloadable editions and books where permissions

iDigest Magazine
Your Visions, Our Stories
idigest@ithinkmedia.info • +256 788 886 782

THE PUBLISHING ECOSYSTEM

One magazine.

Many ways to go deeper.

Features, interviews, development reporting, faith and society, culture, editions, books and a page-turn reader operate as one connected publishing system.



ONLINE READER

A page-turn experience connects the editorial desks to downloadable editions, books and long-form reading on mobile or desktop.

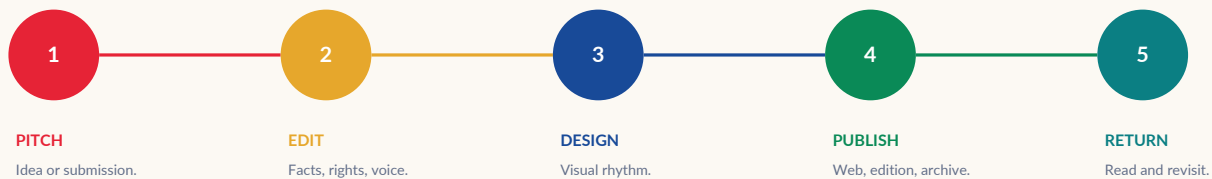


FROM STORY TO READER

How the ecosystem

moves.

Every desk has a distinct purpose, but the publishing workflow keeps standards, rights, design and accessibility connected.



01

FEATURES

Profiles and institutional stories.

02

INTERVIEWS

Questions and public conversation.

03

DEVELOPMENT

Community realities and results.

04

FAITH & SOCIETY

Truth, worship and dignity.

05

CULTURE

Identity and African memory.

06

EDITIONS

Curated magazine issues.

07

BOOKS

Novels and downloadable reading.

08

READER

Page-turn access on devices.

The result: one editorial home where fast digital access and slow, thoughtful reading can coexist.

FEATURES DESK - STORY 01

From an idea to an integrated media house.

The story behind a Ugandan company bringing television, radio, magazine publishing, advertising and technology into one connected media ecosystem.

“Television gives stories immediacy. Radio creates companionship. A magazine creates room for reflection.”

3

AFRICAN

Built for audiences and organisations across the continent.

2

STRUCTURED

Permanent systems, not isolated posts.

1

CONNECTED

Television, radio, publishing, outdoor and technology.

FEATURES DESK - STORY 02

Why deeper African stories still matter.

Speed dominates the internet, but context, memory and careful storytelling remain essential to how communities understand themselves.

01

CONTEXT

Explains how events began, who is affected and why the issue matters beyond one day.

02

OWNERSHIP

Creates memory when communities document their own institutions and culture.

03

DESIGN

Photography, typography, audio and video can help a reader stay with a subject.

Depth is not the opposite of modern media.
It is the discipline of giving complexity enough room to become understandable.



THE ROLE OF IDIGEST

Features, interviews, development, faith and society, culture, books and independent writing - with editorial responsibility at the centre.



INTERVIEWS DESK - STORY 01

A conversation with Richardson Kyeyune.

An editorial conversation about building a publication, presenting it to a national audience and creating space for African writers.



EDITORIAL CONVERSATION

Launching a publication, taking it to national television and opening a door for African writers.

Q

WHY CREATE A MAGAZINE WHEN SOCIAL MEDIA IS EVERYWHERE?

To develop ideas properly and show the person or institution behind a caption.

Q

WHAT DID THE UBC APPEARANCE REPRESENT?

A public introduction to a serious media product, not a private design experiment.

Q

WHAT SHOULD WRITERS EXPECT?

A route for articles, essays, books and manuscripts to enter editorial consideration.

Q

WHAT IS THE LONG-TERM AMBITION?

A living African publishing platform with editions, books, archives and contributor pathways.

INTERVIEWS DESK - BEHIND THE LAUNCH

Behind the UBC launch.

A behind-the-scenes account of the television appearance that helped introduce iThink Digest Magazine to Ugandan viewers.



FROM PRODUCT TO PUBLIC PROMISE

National television raised the standard: improve editorial quality, design, accessibility and consistency after the cameras are gone.



01

PREPARE

Clarify the publication and promise.

02

PRESENT

Introduce it to a national audience.

03

PRESERVE

Archive the message and public commitment.

04

PUBLISH

Keep producing after launch-day attention fades.

DEVELOPMENT DESK - STORY 01

Community stories need more a headline.

Development reporting becomes more useful when it follows people, systems and results—not only ceremonies and announcements.



THE ANATOMY OF USEFUL DEVELOPMENT REPORTING

1

BEFORE

What problem existed before the intervention?

2

PEOPLE

Who is affected, who decided and who participated?

3

ACCESS

Can intended communities actually reach the service?

4

RESULTS

What changed after the ceremony and first photographs?

5

MEMORY

What should future readers be able to return to?

“The people affected should not appear only as statistics or background images.

DEVELOPMENT DESK - STORY 02

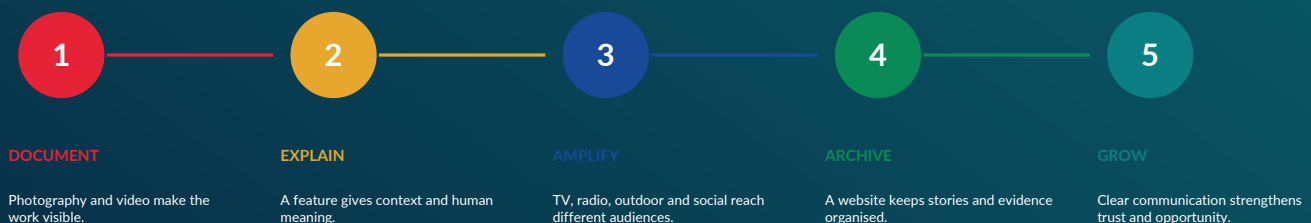
What integrated media can do for

African organisations.

A practical look at how connected media, design and digital systems can help organisations explain their work and reach the right audiences.



FROM ISOLATED POSTS TO A COMMUNICATION SYSTEM



PURPOSE

Visibility should help the right people understand the organisation.

CONTINUITY

Permanent systems reduce dependence on one phone or platform.

EFFICIENCY

One strong story can serve several channels without losing meaning.

DIGNITY

Respectful media keeps communities at the centre of representation.

FAITH & SOCIETY DESK - STORY 01

Faith, media and responsibility.

Faith-based communication can encourage people without abandoning accuracy, dignity or responsibility.



1

TRUTH

Encouragement should not depend on exaggeration.

2

CONSENT

Sensitive experiences must be handled with care.

3

DIGNITY

Spiritual language should never turn people into entertainment.

4

DISCIPLINE

Wider digital reach makes rights and accuracy more important.

“ Hope and truth belong together.

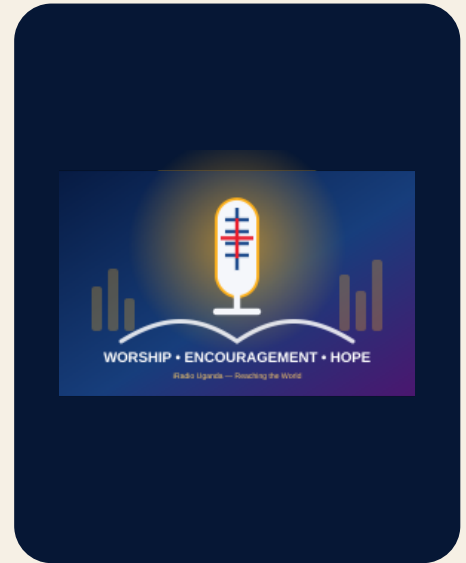
SERVING PEOPLE, NOT ONLY PLATFORMS

The most useful faith media remembers the person on the other side of the screen or speaker. Its purpose is not simply to fill a schedule, but to serve with care.

FAITH & SOCIETY DESK - STORY 02

The quiet power of hope-centred broadcasting.

Why worship, hymns and reflective programming continue to matter in homes, workplaces and journeys.



1

A FAMILIAR HYMN

Tradition can travel through digital formats without losing its memory.

2

A THOUGHTFUL REFLECTION

Quiet programming can accompany someone without demanding constant attention.

3

A VOICE THAT HELPS SOMEONE BEGIN AGAIN

Value may live in a private return, replay or shared devotional.

TRADITION + RENEWAL

Classic hymns preserve memory. Original music and new voices speak to contemporary experience.

“Not every important broadcast needs urgency.

A DIFFERENT MEASURE OF VALUE

The same song may become a private companion during a difficult week.

CULTURE DESK — STORY 01

Who gets to tell Africa's stories in the next digital decade?

Technology has widened access to publishing, but questions of ownership, context and representation remain.



01

WHO CHOOSES THE ANGLE?

Representation is shaped long before a story reaches the audience.

02

WHO IS TREATED AS AN EXPERT?

Local knowledge must not be reduced to background colour.

03

WHAT GETS PRESERVED?

Languages, communities and institutions need durable archives.

“Ownership matters most when it creates room for honest, well-researched stories rather than simple praise.

CULTURE DESK — STORY 02

How African media identity is changing.

The boundaries between television, radio, magazines and books are becoming more flexible—and more creative.



Television remains immediate.



Radio and audio remain intimate.



A magazine creates room for reflection.



A library makes stories durable.

CONSISTENCY WITHOUT SAMENESS

A connected media company benefits from shared standards, but each platform must retain its own character: television immediate, radio intimate and the magazine reflective.

1

PHONE

Readable at small scale.

2

STUDIO

Visible in physical space.

3

PRINT

Balanced on the page.

4

EVENT

Recognisable in public.

THE AUGUST FLAGSHIP EDITION

From coming soon to a finished edition.

The website already recognises this publication as the featured and latest magazine edition. The final PDF is what activates the full reading and download experience.

LIVE WEBSITE RECORD

	iThink Digest Magazine — Launch Edition
TITLE	
	A new home for deeper African stories
SUBTITLE	
	Launch Edition
EDITION	
	23 July 2026
DATE	
	COMING SOON
STATUS	
	YES
LATEST	
	YES
FEATURED	

LATEST EDITION



WHAT IS STILL MISSING?

The completed PDF file. Once uploaded and the publication status is changed to Published, the online reader and download controls can become active.

FROM RECORD TO READER

What turns a record into a publication.

The publication system already stores the cover, title, edition label and permissions. A disciplined release process turns those settings into a reliable public reading experience.

LATEST EDITION

COMING SOON

Cover uploaded
PDF pending
Read enabled
Download enabled



COVER
Correct issue label and cover lines.



PAGE COUNT
Matches the final exported PDF.



ONLINE READ
Enabled only after the PDF exists.



DOWNLOAD
Shown when permission is enabled.



SEO
Title and description reflect the issue.



PROOF
Print and screen copies checked.

OPEN THE EDITIONS LIBRARY

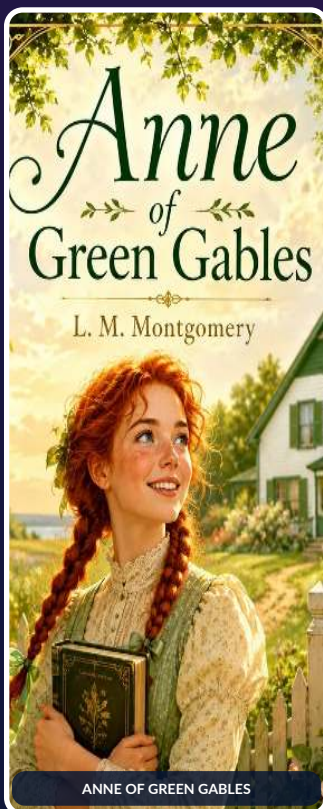
Scan to view the live iDigest editions page and its latest-edition feature.



THE DIGITAL BOOKSHELF

Books you can open, keep and return to.

The iDigest library brings together classic fiction, organisational profiles and independent publications in one online reading environment.



CLASSIC FICTION

DEVELOPMENT

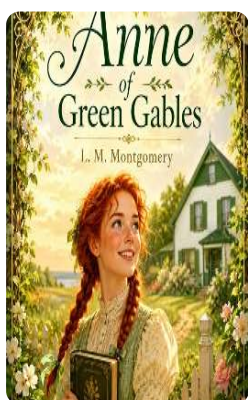
YOUTH LEADERSHIP

CORPORATE

BOOKS & PUBLICATIONS

Four different reasons to keep reading.

Each publication keeps its own identity while sharing the same reader, download controls and library presentation.



NOVEL

Anne of Green Gables

A Timeless Story of Imagination, Belonging and Hope

476 pages [READ ONLINE](#)

CLASSIC LIBRARY

476 pages of imagination, belonging and hope - available to read online, download as PDF and access as EPUB.



2026 EDITION

Global Grants Hub Organisational Profile

27 pages

Verified Opportunities. Practical Guidance. Africa and Beyond.



VERSION II — REVISED EDITION

CYEI Organisational Profile

29 pages

Belong Anywhere — Opportunity Should Not Depend on Where a Young Person Begins



VOLUME II — REVISED EDITION

iThink Media Ltd Company Profile

37 pages

Ideas That Inform, Inspire and Influence

[READ ONLINE](#)

[DOWNLOAD](#)

[RETURN LATER](#)

Open the bookshelf and choose the format permitted for each publication.



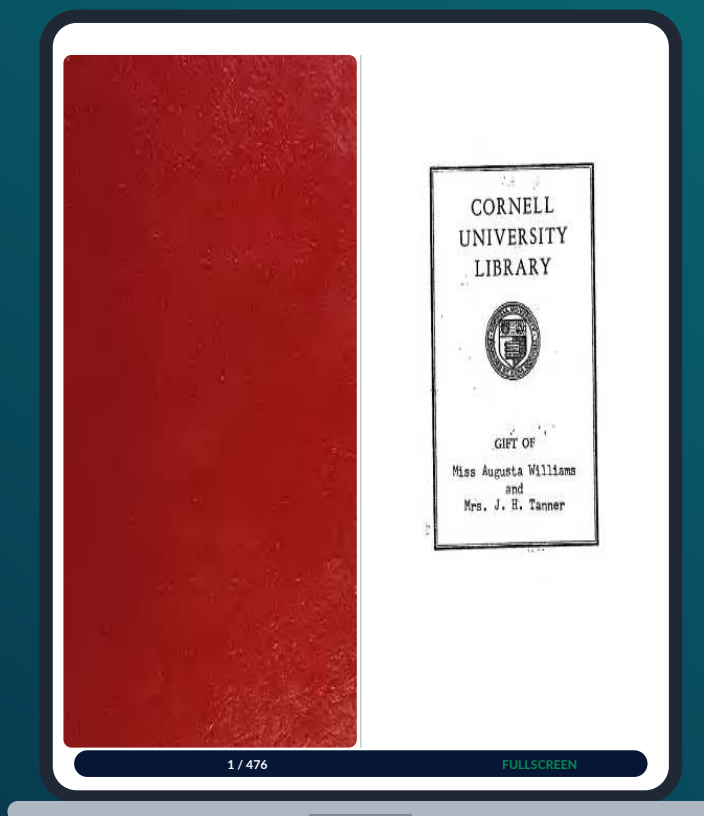
THE PAGE-TURN READER

Open a book.

Turn a page.

Keep your place.

The reader turns a PDF into an intentional reading space with navigation, fullscreen viewing, progress memory and a download fallback.



1

TURN

Previous and next controls.

2

FOCUS

Fullscreen reading.

3

RETURN

Progress remembered.

4

FALLBACK

Open or download the PDF.

“A digital reader should make the book feel closer - not make the technology feel louder.

READING ACROSS DEVICES

The library travels with the reader.

A publication can move from desktop to tablet or phone without losing the route back to the same trusted library.

1

ONLINE READING

Open supported publications in the browser.

2

FULLSCREEN

Use more of the screen for the page.

3

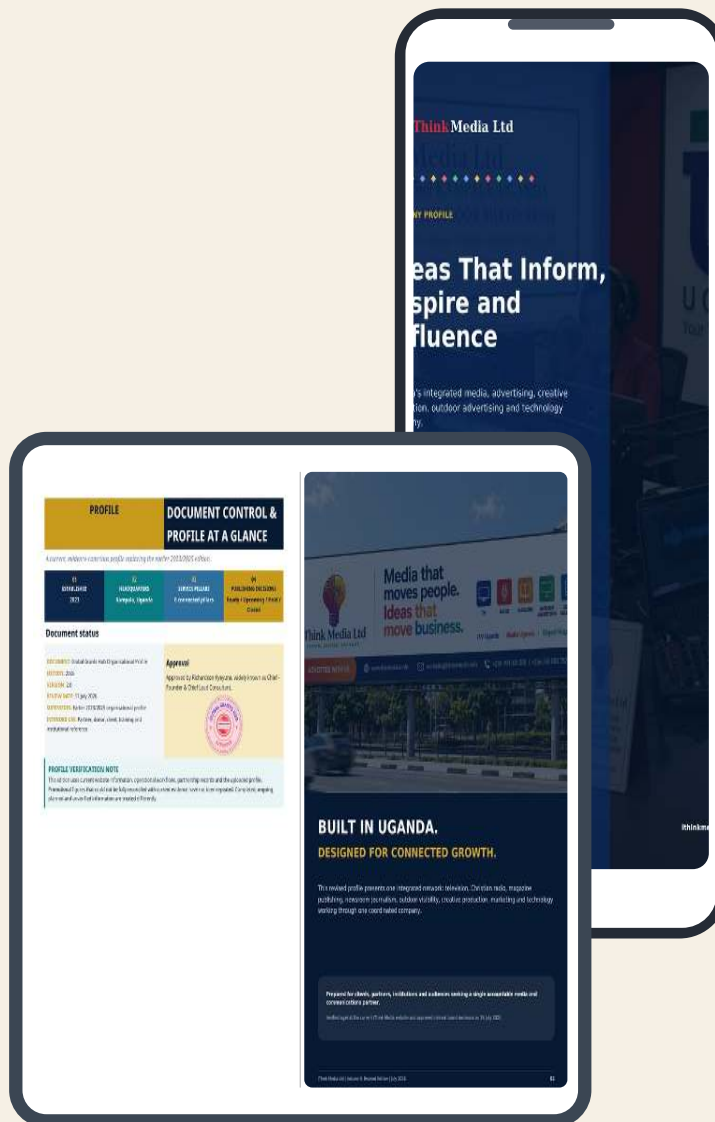
DOWNLOAD

Keep a permitted PDF on the device.

4

PROGRESS

Return later without starting from zero.



Scan to open Anne of Green Gables in the iDigest reader.



PUBLISH WITH US

Bring the work. We will give it a serious place to live.

iDigest welcomes original articles, essays, interviews, poetry, novels, books and other thoughtful work for editorial consideration.



YOUR MANUSCRIPT

**A story starts privately.
Publishing lets it travel.**

ARTICLES & ESSAYS

NOVELS & SHORT FICTION

POETRY & ANTHOLOGIES

RESEARCH & COMMENTARY

MEMOIRS & BIOGRAPHIES

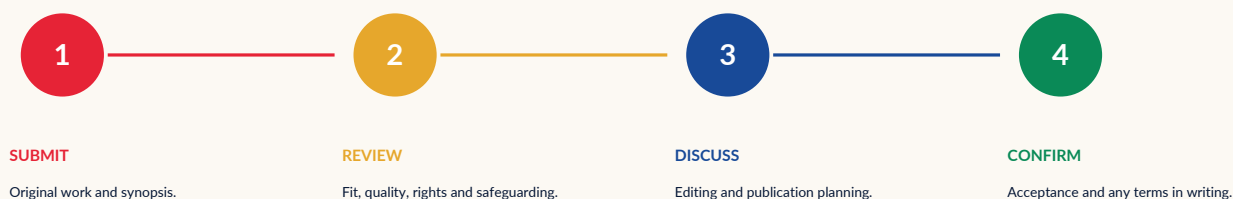
FAITH & REFLECTIVE WRITING

“Publishing is not automatic. It is a conversation between the work, the writer and the editorial standard.

WRITERS, ADVERTISERS AND PARTNERS

Editorial review, not automatic publication.

Submitting creates a clear route into consideration. It does not guarantee publication and it does not transfer copyright to iThink Media Ltd.



WHAT TO PREPARE

AUTHOR / PEN NAME	Identity
TITLE AND WORK TYPE	Article, book, poetry...
SYNOPSIS OR PROPOSAL	Idea, reader and purpose
MANUSCRIPT OR SECURE LINK	PDF, DOCX, EPUB or TXT
RIGHTS CONFIRMATION	Own or permitted to submit

BEYOND SUBMISSION

- EDITORIAL**
Submit original writing.
- ADVERTISING**
Book space in an edition.
- PARTNERSHIP**
Support a desk or project.
- BOOKS**
Discuss digital publication.

Submit your work: ithinkmedia.info/idigest-magazine/publish-with-us/
Editorial contact: idigest@ithinkmedia.info Advertising: marketing@ithinkmedia.info



SERVICES AND PORTFOLIO

Ideas become images, sound and shared experience.

iThink Media combines strategy, production, design, technology and distribution so a client can move from one clear brief to a finished campaign under one coordinated team.



- 01 PLAN** Audience, message, channels and goals.
- 02 CREATE** Film, audio, graphics, photography and copy.
- 03 DELIVER** Screens, speakers, events, web and outdoor.
- 04 PROVE** Files, placement records, data and follow-through.

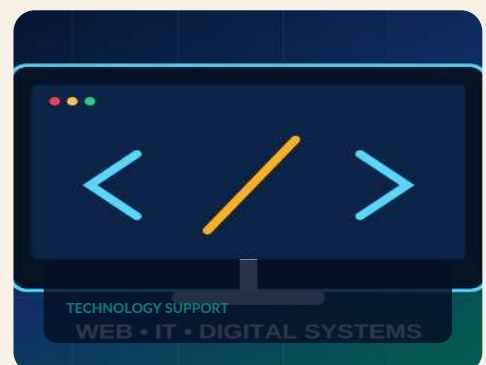
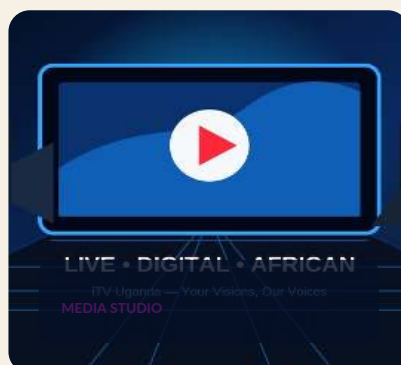


“Production is strongest when the creative idea, the technical plan and the delivery channel are designed together.

FROM BRIEF TO IMPACT

One team. One coordinated production journey.

The strongest production begins before the camera, microphone or livestream goes live. It starts with a clear objective and ends with accountable delivery.



EVERYTHING UNDER ONE ROOF

Ten service families.



THE WIDER COMMERCIAL OFFERING

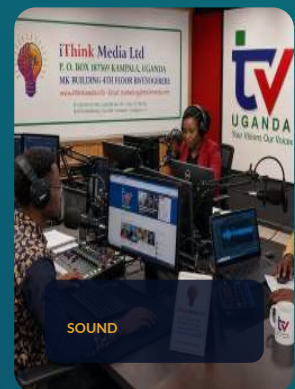
A campaign can live on screen, on air, online and in the street.

The value of integration is not simply having many services. It is making every channel repeat the same promise clearly, at the right moment, for the right audience.



SCREEN

Television, video, livestream and presentation.



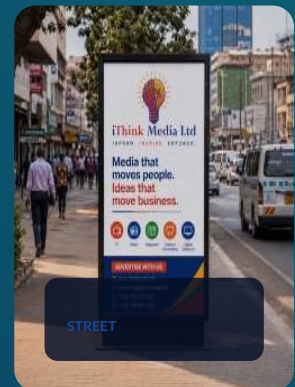
SOUND

Radio, voice-over, podcasts, jingles and worship.



DIGITAL

Web, social, reader platforms and analytics.



STREET

Billboards, signs, branded vehicles and visibility.

1

CREATE

Story, script, visual identity and production.

2

PLACE

Website, television, radio, outdoor and social.

3

AMPLIFY

Cross-promotion across the public network.

4

MEASURE

Reports, response data and campaign learning.

“One brief. Many touchpoints. A recognisable experience wherever the audience meets the brand.”

VIDEO AND PHOTOGRAPHY

Pictures that carry the message.

Professional video production, documentaries, commercials, event coverage and photography for businesses, organisations, churches, institutions and media audiences.



FIELD PRODUCTION AND MEDIA COVERAGE

1

DOCUMENTARIES

Research-led stories with context and human voice.

2

INTERVIEWS

Clear framing, sound and presentation for every guest.

3

CAMPAIGNS

Commercial visuals built around audience and action.

4

EVENTS

Ceremonies, conferences, church services and launches.

5

PHOTOGRAPHY

Editorial, leadership and brand photography.

6

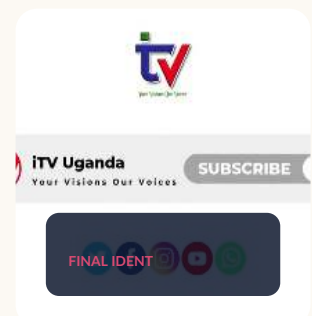
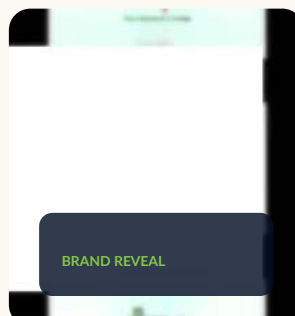
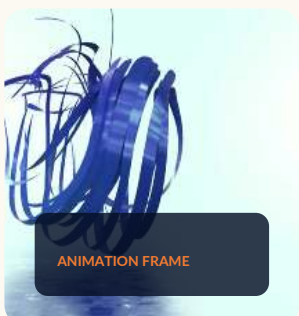
DELIVERY

Edited masters, social cuts, thumbnails and archives.

A VISUAL PRODUCTION PORTFOLIO

From field camera to finished frame.

Every production is shaped for its final use: broadcast, social media, documentary, event archive, campaign, publication or institutional record.



AUDIO PRODUCTION

**A voice can
become a brand.**

**A sound can
become memory.**

From a short commercial message to a full Christian radio programme, the audio workflow covers scripting, recording, editing, mixing and delivery.



RADIO STUDIO AND LIVE PRODUCTION



1

VOICE-OVER

Commercials, narration and public messages.

2

JINGLES

Memorable brand and programme identity.

3

PODCASTS

Conversation, interviews and serial audio.

4

RADIO

Adverts, programmes and station-ready delivery.

5

MUSIC

Original worship, song production and mastering.

6

AUDIO BRANDING

Intros, beds, stings and sonic signatures.



WORSHIP, DEVOTIONALS AND ORIGINAL MUSIC

FROM SCRIPT TO MASTERED SOUND

Listen first.

Record with purpose.

Deliver with clarity.

Good audio feels simple because the planning underneath it is disciplined: audience, voice, words, music, timing, loudness and delivery format.

1

SCRIPT

Message, pronunciation, tone and duration.

2

CAST

Choose the right voice or presenter.

3

RECORD

Clean performance in a controlled space.

4

EDIT

Remove noise, shape pacing and structure.

5

MIX

Balance voice, music and effects.

6

MASTER

Prepare the file for radio, web or event use.

SONIC BRANDING

A short sound can identify a programme before a presenter speaks. Intros, stings, beds and transitions create continuity across radio, video, livestreaming and social media.



iRadio Uganda
Your Visions, Our Voices

WAV MASTER

MP3 DELIVERY

RADIO READY

SOCIAL CUT

LIVESTREAMING AND EVENT PRODUCTION

The room matters.

The online audience matters too.

Professional livestreaming combines technical planning, visual production, audience access and media coverage for events that must work both in the venue and online.



1

CHURCH SERVICES

Worship, preaching, prayer and lower thirds.

2

CONFERENCES

Speakers, presentations, screens and remote viewers.

3

CEREMONIES

Weddings, graduations, memorials and public occasions.

4

LAUNCHES

Product, publication and institutional announcements.

5

HYBRID EVENTS

Participants in the room and online at the same time.

MULTI-CAMERA

LOWER THIRDS

RECORDING

ONLINE DISTRIBUTION

END-TO-END EVENT PRODUCTION

Plan the venue.

Build the programme.

Reach beyond the room.

A reliable event production plan connects cameras, sound, presentation graphics, internet access, recording, moderation and post-event distribution.



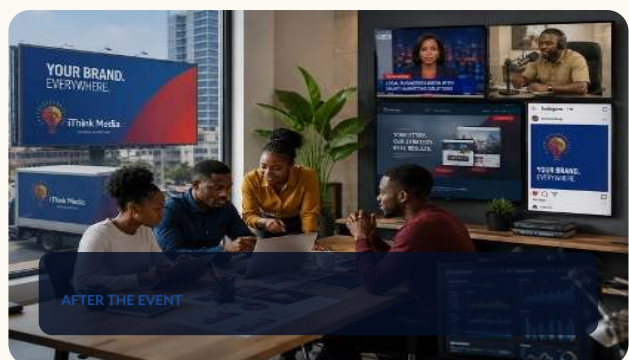
Run sheet, site review, equipment plan and graphics.



Cameras, sound, screens, stage cues and crew coordination.



Stream health, platform access, lower thirds and moderation.



Recording, highlights, archive, reports and continued distribution.

ONE EVENT. TWO AUDIENCES. ONE COORDINATED EXPERIENCE.

In-room production and online delivery are planned as one system - not as separate afterthoughts.

BRANDING & PRINTING

Identity becomes recognition.

A strong brand is not a logo alone. It is a consistent visual system that helps people recognise, trust and remember an organisation across print, digital and physical spaces.



LOGO & IDENTITY

Distinctive marks, colour systems and brand rules.



PRINT & STATIONERY

Profiles, magazines, reports, cards and office materials.



SIGNAGE & PROMOTION

Banners, pull-ups, labels, stickers and branded items.



A brand system should work everywhere it appears.



CORPORATE

Profiles, reports and stationery



PUBLICATIONS

Magazines, covers and books



CAMPAIGNS

Posters, graphics and adverts



MOBILE

Vehicles, outdoor and signage

BRAND SYSTEM

From first idea to a lived identity.

We connect concept, design, print and application so one identity remains coherent across every audience touchpoint.

01

DISCOVER

Audience, purpose and message

02

DESIGN

Logo, type, colour and imagery

03

SYSTEMISE

Rules, templates and consistency

04

PRODUCE

Print, digital and environmental use

THE BRAND TOOLKIT

A practical system gives teams the tools to communicate with confidence.



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MK BUILDING 4TH FLOOR BWEGOGERERE
www.ithinkmedia.info - Email: marketing@ithinkmedia.info
011 255 768 833 040 / 1250 768 834 TEL: / 1250 774 779 226
@iThinkMediaLtd / iThinkMediaLtd / iThinkMediaLtd



PRINT IS THE FINAL TEST

Colour, margins, paper, finishing and legibility must all protect the identity when it leaves the screen.

CONTENT & EDITORIAL

Words become authority.

Strong content turns activities into stories, expertise into authority and evidence into communication that people can understand.



ARTICLES

News, features and thought leadership



PROFILES

Corporate and organisational narratives



SCRIPTS

Documentaries, adverts and broadcasts



EDITING

Proofreading, structure and publication quality



Editorial work is the bridge between what happened and what it means.

1

RESEARCH

Find the evidence

2

INTERVIEW

Hear the human voice

3

WRITE

Build the narrative

4

EDIT

Test accuracy and clarity

5

DESIGN

Make meaning visible

6

PUBLISH

Reach the audience

DELIVERABLES

Articles • Profiles • Scripts • Newsletters • Reports • Captions • Subtitles

EDITORIAL DELIVERY

From raw material to publication-ready.

The same story may need a website article, a magazine spread, a script, a social card and a report summary. Editorial discipline keeps them connected.

01

BRIEF

Audience, objective, format and deadline.

02

SOURCE

Documents, interviews, evidence and context.

03

DRAFT

Structure, language, tone and narrative.

04

VERIFY

Names, facts, rights, quotes and attribution.

05

EDIT

Clarity, rhythm, grammar and consistency.

06

PACKAGE

Design, captions, visuals and distribution.

ONE STORY. MANY FORMATS.



WEB ARTICLE



MAGAZINE



PROFILE



INTERVIEW

PROFESSIONAL EDITING

Articles • profiles • scripts • reports • newsletters
• subtitles • research summaries

ACCURATE

CLEAR

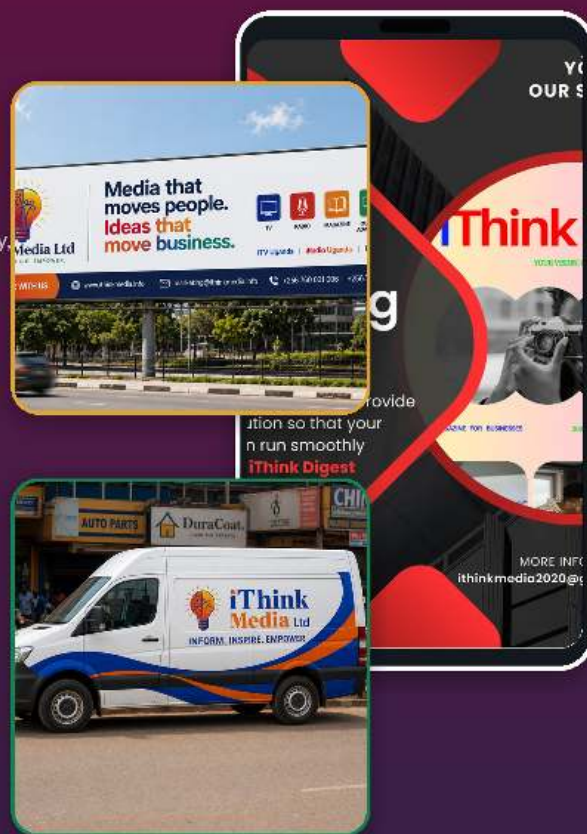
CONSISTENT

READY

PR & DIGITAL MARKETING

Attention is only the beginning.

We help institutions communicate clearly, protect credibility, reach the right stakeholders and turn online attention into meaningful visibility, enquiries and engagement.



STRATEGY

Campaign planning and message architecture



REPUTATION

Media relations, public trust and crisis support



CONTENT

Calendars, short-form video and visual storytelling



GROWTH

Audience analytics, advertising and optimisation

A campaign must earn attention, trust and action.

OWNED

Website, email and social channels

EARNED

Media coverage and stakeholder attention

PAID

Digital ads, sponsorship and placement

SHARED

Community response and participation

AUDIENCE JOURNEY

SEE

STOP

UNDERSTAND

TRUST

ACT

CAMPAIGN ENGINE

Plan. Publish. Listen. Measure. Improve.

Visibility becomes valuable when communication is coordinated across channels and measured against a clear objective.



THE MEASUREMENT LAYER

- 01 **REACH**
How many people saw the message?
- 02 **ATTENTION**
Did they stop, watch or read?
- 03 **ENGAGEMENT**
Did they respond, share or ask?
- 04 **ACTION**
Did they visit, enquire, register or buy?
- 05 **LEARNING**
What should change next time?

WEBSITE & IT SOLUTIONS

Systems people can actually use.

We build responsive, secure and manageable digital systems for media houses, businesses, NGOs, churches, schools and institutions.



WEBSITES

Responsive design and development



PUBLISHING

Newsrooms, magazines and content systems



INTEGRATION

Streaming, YouTube, email and applications



SUPPORT

Hosting, backups, maintenance and security



Digital infrastructure should be powerful behind the scenes and simple in the hands of users.

Responsive

Secure

Manageable

Integrated

Backed up

Mobile-first

PUBLIC EXPERIENCE

Fast, clear and mobile-first

ADMIN EXPERIENCE

Simple content and record management

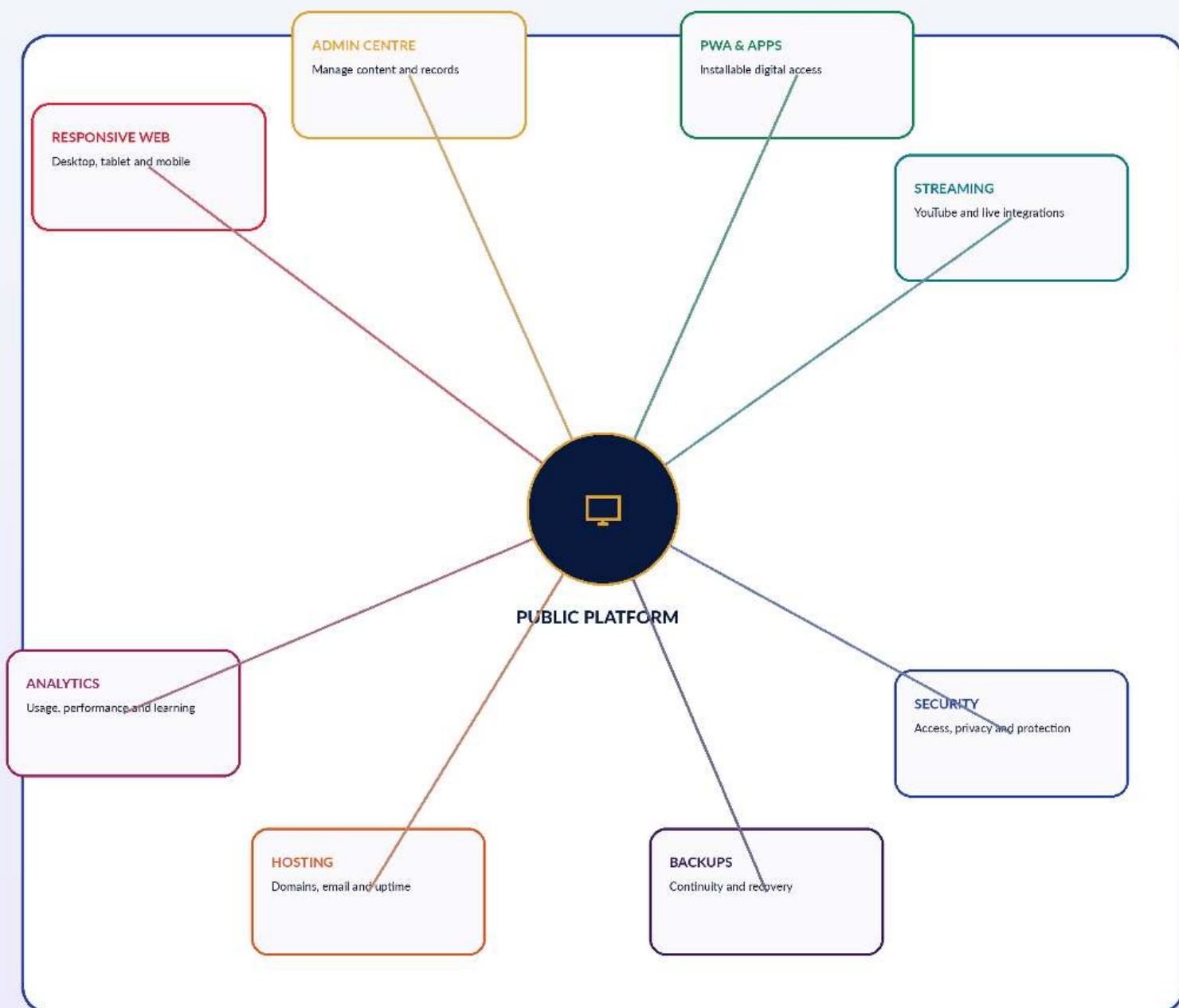
TECHNICAL FOUNDATION

Hosting, security, backups and integrations

DIGITAL INFRASTRUCTURE

A platform is more than the page people see.

The public experience rests on an invisible structure: content management, hosting, security, backups, integrations and clear administrator controls.



MEDIA TRAINING

Skills must move into production.

Our training is designed for young people, organisations, churches, communication teams and emerging creators who need practical media skills.



PRESENTATION

Confidence, public speaking and interview readiness



PRODUCTION

Photography, video, audio and livestreaming



DIGITAL

Social media, mobile content and publishing



ETHICS

Verification, rights, responsibility and trust



Training for people who need to communicate now.

YOUNG CREATORS

Build a practical portfolio.

ORGANISATIONS

Strengthen visibility and systems.

CHURCHES

Broadcast and communicate responsibly.

MEDIA TEAMS

Improve quality, speed and ethics.

PRACTICAL PATHWAY

LEARN

PRACTISE

PRODUCE

PUBLISH

LEAD

CAPACITY BUILDING

Learn by doing. Grow through feedback.

Practical mentorship connects instruction to real production, review and improvement. The goal is not only knowledge - it is confident performance.

1

ASSESS

Start with the learner, team and communication need.

2

DEMONSTRATE

Show the technique in a real production setting.

3

PRACTISE

Create, present, record, edit or publish.

4

REVIEW

Give specific feedback on quality and responsibility.

5

APPLY

Use the skill in the organisation or community.

6

MENTOR

Support continued improvement and leadership.

OUTCOMES:

Better stories

Stronger teams

Safer publishing

Clearer brands

Greater confidence

Practical leadership

OUTDOOR ADVERTISING

Visibility that moves with the city.

From roadside billboards and street-level signage to vehicle branding and digital-to-street campaigns, iThink Media helps brands become part of the spaces people move through every day.



From street presence to measurable attention



BILLBOARDS

Large-format visibility for landmark locations.



STREET POLES

Repeated presence along busy routes.



VEHICLE BRANDING

Mobile campaigns that travel with audiences.



SIGNAGE

Directional, retail and institutional identity.



DIGITAL-TO-STREET

One campaign coordinated across online and outdoor.

Built for attention. Designed for memory.

Outdoor works best when the message is simple, the placement is strategic and every other channel repeats the same promise.

OUTDOOR SYSTEM

The street is a media channel.

Good outdoor advertising is planned as a system: strong locations, repeat exposure, clear design and a direct bridge into digital action.



LANDMARK BILLBOARDS

High-visibility sites and large-format storytelling.



ROUTE REPETITION

Street poles and repeated placements build familiarity.



MOBILE MEDIA

Branded vehicles carry the campaign beyond one location.



RETAIL & SIGNAGE

Brand presence at offices, events and points of service.

DIGITAL-TO-STREET CAMPAIGN FLOW

01

One message

A clear promise audiences can repeat.

02

One visual system

Consistent colour, type and imagery.

03

Many placements

Billboard, vehicle, website and social.

04

One action

QR, web visit, call or store response.

DESIGN RULES THAT WORK

- One idea per placement
- Readable in seconds
- High contrast and large type
- A direct response path
- Consistent with digital channels



INTEGRATED CAMPAIGNS

One campaign. Many channels.

The strongest campaigns do not ask each channel to work alone. Television creates visibility, radio builds frequency, magazines add depth, websites convert interest, outdoor creates public presence and social media keeps the conversation moving.



Same story. Different strengths. One measurable journey.

CAMPAIGN EXAMPLE

From school story to public campaign.

Alianah Junior School shows how one client story can be adapted into an advert, sponsored feature, website placement, magazine page and outdoor invitation while keeping one clear promise: A Great Start.



FULL-PAGE ADVERT

Immediate visual impact in print.



SPONSORED FEATURE

The school story in editorial depth.



WEB & SOCIAL

Admissions information ready to share.



OUTDOOR INVITATION

A simple message near families and routes.



A campaign becomes valuable when every placement
moves the same audience toward the same action.

1

See the message

2

Understand the offer

3

Trust the story

4

Contact or visit

SELECTED PORTFOLIO

Work that lives beyond the brief.

A portfolio should show more than finished artwork. It should reveal how strategy, identity, technology and production come together to solve real communication problems.

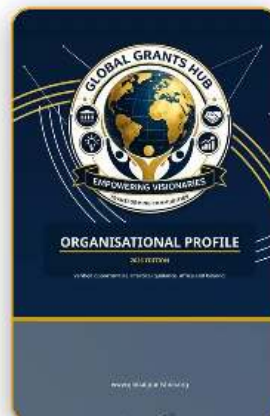


iThink Media Company Profile

Publication + corporate identity

Built to help the organisation explain who it is, what it does and why its work matters.

STRATEGY • DESIGN • DELIVERY

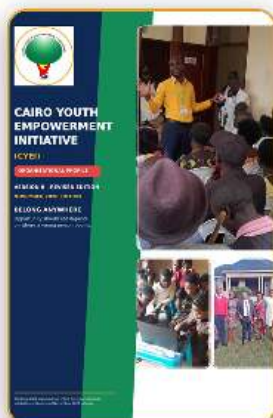


Global Grants Hub Profile

Strategy + editorial design

Built to help the organisation explain who it is, what it does and why its work matters.

STRATEGY • DESIGN • DELIVERY



CYEI Organisational Profile

Institutional storytelling

Built to help the organisation explain who it is, what it does and why its work matters.

STRATEGY • DESIGN • DELIVERY



iDigest Magazine

Publishing platform + visual identity

Built to help the organisation explain who it is, what it does and why its work matters.

STRATEGY • DESIGN • DELIVERY

PORTFOLIO IN MOTION

Production, publishing and public moments.



LIVE PRODUCTION

Events, multi-camera coverage and real-time distribution.

PLANNED • PRODUCED • PUBLISHED

EDITORIAL WORK

Articles, interviews, profiles and public-interest reporting.

PLANNED • PRODUCED • PUBLISHED

DIGITAL SYSTEMS

Web publishing, administration and audience access.

PLANNED • PRODUCED • PUBLISHED

VISUAL CAMPAIGNS

Graphics, promotional pages and coordinated brand presence.

PLANNED • PRODUCED • PUBLISHED



SPECULATIVE CAMPAIGN CONCEPT

One idea. Everywhere.

This fictional concept demonstrates how a client launch can appear consistently across television, magazine, web, social media, mobile and outdoor advertising.

THE BIG IDEA

Movement as confidence.

A single visual promise is adapted without losing its identity. The audience sees the same colours, same line and same call to action wherever the campaign appears.

AURA+

MOVE YOUR WORLD

Launch campaign • Kampala

AURA+

MOVE YOUR WORLD



SOCIAL



MOVE YOUR WORLD

#AuraLaunch

TV

PRINT

STREET

MOBILE

SOCIAL

Concept only — created to demonstrate campaign integration.

The example is fictional. It shows the level of coordination iThink Media can develop for a real advertiser after the message, audience and commercial objective are defined.

CAMPAIGN ROLLOUT

From launch moment to audience journey.

The campaign moves through a planned sequence: introduce, repeat, deepen, convert and measure.

01 INTRODUCE

Television and outdoor create the first public moment.



CHANNEL ROLE
Make the launch visible

02 REPEAT

Radio, social and street placements build familiarity.



CHANNEL ROLE
Build memory

03 DEEPEEN

Magazine and website explain the full offer.



CHANNEL ROLE
Explain value

04 CONVERT

Mobile links, calls and visits turn attention into action.



CHANNEL ROLE
Make response easy

05 MEASURE

Reach, response and engagement guide improvement.



CHANNEL ROLE
Learn and improve

ONE VISUAL SYSTEM

protects the brand across every channel.

Colours, typography, imagery, tone and call-to-action remain recognisable even when each medium uses a different format.

CONSISTENCY BUILDS TRUST

ADVERTISING OPPORTUNITIES

Choose the space that fits the story.

From a bold full-page campaign to a focused sponsored feature, iDigest offers flexible ways for organisations to reach readers with professional design and editorial support.

FULL PAGE

Maximum visual impact

100% page presence

YOUR BRAND

A clear promise. A strong visual.

HALF PAGE

Strong campaign block

Flexible horizontal or vertical

YOUR BRAND

A clear promise. A strong visual.

QUARTER PAGE

Compact and repeatable

Ideal for offers and contacts

YOUR BRAND

A clear promise. A strong visual.

SPONSORED FEATURE

Story-led credibility

Editorially designed client profile

YOUR BRAND

A clear promise. A strong visual.

WHAT EVERY PLACEMENT CAN INCLUDE

- PROFESSIONAL LAYOUT**
Designed to fit the magazine system.
- QR OR WEB ACTION**
Send readers to a page, form or video.
- CAMPAIGN ADAPTATION**
Reuse the same idea across digital and outdoor.
- SPONSORED DISCLOSURE**
Clear separation between advertising and editorial.
- CLIENT APPROVAL**
Final copy and visuals confirmed before publication.
- ARCHIVE VALUE**
The issue remains part of the digital library.

PARTNERSHIP & SPONSORSHIP

Beyond one page. Build a campaign.

Advertisers can combine magazine visibility with television, radio, website, social media and outdoor placements through one coordinated creative and commercial plan.



ITV UGANDA

Programme sponsorship, video adverts and branded segments.



IRADIO UGANDA

Audio adverts, sponsored devotionals and programme support.



IDIGEST MAGAZINE

Display adverts, sponsored features and publication partnerships.



WEBSITE & SOCIAL

Homepage visibility, article support, video discovery and shareable assets.



OUTDOOR & DIGITAL

Billboards, vehicle branding, signage and integrated street campaigns.

START WITH THE AUDIENCE, NOT THE FORMAT.

We help shape the message, select the channels
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A clear record of placements, publication and available performance signals.

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From commercial brief to accountable delivery.

A strong campaign begins with the audience and objective—not with the advert size. The format is selected after the message, channel role and response path are clear.



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Clarify the message and public promise.
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ADVERTISER REPORTING

Evidence of delivery

Depending on the campaign, the advertiser receives approved artwork, publication dates, URLs, programme placements and available platform metrics.

- Placement register
- Live links or screenshots
- Creative files supplied
- Basic reach or engagement signals
- Post-campaign learning note



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ADMISSIONS

OPEN

ENROL TODAY

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ACADEMICS

CREATIVITY

CHARACTER

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Produced with iThink Media Ltd

SPONSORED SCHOOL PROFILE

A great start for every child.

Alianah Junior School in Mbarara is building a nurturing, values-driven environment where children are encouraged to learn, grow and excel.



“Every child deserves a strong beginning
one that develops the mind, builds character
and gives the learner confidence for the future.”

HOLISTIC & CHILD-CENTRED



Learning with purpose

Classroom learning is connected to creativity, character, problem-solving and practical life skills.



The whole child

The school combines academics with play, sport, clubs, confidence and social development.



Families as partners

Teachers, parents and the wider community are invited into the learner's journey.



MR YOSAM NTENGEREJE

Director, Alianah Junior School

The school's leadership vision emphasises quality education, personal responsibility, creativity and preparation for a fast-changing world.

THE LEARNING EXPERIENCE

More than lessons. A foundation for life.

The school's approach brings together academic growth, creativity, character, confidence and active participation.



ACADEMIC GROWTH

Engaging, child-centred teaching that builds understanding.

LEARN WITH CURIOSITY



CREATIVITY

Imagination, expressive arts and practical problem-solving.

CREATE WITH COURAGE



CHARACTER

Responsibility, integrity, respect and teamwork.

LIVE WITH VALUES



CONFIDENCE

Participation, independence and learner voice.

SPEAK WITH CONFIDENCE



PHYSICAL & SOCIAL

Sports, clubs, play and positive relationships.

GROW WITH OTHERS



FAMILY PARTNERSHIP

Teachers and parents supporting progress together.

SUCCEED TOGETHER

SCHOOL LIFE & ADMISSIONS

Care, participation and a warm invitation.



EXPERIENCED TEACHERS

Guidance, care and engaging classroom practice.



MEALS & WELLBEING

Nutritious meals and a supportive daily environment.



SAFE TRANSPORT

Practical access for families across Mbarara.



SPORTS & CLUBS

Movement, teamwork, leadership and creative expression.

ADMISSIONS ARE OPEN

Learn. Grow. Excel.

Families seeking a school that combines education with care, creativity, responsibility and character development are invited to visit, enquire and register.



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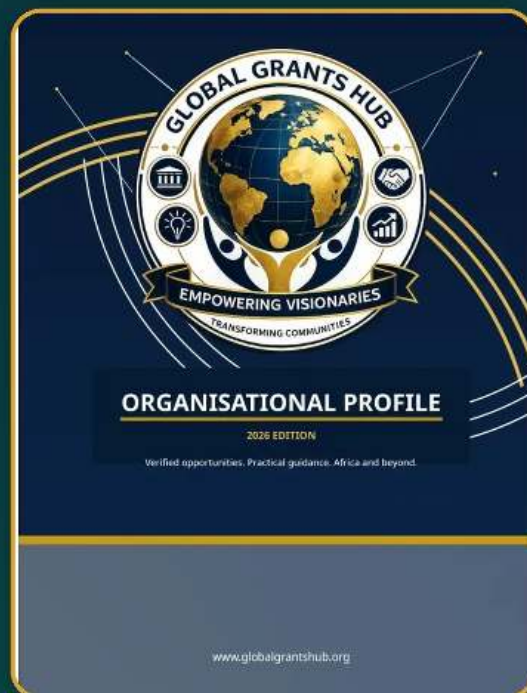
Koranorya Cell, Kakoba Division, Mbarara City, Uganda

PARTNER SPOTLIGHT

Global Grants Hub

turning opportunity into readiness.

An independent funding-opportunity and capacity-support platform helping organisations, students, entrepreneurs and changemakers discover credible opportunities and prepare stronger applications.



VERIFY

Credible calls and official-source checking.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE

INTERPRET

Eligibility, deadlines and application requirements.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE

PREPARE

Concepts, proposals, budgets and attachments.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE

STRENGTHEN

Profiles, systems, policies and grant readiness.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE

MENTOR

Training, guidance and practical support.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE

CONNECT

Partnerships, visibility and strategic collaboration.

VERIFIED OPPORTUNITIES • PRACTICAL GUIDANCE



A partner platform can become a media client, a publication subject and a long-term collaboration at the same time.

SELECTED CLIENT & CAMPAIGN EXAMPLES

Different needs. One integrated response.

A client may begin with a profile, an advert, a website, a livestream or a story. The strongest relationship grows when the pieces work together.



GLOBAL GRANTS HUB

Organisational profile, opportunity publishing, digital visibility and strategic content.

STRATEGY • DESIGN • DELIVERY



CYEI

Institutional profile, youth-focused communication and organisational presentation.

STRATEGY • DESIGN • DELIVERY



ITHINK MEDIA LTD

Company profile, media ecosystem, services and public brand architecture.

STRATEGY • DESIGN • DELIVERY



ALIANAH JUNIOR SCHOOL

Advert design, sponsored feature, admissions visibility and cross-platform campaign.

STRATEGY • DESIGN • DELIVERY



UBC LAUNCH COVERAGE

Live-event documentation, photography, editorial storytelling and media visibility.

STRATEGY • DESIGN • DELIVERY



OUTDOOR & DIGITAL

Street visibility coordinated with website, social and publication activity.

STRATEGY • DESIGN • DELIVERY

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**UGANDA
NOMINATES
OLARA OTUNNU
FOR UNITED NATIONS
SECRETARY-GENERAL**

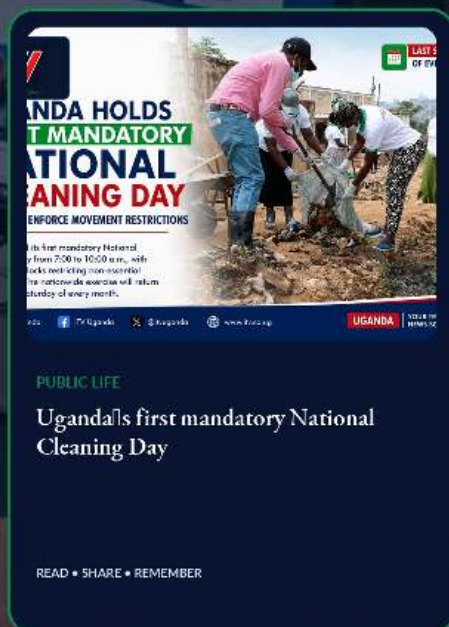
diplomat joins the race to
Antonio Guterres.

5 min read | Video 3:15 | iThink Uganda | iThink iTV Uganda | iThink iRadio Uganda | iThink iDigest Magazine

DIPLOMACY

Olara Otunnu nominated for UN Secretary-General

READ • SHARE • REMEMBER



**UGANDA HOLDS
FIRST MANDATORY
NATIONAL
CLEANING DAY**

ENFORCE MOVEMENT RESTRICTIONS

UGANDA'S first mandatory National Cleaning Day from 7:00 to 10:00 a.m., with strict restrictions on movement, the nationwide exercise will reduce the burden of energy costs.

5 min read | iThink Uganda | iThink Uganda | iThink iTV Uganda | iThink iRadio Uganda | iThink iDigest Magazine

PUBLIC LIFE

Uganda's first mandatory National Cleaning Day

READ • SHARE • REMEMBER



**Gen. (Rtd)
Moses Ali**

1939-2026

A Hero. A Leader.
A Legacy That Lives On.

iThink Uganda

HISTORY

The life and legacy of Gen. Moses Ali

READ • SHARE • REMEMBER

Truthful. Visual. People-centred.

Public-interest journalism designed for the screen, the page and the archive.



THE EDITORIAL PROMISE

Publish with courage. Correct with humility.

The Newsroom exists to help audiences understand what happened, why it matters and what evidence supports the story.



VERIFY BEFORE PUBLISHING

Check claims, dates, names and official records.



SERVE THE PUBLIC INTEREST

Prioritise context, consequences and affected people.



ATTRIBUTE & RESPECT RIGHTS

Name sources, credit visuals and separate owned from third-party material.



CORRECT THE RECORD

Update errors clearly and preserve accountability.



ADD CONTEXT

Move beyond headlines into history, systems and meaning.



NEXT: FLAGSHIP NATIONAL STORIES

Diplomacy • History • Public safety • Youth • Debt • Refugees • Health • Governance

EXPLAIN THE EVENT

SHOW THE EVIDENCE

CENTRE THE PEOPLE

PRESERVE MEMORY

Read the next section as a guided public record—
not merely a collection of headlines.

The archive is not the end of a story.
It is where public memory begins.

INTERNATIONAL AFFAIRS



UGANDA NOMINATES OLARA OTUNNU FOR UNITED NATIONS SECRETARY-GENERAL

Veteran diplomat joins the race to
succeed António Guterres.



Website
ithinkmedia.info/itv-uganda/

YouTube
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TikTok
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A Ugandan bid for global leadership

Uganda has formally nominated veteran diplomat Olara Otunnu for United Nations Secretary-General, placing a former UN Under-Secretary-General and Security Council president in a global contest to succeed António Guterres.

THE NOMINATION

- **24 July 2026**
Uganda submitted the nomination to the presidents of the General Assembly and Security Council.
- **Seventh candidate**
Otunnu joined six declared candidates in the race.
- **1 January 2027**
The successful candidate is expected to take office.

“The final decision will rest with UN member states through the Security Council and General Assembly selection process.”

OLARA OTUNNU

A diplomatic life across Uganda, the UN and peacebuilding.

Otunnu's candidature draws on more than four decades of service in diplomacy, government, academia, international peace and civil society.



1980-1985

Uganda's Ambassador and Permanent Representative to the United Nations.

Dec. 1981

President of the UN Security Council during the selection of a new Secretary-General.

1985-1986

Minister of Foreign Affairs in Uganda.

1990-1998

President of the International Peace Academy, now the International Peace Institute.

1997-2005

First Special Representative of the Secretary-General for Children and Armed Conflict.

2011

Contested Uganda's presidential election as Uganda People's Congress candidate.

2026

Nominated by Uganda for United Nations Secretary-General.

His UN record includes diplomacy at the Security Council, international peace leadership and sustained work to place children affected by armed conflict on the global agenda.

HOW THE UN CHOOSES

The “Otunnu Formula” and the road to appointment.

In 1981, while serving as Security Council president, Otunnu helped introduce a straw-balloting approach through which members could indicate whether they encouraged or discouraged candidates. The procedure became associated with his name and continues to influence confidential polls in later selections.

THE FORMULA IN PRACTICE

Confidential straw polls help the Security Council test support, identify opposition and gradually narrow the field before a formal recommendation is made.



THE VETO TEST

A successful candidate needs enough support in the Security Council while avoiding a veto from any of the five permanent members:

CHINA

FRANCE

RUSSIA

UNITED KINGDOM

UNITED STATES

THE 2026 RACE

Priorities for a UN under pressure

Conflict, reform, artificial intelligence and climate.

1 CONFLICT RESOLUTION

Strengthen the UN's ability to act where political divisions have weakened collective action.

2 INSTITUTIONAL REFORM

Restore effectiveness while responding to financial pressure and demands for administrative reform.

3 ARTIFICIAL INTELLIGENCE

Create a coordinating body to oversee the UN system's work on AI.

4 CLIMATE & DEVELOPMENT

Advance climate action without unnecessarily undermining development and economic transformation in poorer countries.

SEVEN DECLARED CANDIDATES IN THE SOURCE RECORD

Otunnu joined six candidates already in the contest. Additional nominations could still follow.

● Olara Otunnu	Uganda	● Rafael Grossi	Argentina
● Michelle Bachelet	Chile	● Rebeca Grynspan	Costa Rica
● María Fernanda Espinosa	Ecuador	● Carolyn Rodrigues-Birkett	Guyana
● Macky Sall	Senegal		

“ Uganda's nomination places the country inside one of the world's most closely watched diplomatic selection processes.



Gen. (Rtd) Moses Ali

1939–2026

A Patriot. A Leader.
A Legacy That Lives On.

www.itv.co.ug | @ITVUganda



Soldier. Rebel. Peacemaker. Statesman.

Gen. (Rtd) Moses Ali's life followed Uganda through dictatorship, armed conflict, reconciliation and decades of constitutional government. His public career stretched across more than five decades.

AT A GLANCE

- 1939** Born in present-day Adjumani District.
- 1968** Joined the army.
- 1986** Entered peace talks with the new government.
- 2026** Died aged 87 while serving in Parliament.

“His life reflected both the conflicts and political reconciliations that shaped modern Uganda.”

MOSES ALI

From village classroom to military command and

Born in Meliaderi Village, Ali experienced childhood hardship, worked in gardens to raise school requirements and began his working life as a teacher before entering the army.



1939

Born in Meliaderi Village, Ataboo Parish, Pakelle Sub-county.

TEACHER

Worked at Kiotch Goma Church of Uganda Primary School and Anaka Catholic Girls School.

1968-1969

Joined the army and was commissioned as a Second Lieutenant.

1970S

Rose through military ranks and served in Idi Amin's government.

EARLY 1980S

Led the Uganda National Rescue Front against Milton Obote's second government.

1986

Entered peace negotiations with the National Resistance Movement government.

The 1986 peace arrangement marked a turning point: former fighters joined national forces, and Ali moved from armed opposition into government and parliamentary service.

PEACE AND PUBLIC SERVICE

From rebellion to government.

A political journey defined by transition and endurance.

After the peace arrangement, Gen. Ali resumed national service and held portfolios connected to youth, culture and sports; tourism and wildlife; trade and industry; internal affairs; disaster preparedness; and refugees.

1 MINISTERIAL SERVICE

Multiple portfolios across several decades.

2 PARLIAMENT

Represented constituencies in Adjumani for several terms.

3 MILITARY RANK

Promoted Lieutenant General in 2002 and General in 2012.

THREE ENDURING THEMES



PEACE

His transition from armed opposition to political participation gave him a distinctive place in West Nile reconciliation efforts.



WEST NILE

He remained a persistent advocate for roads, electricity, veterans' welfare, education and economic opportunity.



CONTINUITY

His career crossed the governments of Idi Amin, Milton Obote and Yoweri Museveni.

“ Supporters remembered him as the “Lion of Adjumani,” a leader associated with West Nile development, peacebuilding and one of Uganda’s longest public-service careers.



FINAL NATIONAL TRIBUTE

MUSEVENI LEADS PARLIAMENT IN FINAL TRIBUTE TO GEN. MOSES ALI

President Yoweri Museveni led the nation in mourning Gen. Moses Ali, praising him as a freedom fighter, peacemaker and development champion.

iTV NEWS | NATIONAL

Parliament remembers a freedom fighter and peacemaker

President Yoweri Museveni led the nation in mourning during a special sitting of Parliament, laying a wreath on the flag-draped casket and joining legislators, government officials, military officers, family members and mourners.

1 MUSEVENI

Highlighted love of freedom, commitment to peace and determination to promote development.

2 PARLIAMENT

Recognised his role in restoring peace and supporting reconciliation in West Nile and northern Uganda.

3 WEST NILE

Remembered a persistent advocate for roads, electricity, veterans and economic opportunity.

4 FINAL JOURNEY

His remains were scheduled to return to Adjumani for vigil, prayers and regional burial events.

PUBLIC SAFETY

Four crashes. Eight days. A national safety crisis.

ITV NEWS | ANALYSIS

At least 26 people died in school-trip crashes reported in Mukono, Bugweri, Kapchorwa and Kamuli between 10 and 17 July 2026.

What Must Change Before Uganda's School Trips Resume

Safety reforms, accountability and stricter trip rules under focus



1 10 JULY - MUKONO

A bus carrying Mwebaze High School learners collided with a passenger train. One female passenger died and several students were injured.

2 14 JULY - BUGWERI

A bus transporting 73 students struck a stationary trailer. The driver died; 15 occupants were injured.

3 16 JULY - KAPCHORWA

A King David Junior School bus overturned after a visit to Sipi Falls. Police later confirmed 24 fatalities.

4 17 JULY - KAMULI

A fourth crash involved a school group and renewed scrutiny of learner transport within the same eight-day period.

“ The crashes renewed urgent questions about vehicles, drivers, supervision, approval systems and the safety of long-distance educational travel.

WHAT MUST CHANGE

Before school trips resume, safety must become verifiable.

The post-Kapchorwa review is not only about one road or one bus. It is about whether Uganda can build a system in which every vehicle, driver, route, supervisor and approval can be checked before learners leave school.

1 ROADWORTHY VEHICLES

Inspection close to departure, lawful capacity, insurance and genuine certification.

2 QUALIFIED DRIVERS

Correct licence category, medical fitness, route experience, working hours and rest.

3 WRITTEN SAFETY PLAN

Purpose, route, stops, passenger register, contacts, first aid and emergency procedures.

4 ACTIVE SUPERVISION

Teachers must monitor seating, stops, driver behaviour and learner support needs.

5 REAL APPROVAL

Authorities must verify the vehicle, driver, route, timing and supervision plan.

6 ROUTE PRECAUTIONS

Difficult terrain, weather, visibility and daylight schedules require extra controls.

7 CLEAR ACCOUNTABILITY

Schools, transport companies, inspectors and authorities need defined duties and consequences.

8 KEEP LEARNING ALIVE

Educational trips should return only under enforceable national standards, not disappear permanently.

School trips should resume only when parents can reasonably trust that an excursion has been planned as carefully for safety as it has been planned for learning.

YOUTH AND WORK



iTV NEWS | ANALYSIS

Uganda's Youth Majority:

A Demographic Dividend Still Waiting for Jobs

Millions of young Ugandans, but opportunity remains uneven.

POTENTIAL | PRODUCTIVITY | PROSPERITY

THE FUTURE IS YOUNG.
THE TIME IS NOW.

Uganda's youth majority. A dividend still waiting

Approximately three in every four Ugandans are aged 30 or below. That youthfulness can become a foundation for productivity and transformation - but only if education, skills, health, employment and economic participation connect.

45.9M

POPULATION

Recorded in the 2024 National Population and Housing Census.

3 in 4

AGED 30 OR BELOW

Children below 18 plus 10.77 million people aged 18-30.

“ Uganda does not merely face youth unemployment. It faces a wider transition challenge involving education, skills, job creation, enterprise survival, access to capital and the quality of work.

THE UNFINISHED DIVIDEND

Potential is abundant. Pathways are not.

Unemployment tells only part of the story. Many young people are outside work, education and training, caring without pay, assisting family enterprises, waiting for delayed education or trying to survive through irregular informal activity.

16.1%

YOUTH UNEMPLOYMENT

Census measure for Ugandans aged 18-30 who were without work, available and seeking employment.

50.9%

NOT IN EMPLOYMENT, EDUCATION OR TRAINING

The broader NEET measure captures exclusion that unemployment statistics miss.

35%

EMPLOYMENT ONLY

Another 11.8% were attending school only and 2.3% combined school with work.

FROM POPULATION STRUCTURE TO PROSPERITY



1 EDUCATION-TO-WORK GAP

Curricula, career guidance, internships and apprenticeships must connect learning to real economic activity.

2 AGRICULTURE BEYOND SURVIVAL

Young farmers need land access, storage, value addition, finance and markets.

3 ENTERPRISE IS NOT A SUBSTITUTE FOR JOBS

Entrepreneurship cannot carry the entire employment burden while demand and firm growth remain weak.

4 DECENT WORK MATTERS

Income, safety, predictable terms and dignity matter as much as job counts.

5 DIGITAL OPPORTUNITY NEEDS INFRASTRUCTURE

Connectivity, devices, skills and fair platforms determine who can participate.

6 WELLBEING AND FAIR INFORMATION

Mental health support and transparent access to opportunities belong in the employment conversation.

AFRICA AND PUBLIC FINANCE



iTV NEWS | ANALYSIS

Africa's Debt Bill: How Repayments Are Crowding Out Classrooms, Clinics and Jobs

Debt pressure, shrinking public space
and the cost to ordinary Africans.



itvuganda.com

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#YourVisionsOurVoices

Africa's debt bill.

When repayments narrow

Borrowing can build roads, power systems, hospitals, schools and water infrastructure. It becomes dangerous when repayments outgrow government income, currencies weaken, projects fail to create sufficient value or new loans are used to service old obligations.

US\$1.2T

EXTERNAL DEBT

Approximate continental external debt estimated by the UN Economic Commission for Africa.

7 + 16

COUNTRIES AT RISK

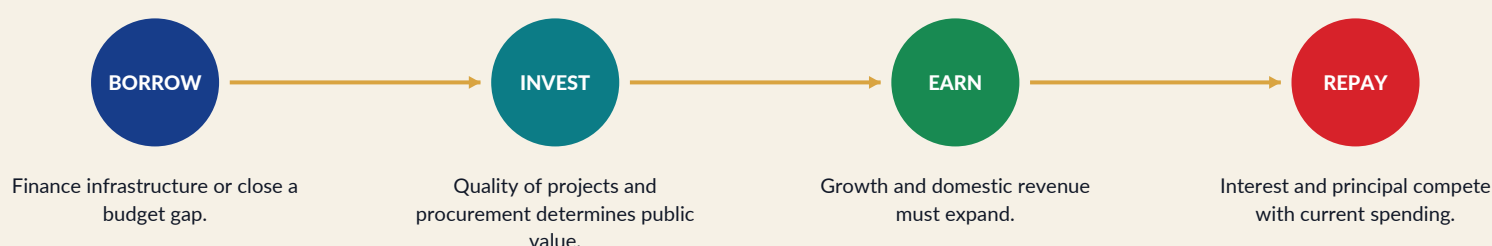
Seven in debt distress and a further 16 assessed at high risk.

“ Debt pressure is not only a finance-ministry problem. It appears in classrooms not built, clinics not staffed, roads delayed and employment programmes that reach too few people.

DEBT AND DEVELOPMENT

Debt stock is not the same as the annual repayment bill.

The central development question is how much revenue must be transferred to creditors each year, in what currency, at what interest rate and with what room left for essential public investment.



WHEN THE REPAYMENT BILL GROWS

CLASSROOMS

School blocks, teachers and learning materials are delayed.

CLINICS

Medicines, health workers and equipment face tighter budgets.

JOB

Public investment and youth programmes are reduced.

CURRENCY

Foreign-currency debt becomes costlier when local currencies weaken.

1 TRANSPARENCY

Publish loan terms, project costs, guarantees and repayment risks.

2 FAIR REVENUE

Strengthen domestic revenue without shifting the burden unfairly onto low-income citizens.

3 PRODUCTIVE INVESTMENT

Choose projects that create measurable economic and social returns.

4 RELIEF THAT PROTECTS DEVELOPMENT

Restructuring should preserve classrooms, clinics, social protection and investment.

5 DEEPER AFRICAN MARKETS

Local and regional financing can reduce some foreign-currency vulnerability.

6 TRADE AND INDUSTRIALISATION

Export value, productivity and regional markets remain central to long-term repayment capacity.

REFUGEES AND RESPONSIBILITY



iTV NEWS | ANALYSIS

Why a Possible US Break with UNHCR Could Hit Uganda's Refugee Response Hard

Funding, protection and refugee services at stake

Uganda's refugee response cannot carry a global burden

A possible reduction in United States support for UNHCR had not been formally announced in the source record. But the discussion mattered because Uganda already hosted more than two million refugees and asylum seekers while the response faced a severe funding gap.

2,031,697

PEOPLE HOSTED

Refugees and asylum seekers recorded in Uganda as of 30 June 2026.

22%

UNHCR UGANDA FUNDED

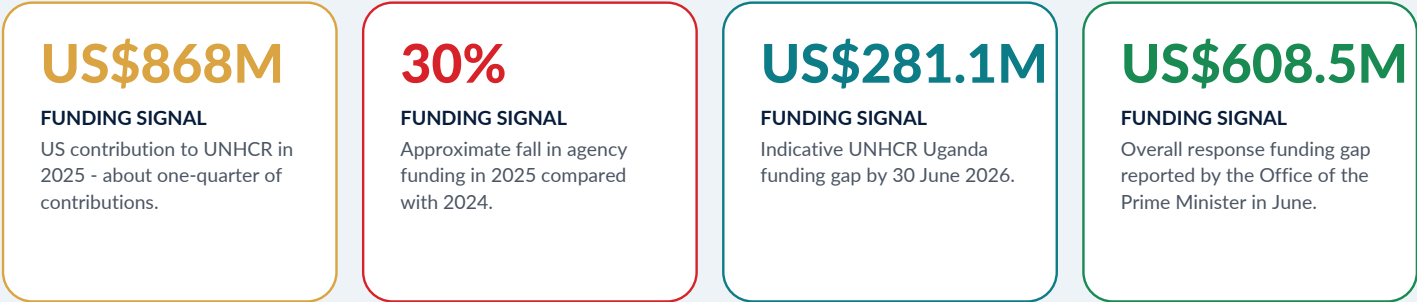
About US\$79.85 million available against approximately US\$361 million required.

“ The concern was not that Washington had already withdrawn. It was what a sudden loss of the historically largest UNHCR donor could mean for protection, health, education, shelter and host communities.

FUNDING AND PROTECTION

A funding shock travels from Geneva to the settlement.

Refugee assistance is connected to schools, clinics, water systems, livelihoods and district services shared by refugees and Ugandan host communities. A diplomatic dispute can therefore become a local development crisis.



WHAT REDUCED FUNDING CAN MEAN



Local and refugee-led organisations need a fairer role in decisions and funding. Localisation cannot mean transferring responsibility without the resources required to deliver safely.

PUBLIC HEALTH



ITV NEWS | HEALTH ALERT

Uganda Begins Ebola Countdown, but the Outbreak Is Not Over Yet

Surveillance, caution and response measures remain critical.



SURVEILLANCE



PREPAREDNESS



RESPONSE



itv.ug

The countdown begins. The response does not end

Uganda began the internationally required 42-day enhanced-surveillance period after the last confirmed patient recovered and was discharged. The milestone showed interruption of known transmission chains - not an immediate declaration that the outbreak was over.

42

DAYS

Two complete maximum incubation periods must pass without another confirmed case before the outbreak can be declared over.

“ The appropriate national message was guarded progress: no known active transmission chain in Uganda, but continued vigilance while the cross-border outbreak remained active.

VIGILANCE WITHOUT PANIC

Progress must be protected by surveillance and trust.

Early Ebola symptoms can resemble malaria and other common illnesses. Laboratory testing is required, and stigma can discourage reporting and contact tracing.

20

CONFIRMED CASES IN UGANDA

Source record as of mid-July 2026.

18

CONFIRMED RECOVERIES

Source record as of mid-July 2026.

836

CONTACTS FOLLOWED

Source record as of mid-July 2026.

36 + 38

HIGH-RISK DISTRICTS AND POINTS OF ENTRY

Source record as of mid-July 2026.

WHAT PEOPLE SHOULD WATCH FOR

Sudden fever, severe tiredness, muscle pain, headache and sore throat may be followed by vomiting, diarrhoea, abdominal pain, rash and organ complications. Bleeding can occur, but not in every case.

HOW TRANSMISSION OCCURS

Direct contact with blood or other body fluids of a symptomatic infected person or a person who has died; contaminated clothing, bedding, equipment and surfaces; and unsafe care or burial practices.

1 REPORT EARLY

Avoid close contact and seek guidance after compatible symptoms and relevant exposure.

2 PROTECT HEALTH WORKERS

Infection prevention, protective equipment and rapid isolation remain essential.

3 KEEP BORDERS READY

Trade and family movement across the DR Congo-Uganda corridor requires targeted surveillance.

4 AVOID STIGMA

Survivors, families, health workers and travellers should be treated with dignity.

5 NO COMPLACENCY

A new linked case would restart the countdown after the transmission chain was controlled.

6 TRUST VERIFIED GUIDANCE

Accurate public-health information is safer than rumours, panic or blanket hostility.

Ministry of Health contacts recorded in the source: toll-free 0800 100 066; SMS alerts 6767; U-Report 8500.

NATIONAL CLEANING DAY



UGANDA HOLDS FIRST MANDATORY NATIONAL CLEANING DAY

AS POLICE ENFORCE MOVEMENT RESTRICTIONS

Uganda held its first mandatory National Cleaning Day from 7:00 to 10:00 a.m., with Police roadblocks restricting non-essential movement. The nationwide exercise will return on the last Saturday of every month.



iTV Uganda iTV Uganda @itvuganda www.itv.co.ug

UGANDA | YOUR TRUSTED NEWS SOURCE

A cleaner country, under compulsory pause

Uganda held its first mandatory National Cleaning Day from 7:00 a.m. to 10:00 a.m. Police roadblocks restricted non-essential movement while residents were expected to clean roads, homes, markets, schools, health facilities, drainage channels and public spaces.

7-10 AM

RESTRICTED PERIOD

Three hours of cleaning and restricted non-essential movement.

Monthly

NEW PROGRAMME

The last Saturday of every month was designated for the exercise.

“ The first exercise combined a public-health and sanitation objective with a difficult debate about enforcement, movement, equipment, waste collection and religious freedom.

SANITATION AND CIVIC DUTY

From one national exercise to a lasting culture of cleanliness.

The government said the monthly exercise should improve sanitation, protect public health and revive community service. Public response also showed that implementation must be clear, fair and practical.

WHAT THE INAUGURAL DAY LOOKED LIKE

7:00

Restriction begins

During

Roadblocks and community clean

10:00

Movement resumes

Next

29 August 2026 expected

1

ENFORCEMENT

Police and security agencies stopped vehicles and supervised compliance.

2

EXEMPTIONS

Emergency, official security and cross-border traffic were among formally listed exemptions.

3

SABBATH CONCERNS

The Seventh-day Adventist Church supported cleanliness but sought Friday or Sunday alternatives for members.

4

EQUIPMENT AND COLLECTION

Participants raised questions about tools and what happens to rubbish after it is gathered.

5

CLEAR GUIDELINES

Roles of individuals, institutions, local governments and security agencies require public explanation.

6

EVERYDAY RESPONSIBILITY

A monthly exercise cannot replace routine household, business and institutional cleanliness.

A CREDIBLE MONTHLY PROGRAMME NEEDS



Predictable rules



Respect for worship



Waste collection plans



Tools and local coordination



Reasonable exemptions



Public accountability

DEVELOPMENT AND ECONOMY

Development moves at several speeds.

Fleet expansion, household wealth, emergency relief and infrastructure accountability reveal four different ways the economy touches everyday life.



8

BOEING JETS
Four 737-8 MAX aircraft and four 787-9 Dreamliners.

4

WEALTH SECTORS
Agriculture, services, industrialisation and ICT.

Shs45B

KARAMOJA RELIEF
Emergency response using government agencies.



WEALTH CREATION

1,030 returnees were encouraged to rebuild through four productive sectors and existing livelihood programmes.



KARAMOJA RELIEF

A multi-agency operation targeted 313,987 households across 480 parishes in nine districts.



INFRASTRUCTURE ACCOUNTABILITY

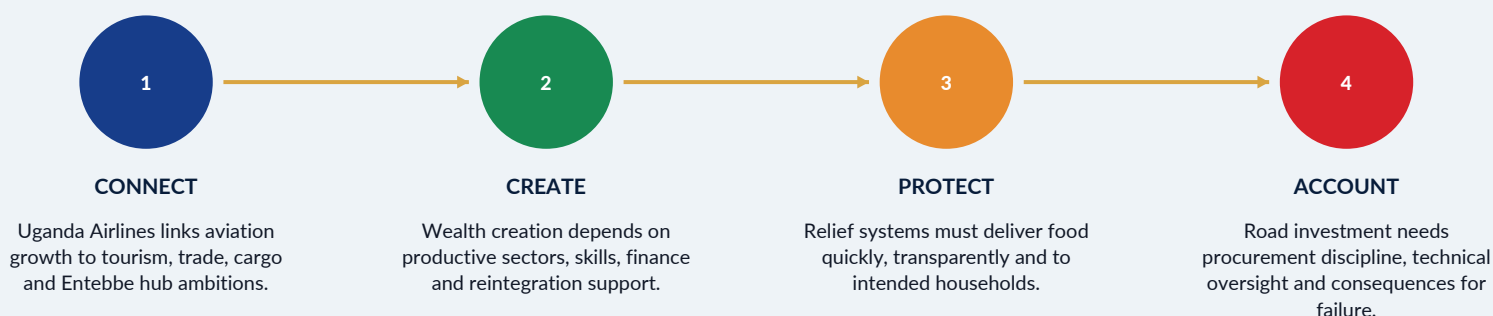
Six Works Ministry engineers were ordered dismissed amid scrutiny of delayed and rising-cost road projects.

“Growth is not one announcement. It is the combined quality of investment, institutions, household opportunity, public accountability and delivery.”

WHAT THE STORIES REVEAL

Four signals in one development week.

Each story answers a different public question: how Uganda connects to markets, how households create income, how the state responds to crisis and how infrastructure managers are held accountable.



THE ECONOMY THROUGH FOUR LENSES

AVIATION

Regional and long-haul capacity
Trade and tourism
Training and technical support

HOUSEHOLDS

Reintegration and livelihoods
Agriculture, services, industry, ICT
Finance and programme access

RELIEF

Food insecurity and drought
Traceability and coordination
Local government delivery

ROADS

Cost and delay
Contract management
Investigation and accountability

1 DELIVERY BEFORE HEADLINES

Announcements earn public value only when aircraft arrive, relief reaches households and projects are completed.

2 ACCOUNTABILITY WITHOUT PRESUMPTION

Orders and investigations require due process, evidence and clear institutional follow-through.

3 OPPORTUNITY BEYOND SLOGANS

Households need markets, skills, finance and stable systems - not only motivational messages.

4 NATIONAL AMBITION, LOCAL RESULTS

Large projects must translate into jobs, services, safety and stronger public confidence.

POLITICS AND GOVERNANCE

Institutions under public scrutiny.

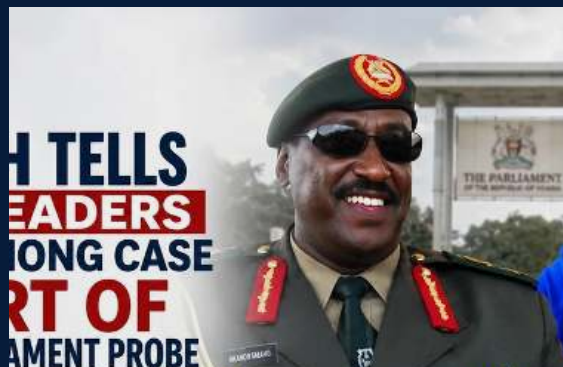
Elections, executive directives, court petitions, parliamentary investigations and national tribute each place a different institution in the public eye.



GRASSROOTS ELECTIONS
Citizens were urged to take part in village, parish and women council elections linked to local leadership and development.



WORKS ENGINEERS
A dismissal directive and wider investigation raised questions about project delays, costs and contract management.



KIVUMBI CASE
The High Court reserved its ruling after police denied custody and sought dismissal of the habeas corpus application.

TWO MORE GOVERNANCE MOMENTS



Anita Among investigation story
Gen. Salim Saleh reportedly told Teso leaders that the case formed part of a wider investigation into Parliament's management, oversight and institutional performance.

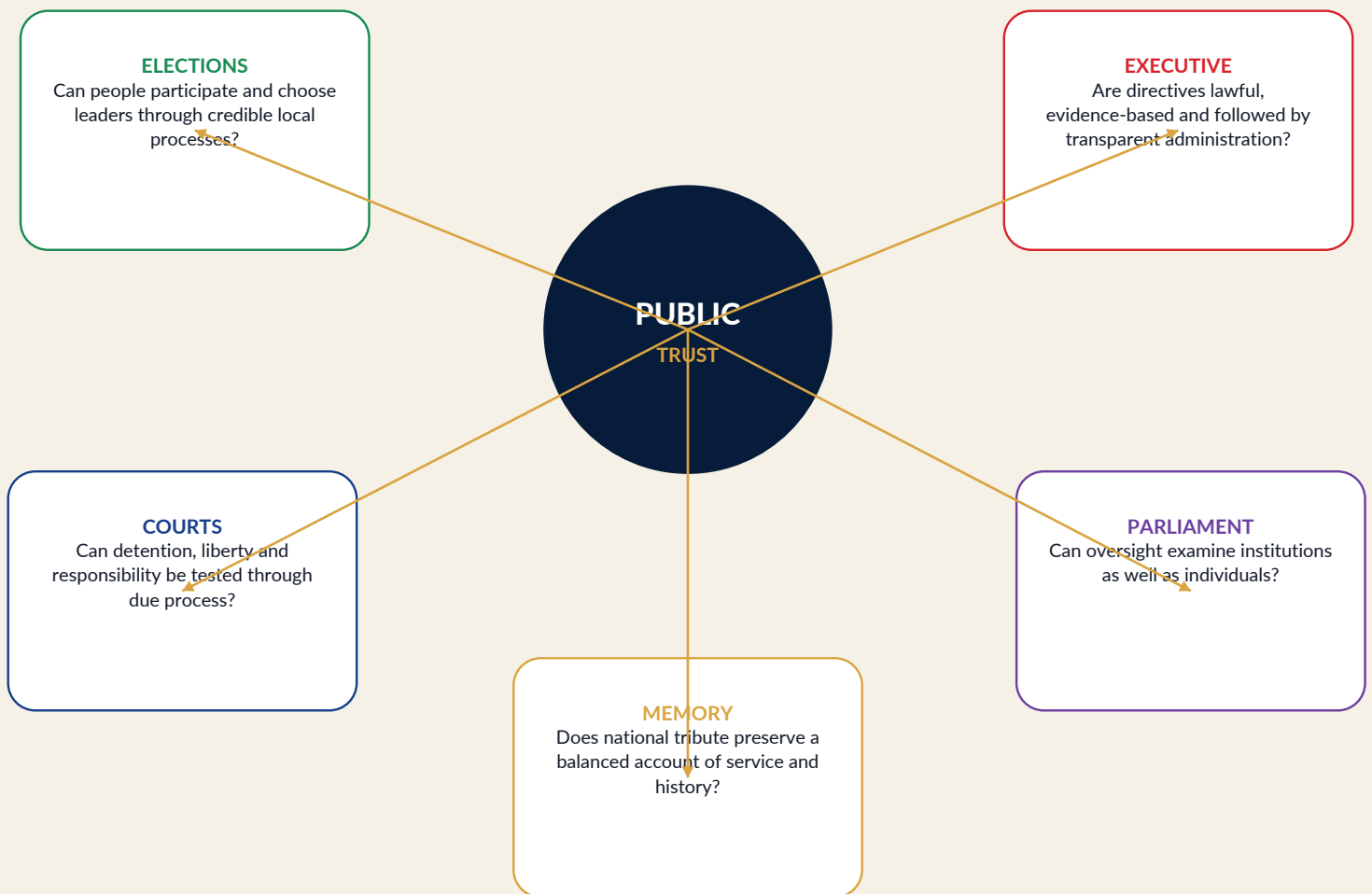
Gen. Moses Ali parliamentary sitting
Parliament rescheduled a special sitting so legislators could honour a veteran soldier, politician and statesman whose public career spanned more than five decades.

“Governance is not a single branch or personality. It is the quality of elections, administration, justice, oversight, accountability and institutional memory working together.

FIVE INSTITUTIONS, FIVE QUESTIONS

Governance is tested where power meets procedure.

The stories in this digest are different, but each depends on rules that are visible, fair and capable of producing an answer the public can understand.



PUBLIC CONFIDENCE GROWS WHEN INSTITUTIONS SHOW



CLEAR AUTHORITY
Who has power, and under what law?



EVIDENCE
What facts support the decision?



DUE PROCESS
How can affected people respond?



TIMELINES
When will the public receive an outcome?



CORRECTION
What happens when institutions are wrong?



MEMORY
How is public service recorded honestly?

DIGITAL SOCIETY AND PUBLIC SYSTEMS

Public systems are going digital.

Trust must keep up.

Education records, news access and transport safety are moving through digital systems. The promise is faster service and better accountability. The risk is exclusion, opacity and dependence on systems people cannot question.



MAKERERE E-TRANSCRIPTS

Transcripts and certificates moved online as digital learning and verification expanded.



DAILY MONITOR FREEZE

A prolonged website shutdown showed how digital continuity can affect public access to news.



DRIVER MONITORING

Government proposed electronic clocking to track journeys, working hours, rest and possible speeding.

THREE PUBLIC PROMISES

1

VERIFY

Digital records can reduce travel, delays and document fraud.

2

ACCESS

Online news and services can reach people beyond physical offices.

3

PROTECT

Data can help identify fatigue, licensing gaps and safety risks.

“ Digital transformation is successful only when ordinary users can access it, understand it, challenge errors and continue receiving service when technology fails.

FROM SCREEN TO SERVICE

Technology changes the interface. Public values must remain.

A digital system is not merely software. It is a set of rules about identity, access, evidence, privacy, continuity and responsibility.

EDUCATION RECORDS



Students still need correction channels and support when records are incomplete.

DIGITAL NEWS ACCESS



A website outage can interrupt access, archives, revenue and public conversation. Community planning matters.

TRANSPORT MONITORING



Safety data can help, enforcement, privacy and appeal mechanisms must be clear.

A TRUSTWORTHY DIGITAL PUBLIC SYSTEM NEEDS

1 ACCESS

Works on affordable devices, low bandwidth and with support for people who need assistance.

2 TRANSPARENCY

Explains what data is collected, why decisions are made and who is accountable.

3 CORRECTION

Allows users to report errors, appeal outcomes and obtain human assistance.

4 CONTINUITY

Maintains backups, alternative channels and recovery plans when systems fail.

THE CHANGING RELATIONSHIP

Citizens increasingly meet institutions through a screen. That makes user experience, cybersecurity, data protection, accessibility and public communication part of service delivery - not optional technical extras.

AFRICA AND COMMUNITY ACTION

Leadership is measured by what becomes possible.

One story concerns national control of natural resources. The other concerns local organisations turning need into practical action. Both ask how African leadership converts authority, assets and community trust into public value.



BURKINA FASO GOLD STRATEGY

Record production, stronger state participation, local processing and tighter oversight have attracted attention across Africa. The widely shared US\$18 billion claim, however, was not supported by a disclosed official calculation.

MOHI AND CYEI

Two youth-led Ugandan organisations combine disability inclusion, protection, education, digital skills, entrepreneurship, community leadership and locally rooted service.

“ African leadership is not only the scale of a state decision. It is also the discipline of organising people, evidence, resources and responsibility around a practical result.

RESOURCES AND SERVICE

From national resources to community responsibility.

Scale differs, but the core questions are related: who participates, who benefits, what evidence is available and how institutions remain accountable to the people they claim to serve.

GOLD: VERIFIED GAINS AND NECESSARY CONTEXT

94 t

2025 PRODUCTION
Up from about 60 tonnes in 2024, according to Burkina Faso's mines ministry.

900B

CFA REVENUE
Mining-sector revenue reported by the ministry by the end of 2025.

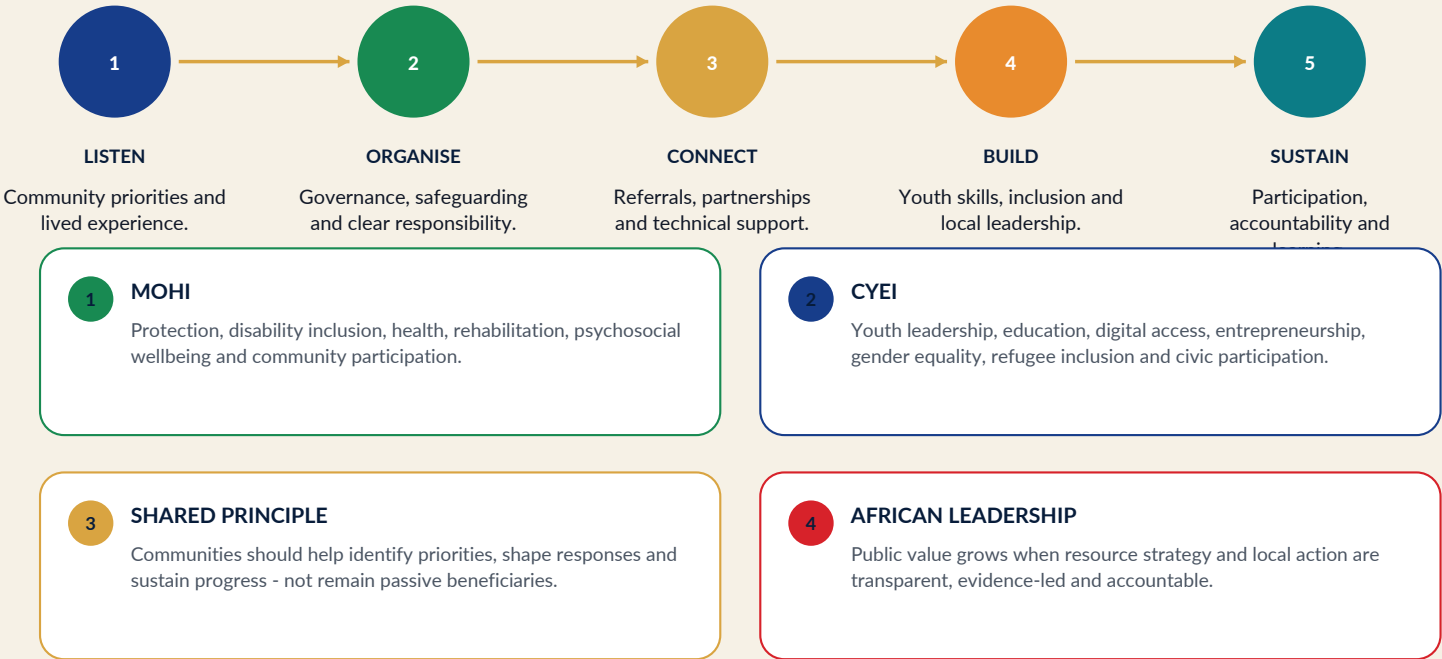
US\$18B

VIRAL CLAIM
Not confirmed as direct government earnings by a disclosed official dataset.

VALUE

KEY QUESTION
Gross exports are different from taxes, royalties, dividends and state earnings.

COMMUNITY ACTION: PRACTICAL SYSTEMS OF SERVICE



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