**Makerere launches Multimedia Production Hub to Improve Research Dissemination**

Makerere University through the Department of Journalism and Communication has set up a Multimedia Production Hub to improve research dissemination. Established with funding from the Government of Uganda through the Makerere Research and Innovations Fund (Mak-RIF), the Hub is **intended to equip Makerere** researchers and innovators with practical skills to transform their research and innovations into publicly-oriented multimedia content. It is one of the outputs of a wider research project titled, “***Harnessing Multimedia Production for increased uptake and visibility of Research and Innovations at Makerere University”.***

**The Hub was officially launched by the Vice Chancellor, Prof. Barnabas Nawangwe at the research dissemination seminar for the project held at Makerere University on 7th September 2021. Addressing participants, the Vice Chancellor commended the project team for the great initiative. He said disseminating research was paramount for addressing challenges affecting society. “Many people are struggling to address issues that have been researched. If we disseminate all the work done at this University, we can transform the economy of our country very fast. The Hub is a great opportunity for us to do so. I implore the Mak-RIF to make this a permanent project so as to boost our research dissemination efforts,” he noted. He appreciated the Government of Uganda for the continued support towards research and innovations at Makerere University. “In the midst of shortage of funds, the Government has continued to fund research and infrastructure development at Makerere University. We are deeply indebted”. Since 2018, the Government of Uganda has funded 580 research projects in various fields at Makerere University. The Vice Chancellor applauded Mak-RIF for rigorously managing the Fund and ensuring it achieves its intended objective. “As a University, we must demonstrate why the Government must continue supporting research. We should therefore do research in a way that positively impacts our economy. On behalf Management, we commit to continue supporting all staff whose projects demonstrate ability to make Makerere a research-led University,” he explained.**

Presenting their work, the Principal Investigator, Dr William Tayeebwa said the project would greatly transform the incredible research at the University into easily accessible formats. He said under the project, the researchers had been supported to optimize the usage of social media accounts. “Together with Ultimate Multimedia Consult (UMC) that has a Memorandum of Understanding (MoU) with the Department, the project has assisted researchers to harness social media tools such as Twitter, Instagram and YouTube to share their research and innovation outputs,” he noted. Dr Tayeebwa explained that the skills provided to researchers and innovators through workshops and practical sessions ranged from writing policy briefs, press releases and newspaper articles, to production of graphics, audio and video content for blogs and vlogs to spur uptake of research by non-specialist users in Uganda and worldwide.

He said the project had created a mentorship scheme to link University researchers with key media personnel including journalists, editors and social media influencers. “Adequate research uptake is essential for all stakeholders across all sectors of government, private and civil sectors, development partners, and the general public. As the largest producer of research and innovations in the country, Makerere University is uniquely placed to influence those sectors. It is our hope that in the short and medium term, the University’s research outputs and innovations shall seamlessly be part of the public narrative and thereby help to improve the image of the institution while contributing to overall national development,” he said.

Addressing participants, the Deputy Vice Chancellor in charge of Finance and Administration, also Alternate Chair of the Grant Management Committee, Dr Josephine Nabukenya applauded the project team for the initiative. She pledged continued support towards initiatives aimed at making the University visible.

The Principal, College of Humanities and Social Sciences (CHUSS), Dr Josephine Ahikire appreciated the Department for the great strides towards making Makerere research and innovations visible. “Research has to be communicated if it is to make any impact. I commend the Principal Investigator for this noble idea that will greatly boost research dissemination at Makerere and make remarkable impact in the lives of the ordinary people,” she said. She thanked the Government of Uganda and Mak-RIF for facilitating the production of impactful research at the University.

The Head, Department of Journalism and Communication, also member of the project, Dr Aisha Nakiwala Sembatya appreciated Makerere University Management for according them an opportunity to make a contribution towards transforming Makerere into a research-led University.

During the dissemination workshop, the project team members including Dr Sarah Namusoga – Kaale and Dr Fred Kakooza showcased some of the outputs of the project. These included short videos of the Mak-RIF research projects as well as social media pages, websites, podcasts, fliers developed.

Other members of the research project included Dr Charlotte Ntulume and Dr Olga Marion Alina.

The workshop was graced by the Chair, Grant Management Committee, Prof. William Bazeyo who extended appreciation to the Government for funding large volumes of research at Makerere University. It was also attended by Dr Sabrina Kitaka, Member of the Grant Management Committee.

**Projects supported to develop documentaries**

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| **Project** | **Principal Investigator** | **Unit** |
| Digitizing Academic Records and Processes in the Academic Registrar | Mrs. Patience Mushengyezi | Academic Registrar |
| A Pedal-Operated Seed Cleaner (PoS-Cleaner) To Boost Post Harvest Grain & Legume Quality, Increase School-Study time & Create Financial Freedom in Rural-Uganda | Dr. Peter Tumutegyereize | CAES  Department of Agricultural & Bio systems Engineering (ABE) |
| Characterization, value addition and evaluation of natural tree extractable compounds (resins and essential oils) as potential a pesticides against common insect pests in stored grains. | Dr. Christine Betty Nagawa Asiimwe | CAES  The Department of Forestry, Bio-Diversity and Tourism (F, B &T) |
| Whole University Approach: Kicking Sexual Harassment out of Higher Education Institutions in Uganda (KISH). | Prof. Grace Bantebya Kyomuhendo | CHUSS  Gender Studies |
| Rebuilding the Moral Infrastructure of the Youth in Uganda: Nurturing a new Generation for National Transformation | Dr. Peace Musimenta | CHUSS  School of Gender and Women Studies |
| Mainstreaming Kiswahili in Uganda’s National Agenda for Regional Integration and Sustainable Development | Dr. Asiimwe Caroline | CHUSS  The Department of African Languages |
| Production of advanced biofuels from the water hyacinth through the hydrothermal liquefaction process. | Dr. Dan Egesa | CONAS  Department of Chemistry |
| Surveillance Of The Potato Cyst Nematode, A Deadly Pest Of Potato In Uganda: Detection, Identification And Risk Reduction Measures | Dr. Athman Shahasi | CONAS  The School of Biosciences |
| Utilising the Potential of ornamental fish species for training and smallholder business income generation development in Uganda | Dr. Juliet Nattabi Kigongo | CONAS  Department of Zoology, Entomology and Fisheries Sciences |
| University-wide Timetabling and Teaching Load Management Information System for Makerere University | Dr. Agaba Joab Ezra | COCIS  The Department of Networks |
| ​Virtual Reality Technology for Optimization of Safety and Competence for COVID-19 Case Handling and Management | Dr. Jjingo Daudi | COCIS  The Department of Information Technology |
| Strengthening Science, Technology, Engineering, and Mathematics (STEM) Using Gamification in Primary Schools (GamePlus) | AProf. Benjamin Kanagwa | COCIS  The Department of Networks |
| Capability Enhancement Project for Innovative Doctoral Education at Ugandan Universities (CEPIDE) | Dr. Irene Etomaru | CEES |
| Behavioural Change Pedagogy for Commercial Motor Cycle Riders in Uganda | AProf. Muyinda Birevu | CEES |
| Privacy-preserving low cost real-time traffic monitoring-at-the-edge with computer vision | Dr. Rose Nakibuule | CEDAT  School of Computing and Informatics Technology (CIT) |
| Developing Monitoring System for Quantifying and Mapping antibacterials used in Livestock Farming Systems in Uganda | AProf. Lawrence Mugisha | COVAB  Wildlife and Aquatic Animal Resources |