



Informing & Integrating People with People

## OUR MISSION

Is to insulate your reputation by crafting your story through what you say or do.

## OUR VISION

To be the benchmark PR Agency in Africa.

## OUR PRIORITIES

Songa is a small company with a big dream. Because we believe this we made Governance, Sustainability and Good Citizenship our guiding principles. We conduct business with our hands on the table, we respect the confidentiality our clients expect and we conduct ourselves with dignity to protect our reputation and the reputations of those we serve.

## OUR AGENCY IS UNIQUE

Songa Communications brings together a mixture expertise in media, politics, government and community relations, social and digital media.

## WE ARE EXPERIENCED

Our team is made up of highly skilled and knowledgeable staff members supported by consultants who are the very best in our profession.

“Everything you do or say is public relations.”  
– Unknown –



## OUR TEAM

The Songa Communication team is led by veteran personalities who thrive on challenging mandates.



**Henry Rugamba**  
Managing Associate



**Robert Kisubi**  
Communication & PR



**Moses Rudende**  
Client Services Manager



**Nabunya Cynthia Kirunda**  
Account Manager



**David Okello**  
Head of Research

## CRISIS MANAGEMENT

“We've got to be judged by how we do in times of crisis.”

- *Johnnie Cochran US Lawyer* -

CRIME SCENE DO NOT CROSS

In a crisis, it is difficult for clients to see beyond the chaos. We offer an objective perspective on how the public, elected leaders and the media are likely to view the situation.

Whether you are preparing for the "what if" situation or are in the thick of a crisis, talk is cheap; action is priceless. We shall develop a robust crisis recovery tool kit that will come alive when needed. From a high-profile lawsuit, layoffs, bankruptcy, or an explosion at a factory, we have the talent and institutional knowledge that can make the difference between control and escalation. Our ability to help in a crisis comes from veteran experience.

### DURING A CRISIS WE SHALL:

1. Craft a Strategic Response
2. Provide Spokesperson Support
3. Be at the heart of Crisis Communication Management
4. Run a dynamic public information Hashtag (#) on all Social Media platforms
5. Monitor all Media to ensure effective message development

## PUBLIC AFFAIRS

"Since we cannot change reality, let us change the eyes which see reality."

*Nikos Kazantzakis*  
(Greek writer 1883 – 1957)

Everyday policy decisions are made that have the potential to affect your business, your reputation and your customer base. Our public affairs services are aimed at ensuring that our clients are kept abreast of the latest developments and that elected leaders and other key stakeholders have the information they need to make informed decisions. Our services include:

- Governmental Relations
- Briefing Materials and Backgrounders
- Advocacy and Political Consulting
- Policy Monitoring and Management
- Digital Communications
- Social Media

# PUBLIC RELATIONS

“Without publicity there can be no public support and without public support every nation must decay.”

*Benjamin Disrael*  
- Former PM Israel -



The way your business is understood, seen or perceived by the public, industry analysts or media is fundamental to success. We have helped a variety of clients achieve their public relations goals through thoughtful, well-managed, results-oriented public relations campaigns.

Our public relations services include:

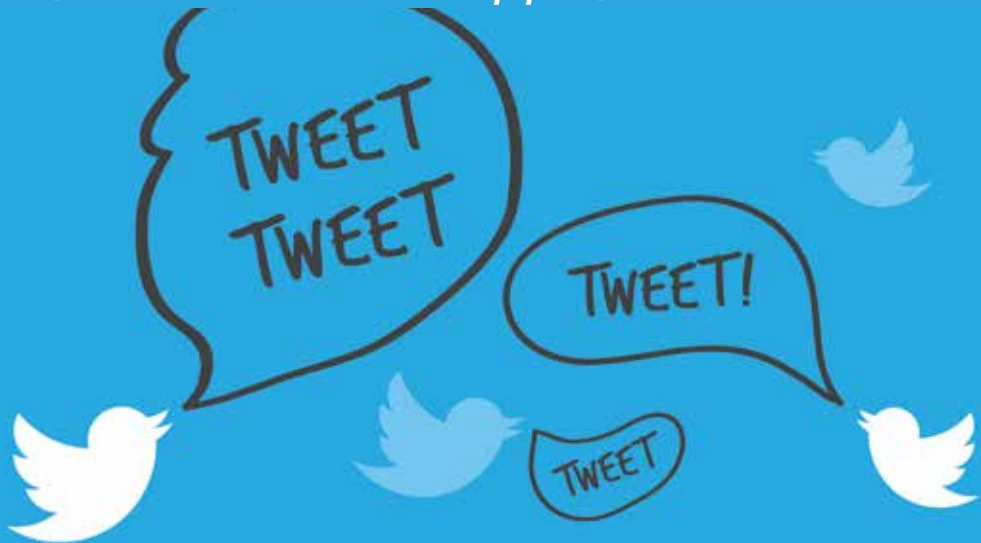
- Strategic Communications
- Message Development
- Information Media/Press Kits
- Corporate Communication Materials
- Media Monitoring
- Public Outreach
- Press Conferences
- Editorial Placement
- Public Opinion, Market and Issue Research
- Special Event Management



# DIGITAL COMMUNICATIONS & SOCIAL MEDIA

"I grew up in a physical world, and I speak English. The next generation is growing up in a digital world, and they speak social."

- *Angela Ahrendts*  
(Senior VP Retail Apple)



The members of team Songa Communications are some earliest converters to digital and social media. We have extensive experience and unique understanding of the operational hurdles associated with real-time communications. We will help your organisation engage with audiences and manage your online reputations to achieve wider business objectives.

Our products and services include:

- Social media strategy and counsel
- Online influencer identification and collaboration
- Community building and management (Facebook, Twitter, YouTube, Pinterest and Instagram)
- Social media campaign creation and activation
- Issues and crisis management
- Social media listening, monitoring and audits
- Online video seeding and amplification



# MEDIA RELATIONS

“The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power.”

– *Malcolm X*

The expression “it takes one to know one” is never truer than when applied to news reporters. Unless you have worked at the assignment desk in the newsroom, it is hard to understand the life and special needs of a reporter or editor.

Our team is comprised of former reporters and freelance writers who know what it is like to work a beat, face daily deadlines and rely on sources. This experience allows us to give our clients the best advice on how to tell their stories through the media. We offer a range of media-related services to help clients better manage the process of communicating through the media including:

- News Media and Communications Strategy
- Media Monitoring
- Information/Media Kits
- Press Events and Conferences
- Media Training
- Spokesperson Support
- Digital Communications



# STAKEHOLDER ENGAGEMENT

"Many successful businesses have a strong commitment to maximizing stakeholder loyalty"

*- Rt Hon Tony Blair, Former  
Prime Minister UK*



Reputation is a fundamental priority for every organization – what stakeholders believe about it, expect from it and say about it to others. But many businesses continue to manage their brands and reputations in separate silos.

Our Stakeholder Engagement service recognises this and our team utilizes its national relationship network to predict shifts in an ever-changing political and regulatory landscape and educate policymakers on our clients' behalf. We identify the top issue makers and discern their relevance to an issue and their role shaping and/or funding policy to help our clients achieve their legislative or policy objectives.

We combine an insider's perspective with a strategic approach to achieve our clients' objectives. We offer clients a voice in shaping public policy and the political intelligence needed to make informed business decisions in the boardroom.

Executing a well-planned public consultation and stakeholder engagement program is one of the most challenging activities in our profession.



# STAKEHOLDER ENGAGEMENT



## OUR SERVICES INCLUDE:

- Stakeholder Mapping Analysis
- Public Consultation And Dialogue
- Open House Preparation And Execution
- Public Hearing Preparation And Presenting
- Opinion Leader Campaigns
- Strategies For Media Relations And Online Communications



## OUR CLIENTS

By building not just business relationships but really long-lasting partnerships with our clients, we get the opportunity to work closely with them. This helps us to truly understand their unique business needs, and then we are able to customise our solutions to meet their long-term business goals.

### Clients we Serve



### Clients we have Served





**Let's Talk  
Business**



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