

## **CoNAS in the Media; Lightning Scientifically Explained.**

The year 2011 was full of lightning strike related deaths. This unfortunate disaster climaxed in the months of May and June that the media went out looking for answers to explain the phenomenon to the public the causes of lightning and how one can prevent himself or herself from it.

Mr. Benon Fred TWINAMASIKO was contacted for an explanation and he used his experience acquired from teaching Electricity and Magnetism course on which the electrostatic process that causes lightning is based. Mr. Twinamasiko was consulted in several interviews with various media houses including NTV Uganda, WBS, Radio Network, Capital FM, and the Vernacular News paper; 'Eddoboozi'. He also featured live in the studio during the NTV Tonight news of nine o'clock so that the message can be received by as many viewers as possible. This was after an interview by the same station reporter in his office in the Physics Department and in the studio for NTV at Eleven news where a detailed explanation of the formation of lightning was given to the public.

On Wednesday June 27, 2011, Mr. Twinamasiko gave an interview to WBS TV while in his office which featured in both the 'Amawulire' and 'Prime' news.

On Thursday, June 30, 2011, Mr. Twinamasiko featured live on the Lutindo Show on Radio Simba where he had a one hour explanation of how lightning is formed and what the public can do in order to avoid being struck. On the show was also an old man presenting the traditional perspective, at the end of the show, science perspective emerged the winner. Same day, he featured live on NTV's 'On The Spot' show with Hon. Moses Ecweru (Minister of Disaster Preparedness) and Dr. Musaaazi from the School of Technology. It is on this show that Mr. Twinamasiko gave a thorough explanation of how lightning is a scientific phenomenon.

Two informative news articles were also published in the local print media explaining how lightning is formed and the measures that can be undertaken to avoid the deadly strikes accruing from interviews with Mr. Twinamasiko.

During this interaction with the media, Mr. Twinamasiko was able to help the public understand that lightning is a scientific phenomenon rather than witchcraft. People started buying the lightning conductors for their buildings and the public was more sensitized than before. Physics as a science was able to save the nation from a deadly natural phenomenon.

For more information on this presentation visit this site

<http://twinamasiko.org/services.html>