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Melvorn
Linda

"Campagne mediatique"

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REPUBLIQUE RWANDAISE

MINISTERE DE LA DEFENSE NATIONALE
ARME RWANDAISE
ETAT-MAJOR
G2

Kigali, 11 October 1990

Note to the Army Chief of Staff**Objective : Media campaign**

1. In spite of the efforts made by our country, and despite its goodwill, there is a media campaign against us, but in favour of the aggressors. Thus, the press and various medias have transformed the aggression against our country into an ethnic conflict; once again, the Hutu wanting to eliminate the Tutsi. We are even accused of killing children and not respecting the most fundamental human rights.
2. This media campaign in favour of the aggressors against the aggressed was made possible, in my opinion, by a sustained campaign by the *inkotanyi* and their sympathizers, who have penetrated and sensitised the entire media circle and international organizations.
3. Moreover, President Museveni, after affirming that he would not allow any new attack led against our country from Uganda, seems to have a change of mind and declared support for the *inkotanyi*.
4. Even the European countries that are assisting us (France and Belgium) are more and more reluctant and may cut off assistance. Up until now, Zaire is the only country giving unconditional support to our cause.
5. Faced with this situation, I wonder whether we should not act in order to complete our action, I wonder therefore whether we should not utilize the media to establish the truth and gain some sympathies capable of assisting us or intervening to end the aggression. Thus, countries or international organizations could dissuade President Museveni from supporting the aggressors, in that, as the incumbent Chairman of the Organization of African Unity (OAU), he should be the first to discourage conflicts.
6. It is for this reason that I believe the Ministry of Foreign Affairs should conduct missions to various countries, contact international policy-makers, international organizations, international media circles, etc....

These explanatory and information missions should be able to reverse the situation in the media campaign. For instance, we recall that in Burundi, during the Ntega-Marangara events, Burundi conducted such missions although that government was totally compromised, yet the international community was convinced of the validity of the Burundian government's position. I believe that we should draw inspiration from it, especially when we are in the right.

Anatole Nsengiyumva
Lt. Col. BEMS
G2 EM AR

Cc: Deputy Army Chief of Staff