

# Kony2012: And what about Ugandans?

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With more than 70-million views so far, Invisible Children's astoundingly successful viral media campaign has certainly achieved its stated aim of reaching a mass audience. Social media sites have been filled with the pious lamentations of acolytes, convinced they are saving poor kids in Africa by purchasing an "Action Kit" for \$30, but the voice of Ugandans and appeals to the reality of Uganda today has been sorely neglected.

The video has also garnered substantial attention in mainstream media. Even without the poetic justice served on Invisible Children's co-founder late last week, Joseph Kony, the merciless warlord and his troop of mad soldiers have been forced into the news agenda with great alacrity. Almost every major Western news outlet has run some kind of story related to Kony or the Invisible Children campaign in the last 10 days.

But for many Ugandans, the people at the centre of this story, the video is overly simplistic and naïve. In the rush to implore Americans to part with their dollars in the name of Uganda, many aggrieved Ugandans feel the video has neglected to douse its story with a call to reality. In the din of outrage vented against the video, Ugandan bloggers, politicians and victims have spoken out against the video, forcing their voices into the discussion.

Social media is of course not the domain of American do-gooders alone. Disgruntled Ugandans have employed the same channels that ensured Invisible Children's campaign a cult-like popularity. On Saturday, Amama Mbabazi, the Ugandan Prime Minister, launched his own response to the Kony brouhaha on YouTube.

There is, however, no pyrotechnics to report - unlike Invisible Children, Mbabazi neglected to consider the merits of filming in High Definition. Speaking for eight minutes at his desk, Mbabazi says he seeks to correct the "well intentioned" video. "It is particularly welcome to see so many young people uniting across barriers of nation, race, religion and culture to take a stand for justice. I salute you and I thank you," Mbabazi says. He points out, "Joseph Kony is not in Uganda", and the country is "not in conflict".

Read the [full story](http://www.dailymaverick.co.za) on [www.dailymaverick.co.za](http://www.dailymaverick.co.za)