THE ROLE OF RADIO BROADCASTING ON THE ECONOMIC EMPOWERMENT OF THE YOUTH IN MAKERERE KIVVULU

A CASE STUDY OF CENTRAL BROADCASTING SERVICE (CBS FM)

BY

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A RESEARCH REPORT

A DISSERTATION SUBMITTED TO THE FACULTY OF JOURNALISM AND MEDIA STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF MASS COMMUNICATION OF KAMPALA INTERNATIONAL UNIVERSITY

FEBRUARY 2018
DECLARATION

I, Bukenya Maurice, declare that this dissertation is a result of my own effort and courtesy of my own research and therefore it is original. It has never been submitted in any institution or university for any award.

Signature

Date

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I certify that this dissertation authored by Bukenya Maurice has been submitted with my guidance and supervision and it meets the requirements for the award of a Bachelor’s Degree of Mass Communication of Kampala International University.

Signature

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Date 8-08-2018
DEDICATION

I dedicate this dissertation to my mother Ms. Kobusingye Molly for all the support towards my education and I pray that the almighty God reward you abundantly. I also dedicate it to my Brothers and Sisters for their encouragement and support offered to me during my entire school life not forgetting my Grandmother Ms. Mukankubana Valeria for her wonderful prayers and encouraging me to stay focused and work hard purposely for a better future. The faculty of mass communication Kampala International University, the administrators, lecturers and fellow students, thank you so much for great hospitality you have exposed throughout.
ACKNOWLEDGEMENTS

Having completed this work, I would like to acknowledge most especially the Almighty God for the gift of life, wisdom, strength and enlighten may your name be glorified.

More so, special thanks go to my lecturers especially my supervisor in this research Ms. Janet Nanyondo who has put in all her effort to see that I produce this work and also my colleagues in class.

May the Almighty God bless and reward you abundantly.
ABSTRACT

This research was carried out to analyze the role of radio towards the economic empowerment of the youths with the case study being Makerere Kivvulu, Kampala District. It was guided by three specific objectives. To find out what economic empowerment impact CBS FM has to the youths in Makerere Kivvulu, to examine the context of CBS FM message towards the promotion of youth economic empowerment in Makerere Kivvulu, to establish the relationship between CBS programmes and youth economic empowerment programmes.

The method used was qualitative and quantitative, the instruments for collecting data were questionnaires and interviews guides.

The study intended to find out whether most youth in Makerere Kivvulu fail to use the developmental information from CBS FM to guide and help them to grow economic wise and more practical activities are required to make the economic empowerment campaign more efficient.
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CHAPTER ONE
INTRODUCTION

1.0 Introduction of the Study.

This chapter involves the background of the study, statement of the problem, purpose of the study, the objective of the study, the research questions, conceptual framework, scope of the study and the significance of the study. Examine the role of the radio media towards the economic empowerment of the youths in Makerere Kivvulu parish. The purpose of the study was to establish the impact of broadcasting media on forth economic empowerment in Makerere Kivvulu specifically. Central broadcasting service (C B S) is taken as the study.

1.1 Background of the Study.

Basically in Uganda today the biggest number of youth are unemployed and economically in active by addressing this issue of unemployment finding out how the broadcasting media in particular influence youth economic empowerment basing on the programmers that are broadcasted and the impact of messages to the youth in Makerere Kivvulu, being a slum area many youth are exposed to high crime rate, drug abuse, prostitution, early pregnancies and high rates of school dropout, but by investing what causes high levels of the mentioned challenges. The impact of broadcasting media must be addressed by finding out how youth economic development in the area has been significant using (C.B.S) radio as a case study. Each new development extends the reach and changes the format of the media. The 20th century witnessed the development of mass media and the foundations of a global media.

The mass media are essentially a one-way, top-down phenomenon in terms of content production and distribution. In the 21st century the transformation of the media is accelerating as a consequence of the digitalization of content and its global distribution over digital platforms to digital devices. This digital transformation supplements, and at times by-passes, traditional models and platforms by introducing two-way, bottom-up, and lateral content distribution and production with new devices. Internet payment enabled music- and video-playing mobile phones with cameras are a recent addition to the new media, adding a fourth “screen” to those of cinema, television, and personal computers. New
media do not displace old. Rather, they sit side by side. Hardcopy newspapers and books are still published, but can also be accessed on the Internet. The news can be received on radios, watched on TVs, or accessed on laptop computers and mobile handsets. Yet, in the developing world especially in rural areas radio (including community radio) and TV hold the primary roles, particularly where literacy is low. Traditional radio and TV was continued to be the most effective ways of delivering high-quality information on issues such as health care and education.

The youth are the majority in the market in Makerere Kivvulu zone at the same time they are exposed to all kinds of messages as a result of broadcasting that includes radio, television print media and the advancement of internet. Many youth are unemployed, school dropouts operating small business being a slum this area is associated with all kinds of challenges and it makes it difficult for many youth to severe due to its poor standards but basing on my investigation focusing on radio as the media agent since it’s the cheapest affordable means of getting information. Economic activities that favors the youth in this area include farming (at a portray level) shop keeping hawking transporting and car washing since it is a slum area industrialization and large scale farming cannot be carried out. Most of the youth in this area use Luanda as their language of communication and since (C B S) both 89.2 FM and 88.9 FM broadcasts in the same language messages that are sent are clearly understood. Some of the programmers that are economical supportive towards the youth on CBS Radio are BUKADEF foundation farming project, POWESA farming projects, Nsindika-Njake farming project and many other awareness and sensitization programmers that aim at aim at economic development, tourism, industrialization, culture affaires and political affairs.

1.1.1 Historical Perspective

Historical development in Makerere Kivvulu is at a low margin since this area is a slum and its nearby neighborhoods are occupied by students and low income earners it is facing so many challenges associated with slum areas as mainly being high crime rate, facing so many challenges associated with slum area as mainly being high crime rate, unemployment, high levels of independence, illiteracy, prostitution and drug abuse this creates an image of a society living below the standard of living since also accessing primary health care is a challenges the use of
broadcasting media radio in particular was not so much used as today, it was mainly viewed as media of entertainment, political awareness and advocating cultural values.

1.1.2 Contextual Case Study

Due to the advancement in information and the rise of technology internet in particular youth economic development can be enriched for example though advertisement on radio, awareness campaigns, on line education, demonstrative and instruction teaching. This is empowering the youth so fast since it directing influence economic activity performance for example establishment of schools in the area for example data mine, urbanization, infrastructures as hotel England, Turskys super market, hostels all this creates employment opportunities with the massive awareness through radio on developmental projects and how this can be accessed.

1.2 Statement of the Problem

The youths have been left behind as far as growth and development is concerned. The largest number of the unemployed population belongs to the youths in the region and this has been as a result of illiteracy, inadequate information on developmental policies and programs. The biggest challenge in Makerere Kivvulu is unemployment among the youth since they are the majority in the area, amidst all these challenges broadcasting media, radio in particular has got a role to perform the advocates for youth economics development such as farming projects, industrial development, infrastructural development, civic education programmers co-operative cycles farming, primary health care, framing programs wildlife and tourism are some of the developmental economic activities that can be used to transform the youth to economic development. In this case media is used as an independent channel mainly to expose the youth to developmental activities it may be though print, television and internet media used but basing on the case study major focus is radio. The challenges of unemployment in the area is justified by the high rate of crimes such as rape, robbery and child abuse, high birth rate due to slum development, shortage of land for settlement prostitution and high levels of school dropouts all these problems need a tentative solution and the only way they can be solved is by creating employment opportunities for the youth in order for these areas to develop economical and improve their standard of living. Given that this media can provide information to the youths, this research
seeks to establish the sounding role of media towards the impacting of the youths in the locality of Makerere Kivvulu.

1.3 Specific of Objectives Of The Study Included The Following:

1. To establish the impact of CBS FM on youths economic empowerment
2. To examine the context of CBS FM message towards the promotion of youths economic empowerment.
3. To establish the relationship between CBS FM and Youth economic empowerment.

1.4 Research Questions

1. What is the impact of CBS FM on the empowerment of the youth in Kivvulu? 
2. How useful and relevant are the messages of CBS FM to the youth empowerment in Kivvulu? 
3. What is the relationship between CBS FM and the economic empowerment of the youths in Kivvulu?

1.5 Significance of the Study.

The study intended to expose the benefits and opportunities that broadcasting media avails to the youth in terms of creating employment for example cooperative cycle, small retail trading, farming involvement of women in money generating projects.

- Professionally the research will help in supporting non-government organization that advocates for youth economic empowerment though forming vocational institution, protecting and respecting of human rights, rehabilitating of the industrialization projects, controlling rural urban migration by so doing government can borrow a leaf and try to do these emphasized policies as the first option to improve the standards of the youth and economic at large.

- The information generated from this research is useful information or data to scholars from university and other institutions of learning who would like to learn or know a thing or two about broadcasting media. Academicians like professors can also find this research useful as it was to avail them information and statistics that they would need while carry out research
The study was carried out on central broadcasting service will prompt the radio station to establish a common relationship with its listeners, that they do not only listen but also benefit from being direct participate in activities that the radio station embarks on in order to reward its listen hence granting them an opportunity of employment.

1.6 Scope of the Study

The study was carried out in Makerere Kivvulu zone and surrounding areas covering a period of two years. This times is justifiable enough to enable the researcher to carry out the work.

1.7 Time of the Study

The research study took a period of 2016-17 for this time was appropriate to collect the required information.

1.8 Geographical Study

The study took place within the areas of Makerere Kivvulu and this was convenient enough to the researcher to access the youth and also try to attain the information from the media.
1.9 Conceptual frame work

Independent variable

CBS Programmes
Muvubuka
Weyogerere
Akeezimbira

Dependent variable

Youth empowerment

Other factors

Income
Education
Capital

Government policy

Source: Entanda Va Buganda No. 18 2015

2.1.1 Types of Programs

Ebyobusubuzi (basically of small scale and large scale selling of goods and service from Monday to Friday.

Kkiliza oba-gaana (based on political, economic and social programs from Monday-Friday.)
Ebyobulamu (public health program every Sunday evening.

Agava ewameya (this program deals with KCCA activities and opportunities with kcca for example road construction, education, public health and upcoming events with in KCCA every Tuesday.

Buganda n’ennono Buganda and its culture this deals with traditional values norms symbols and general behaviors in kiganda culture

Ebyobulambuzi (tourism) this is generally about tourism attraction and sites in Buganda and Ugandans opportunities for jobs, creating and massive awareness and many other programmers e.g. music, farming (ebyobulimi) and others.
CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews on literature on the impact of broadcasting media (CBC radio) both positively and negatively in relation to the youth economic empowerment as a dependent variable with its economic activities and the challenges that radio stations face.

2.1 The Role of Media and Economic Empowerment of Youths

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool. Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development. Community of (Central Broadcasting Service) radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities’ interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media. In many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations. Community radio can play a significant role at the grass roots level for rural development. For instance, issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming. In exploring the importance of sharing information locally and the opening up of wider information networks for farmers in Northern Ghana with reference to vernacular radio
programmes, Chapman et al (2003) found that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners’ groups. Using the Most Significant Change (MSC) process, Walters et al (2011) assessed the impact of community radio in Indonesia and concluded that effective radio activities can make a significant change in a community’s life. The MSC methodology has its origins in community health development debates. It has recently been applied to community radio impact evaluation. By the MSC process, community members provide feedback in the form of stories describing the desirable change in their life as a result of the activities of the radio. Through media skills training and access to the airwaves, a community radio facilitates a number of capacity building activities. The exchange of information, networking of groups, the provision of skills and training and these undoubtedly are key elements of developing a community. Again, a radio facility for a community facilitates the promotion of awareness of community groups and facilities in the area as well as providing the avenue for the empowerment of these groups to use radio to promote themselves and to speak directly to the community. For its proximate location to its clients a Community Radio serves a local ‘community of its interest. It is accessible to the community in terms of ownership, decision making and programme output. In majority of cases, programming is produced by the community, with focus on local concerns and issues. Unlike in the case of the mainstream media, rather than merely talking about the community, the people themselves make the programmes. This strengthens local culture with the recognition that this is their station; it becomes a forum for a wide diversity of local opinions and views. Sterling el at (2007) provided evidence that female community radio listeners are given a voice with which to respond to programming and to create programming content. The authors estimated the cost of excluding women from ICT for development and explored how community radio represents an opportunity for inclusion. By employing the principles of Participatory Action Research (PAR), the authors found that women were more likely to benefit from technology-mediated opportunities for development if they themselves produce information that contributes to their advancement, rather than simply consuming information provided by others (Sterling et al 2007).

An integrated rural development programme. The overall strategy of radio has been to promote integrated rural development that was to create an enabling environment for constructive dialoguing between duty
bearers and rights holders; thus giving voice to the vulnerable and excluded to demand for and claim their rights.

Livelihood is defined to include capabilities, assets (including both material and social resources) and activities required for a means of living (OECD, 2001). Economic theory postulates that Community Radio, to a large extent, if effectively organized, performs three main significant functions at the grass root level for rural development. Firstly, it promotes issues of agriculture, gender equality, education, trade and commerce, disaster, weather, natural calamities, poverty and social problems. Community radio is usually for the people, run by the people and owned by the people. Secondly, it enhances the capacities of local people to work together to tackle a range of social problems, including poverty and exclusion through radio. Lastly, it contributes to nurturing of the creative talents of the community and providing a forum for a diversity of opinions and information.

2.2 Significance Of Using Central Broadcasting Services CBS As A Broadcasting Media Towards Youth Economic Empowerment.

It should be noted that there are both negative and positive.

CBS FM covers a wide area, so information can be got by all kinds of people mostly the youth. General language used is Uganda and partially English which can be understood by almost everyone. Accessibility of the radio is cheap in the area since they are cheaper on the market scale. The station allows direct feedback between the presenters and listeners through telephone communication since it bridges the gap between the caller and sender and advice can be given. Use of expert personal at the station allowing quality production of programs and that the views are of the interest of the public to ensure development generally. Many youth have no access to radio mainly because they are expensive to acquire and they and they do not find it as their first desire. Mainly programs do not target the youth for development but targets well establish people that are working yet the youth need most. Neo- liberalization that is due to competition has focused most on profit maximization hence encouraging program that generates a lot of money than qualititative sensitization of the youth to development. Many youth neglect listening to CBS station with suggestion that is uses a lot of Uganda (local language) yet they want to be associates with English. Poor relations with the central government with an acquisition of promoting antigovernment activities Great challenges of competitors for example Bukedde station, Beat samba and Ddembe fm
hence reducing on profit maximization. Lack of enough capital for expansion in service providing and carryout extensive research programs towards the impact of its program into the masses (Youth in Makerere Kivulu).

Poor preparation and bias from listens as antiballistic radio always against non-Buganda has created Abad impression to the radio image hence the desire to neglect of it is high by non-Buganda.

The poor of grading of the on line broadcasting for the station has become a challenge since its always on and off without being consistent in the production on has led to its poor accessibility of information by people that use the internet.

Central Broadcasting Service) has been used to improve awareness and knowledge of solutions to community development problems within various sectors including culture, rural development, education, hygiene and sanitation, agriculture and local governance among rural people living in the (Luganda) speaking districts in particular.

There is increased enrolment in school through the School for Life (SFL) literacy programmes being broadcast on the station; reduced out-migration by young girls (Kayaayo3) due to the station’s enlightenment and an increased use of fertilizers by farmers (Central Broadcasting Service, 2010). This finding particularly the adoption of good and modern agricultural practices is in agreement with the conclusion by Chapman et al (2003) that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. There has also been increased awareness on hygiene and sanitation issues in the sampled communities as well as enhanced social cohesion, manifesting itself in several ways including friendship and conflict reduction. More so, listeners have been able to broaden their horizon of knowledge through the opportunity provided to them by the radio in terms of broadcasting international news.

Central Broadcasting Service has served as an important link between Radio other sectors (Women and Loans and Community Projects) and as such, has promoted the other sectors very well.

Through its Central Broadcasting Service strategy of communal listenership, more than 100 communities have formed listeners clubs across the two administrative districts in the Northern Region. Listeners’ clubs have a major role in the design and running of programmes (Simli Radio, 2010). They listen and are able
to track programmes and make inputs as to what should be encouraged or changed. This promotes ownership and relevance of programmes to the people. Listeners identify themselves with the programmes and listeners clubs are a valid indicator of radio reception. This finding about Central Broadcasting Service finds support with the assertion of Sterling et al (2007) that Community Radio provides listeners with the voice with which to respond to programming and to create programming content.

The programmes are popular and the listeners are inspired to improve upon their family’s daily life. Especially the recordings from the communities and the direct access listeners have to the radio were found to catch the listeners’ priorities. Most people found that Simli Radio programmes concerned their lives more than other radio programmes, due to the fact that they could identify well with the presenters and the programmes made directly in the communities.

The station Central Broadcasting Service wields a lot of influence. It informs the people about what is happening in all the sectors of GDCP. It would be very difficult to know what is going on without the radio. The radio serves as the foundation and it is marketing the other sectors. For instance, an opinion leader in Wantugu, Mallam Abu, said in a one-on-one interview that, “we now know more about development in the other communities and how to get development ourselves. More so, without the radio it is like someone has taken your food away!”

2.3 Conclusions

Central broadcasting Service has really served as one of the communication channels in Uganda that has encouraged target communities to participate in programme activities and replicate skills acquired. Central broadcasting Service should continue to play its role well by encouraging its listening communities in Kampala and the surrounding districts to keep faith and support to the station. The Radio has had social, economic, political and cultural impact in the programme districts. The station has largely been used as a tool for integrated rural development. The station has operated within its mandate as a community radio with a social responsibility of providing community news bulletins, current affairs, sporting, culture and health programmes. There is a very high degree of listener participation in the programmes, and the rural audience likes to hear themselves and their neighbors. Although listeners in Kampala District said they have limited choice of radio services Central broadcasting Service has become a popular radio FM station for many people in the central Region. The radio is highly praised. Started as a small radio
programmes production unit in the GDCP, today Central broadcasting Service has achieved the goal of becoming a community radio. In terms of ownership community members feel they are part of the ownership because their suggestions or recommendations have been heeded to by staff of the station. They also participate in the programmes by way of making announcements and advertisement.

The media's contribution to development occurs simultaneously along several storylines. Economists term this joint production as when rearing sheep provides meat, wool, and leather. Here the media's development impact is presented using five closely intermingled influence. Plurality and transparency the contributions that a plural media environment makes to good governance, transparency, and the functioning of markets (economic and political) which can be seen as the media's political economy role. Behavioral the media's contribution to inspiring beneficial changes in the behaviors of individuals, groups, and organizations. Infrastructure and platform compelling content is essential for and the main driver of investment in new convergent broadband infrastructure and platforms, which hold the potential for transformational development. Economic the media provide many jobs, especially in smaller-size enterprises. Trade in media, mainly audio-visual products is substantial but asymmetric, certain trade barriers restrain investments and limit opportunities for developing country exports, and so the media's potential contribution to development
CHAPTER THREE

METHODOLOGY OF RESEARCH

3.0 Introduction

This chapter outlines methods that were used in getting data and provides a description of the research design and methodology that were employed in the study. It also outlines the sources of data, sampling design and research procedures, area of study, data collection techniques, data processing and analysis and problems encountered during the course of study.

3.1 Research Design

A cross-section design format was used, and it was descriptive in nature because it involves describing the characteristics of particular individuals or individual groups including things like sex, age levels of education, urbanization tourism, political development and public health as the dependent variable of which they are depending on the independent variable of which they are depending on the independent variable of which its relation to the radio station C.B.S an independent variable.

3.2 Area of Study.

This study was specifically carried out in Makerere Kivvulu zone, found in Nakulabye and in Rubaga Division of Kampala.

3.3 Population of the Study

The study was composed of student’s non students and youths with Makerere Kivvulu area, medical employees and working staff journalist n the media of CBS and the media organization.

3.4 Sample of the Study

The study used both purposive sampling and simple procedures. Purposive sampling was used in select the youth between 18—35 and the simple random sampling used in selecting the sex (gender) of the adults basing on the activities they are engaged in.
3.4.1 Sample Size

The total sample size of respondents was based on the age group (18-35) years, six people will be selected from the age bracket of (18-35) years and the other was be selected from (8-18), three other people from the radio station, the three people from the political representatives of the zones chairman, security and welfare representative and the last two people were ordinary citizens that have lived in the area for over 15 years to make a total number of 20 people for the study during the investigation.

3.4.2 Sample Selection

The study was carried out in specifically in Kivvulu zone Makerere. Using both purposive and simple random sampling irrespective of the activities that have influenced development both positively and negatively.

3.4.3 Sampling Technique

This study employed stratified sampling and simple random sampling. Stratified sampling technique was used to select the schools and the category which included in the sample. Stratified sampling technique identified sub-groups in the population and their proportions and select from each sub group to form a sample. It groups a population into separate homogeneous sub sets that share same characteristics so as to ensure equitable representation of the population in the sample.

3.5 Data collection Methods.

The study used both primary and secondary methods of data collection while collecting the information

3.5.1 Secondary Method.

This basically will involved documentary reviews of reports text books magazines the Kampala city council and newspapers. The research visited Kampala city council library.
3.5.2 Questionnaire

This process involved setting questions that were either be handed over to respondents or sent to them to answer. The questionnaires were about the impact of broadcasting media on the youth economic development in Makerere Kivvulu zone.

3.5.3 Interview,

This involved face to face conversation with respondent in the fields. It helped to collect relevant information that is helpful to the society.

Interview guide

The researchers designed the questions to obtain quantitative data to the problem and people’s view about the study. Questions posed to respondents were written on a piece of paper and answers obtained were recorded.

3.5.4 Observation

The researcher used all senses to perceive and understand experiences of interest.

3.6 Data Analysis

The questionnaires were coded and put in the computer. The data was analyzed using quantities method where by responses from respondents was tabulated, their frequencies and percentages calculated for easy analysis.

3.6.1 Document Analysis:

The method involved critical examination of public or privately recorded information relating to the product quality of the company over the other companies products

3.6.2 Data Processing and Analysis:

Raw data was edited and coded before being analyzed. As a general rule, when the compiled statistics is greater than the tabulated statistics was significant.
3.6.3 Data Analysis

This had both qualitative and quantitative methods. The quantitative analysis included the use of percentages and tables. This was used to establish the relationship between the independent and dependent variables of the hypothesis.

3.7 Limitations of the Study

The researcher faced the following problems in the field of collecting the data

- There was a problem of accessing certain information that the researcher needs to include in the work done
- The researcher faced the problem of financial constraint in terms of transport when traveling to collect data, typing and binding the researched data.
- The time to accomplish the research was also another bulwark faced during the exercise.

However the researcher solved the problems in the following ways;

- The researcher used different means data collection to dig deep and find out more information that is required to come up with good results.
- The researcher also looked for the financial support from the non-government organizations that are in line with the campaign of evaluating the rate at which youths are developing in the area.
- The researcher also put the time factor in his mind and made personal time management in order to meet the deadline.

3.8 Ethical consideration

While carrying out the research, the researcher practiced the confidentiality of the information as collected from the field and these while help a lot towards confidentiality and secrecy of the information. The researcher was provided with the letter towards the introduction to the media of Central broad Casting services and also the very letter was introduced to the local council of Kivvulu among others for formality and clarity.
CHAPTER FOUR
DATA PRESENTATION AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter highlights the presentations, interpretations and discussions of collected data in tables, graphs and charts from 50 respondents. This information was collected using interviews and questions. The presentation is guided by the objectives of the study aforementioned.

4.1. Demographic Characteristics of Respondents.

Table1: Sex/Gender of respondents

<table>
<thead>
<tr>
<th>Sex of respondents</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Female</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary data 2018

Results from table show that majority of the respondents were Male with a percentage of 60% and the minority of the respondents were Female with a percentage of 40% of the total number of respondents which indicated that males have access and chances to benefiting from the economic empowerment compared to their counterparts.
Table 2: Age of respondents

<table>
<thead>
<tr>
<th>Age of respondents</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>30 and below</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>31 to 39</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>40 and above</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary data

Results from table show that majority of the respondents are between 31 to 39 years old that’s 15% of the total respondents, 40% of the sample size were 30 years and below and a small number of the respondents were 40 years and above old that’s 30% of the respondents. This implies that youths above 40 years have more access to any programmes of youth empowerment compared to other age brackets.

Table 3: level of education attained by the respondents

<table>
<thead>
<tr>
<th>Level of education attained</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Tertiary institutions</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Secondary levels</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Others</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
Level of education was used to establish the level of competence of the respondents and from the results shown in the table, 16% of the respondents attained Tertiary education, 60% attained a diploma and 8% of the respondents attained Secondary education that is O and A-level hence the majority of the respondents sampled were very competent and literate.

4.2 The Impact of Media on Youth

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool. Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development. This was further supported by one key informant who said, “Radio has conquered the Pear of Africa with the verbal strength in all circles”

Poverty, Agriculture, Gender Inequality, and Education: Community of (Central Broadcasting Service) radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities’ interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. The context of CBS FM message towards the development of youth’s economic development. The relationship between CBS FM and Youth economic development.

Although CBS plays an important role in empowering the youths, it has faced several challenges:

The challenges being faced by the media of CBS include: Poor relations with the central government with an acquisition of promoting antigovernment activities. Great challenges of competitors for example Bukedde station, Beat FM Simba FM and Ddembe FM hence reducing on profit maximization. Poor preparation and bias from listens as antiballistic radio always against non-Buganda has created Abad impression to the radio image hence the desire to neglect of it is high by non-Buganda. The poor of grading of the on line broadcasting for the station has become a challenge since it is always on and off without being consistent in the production on has led to its poor accessibility of information by people that use the internet.
Table 4: Occupation of the Respondents

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil servants</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Self-employed</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Non-employed</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Others</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

During the study, the researcher also used the types of occupations of the respondents to explore the economic empowerment of the youths in the area as shown in the table above, and it was noted that the self-employed youth are the majority with 60% with their number of 30 respondents, followed by the civil servants and others with 16% each and the non-employed with the percentage of 8.

And this means that the self-employed youth who were mostly bodaboda cyclists and mobile money attendants are experiencing more economic empowerment as compared to others.
CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter involved a summary of the findings, discussions, and recommendations that are based on the objectives, the problem statement, and well as the recommendations are based on the findings.

5.1 Conclusions:

The study concluded that radios like CBS played an important role in empowering the youth. They addressed the many challenges faced by the youth for example CBS has an economic impact on the youth in Makerere Kivvulu, CBS has made development of its publics or audience the first priority where by many of its programme content contains information for sensitizing the audience about the different development programmes life educating about new trends of modern farming, saving for the future and creating a plat form for the market through cheap advertising.

However, many youths rarely have access to radio like CBS and others rarely involve themselves in programmes facilitated by CBS because it has most of its audience up country.

Secondly, examining the context of CBS messages towards the promotion of youths economic development, CBS radio being a central Uganda based station mostly employing people from the central region who are well equipped with relevant content for people in the area, and another point in case, since CBS is a Buganda kingdom radio, many believe in information disseminated because the locality is also in the area covered as a famous public figure as quoted, “CBS champions the radio air waves since the late 90s in Uganda.”

But others to take this radio to be tribe affiliated and people of other tribes do not believe and trust it because Makerere Kivvulu has dwellers from many parts of Uganda and the world at large. The relationship between CBS FM and the economic development of the youths as one of the core values of CBS FM youth development is one of their obligations and indeed they have made it a success but Makerere Kivvulu is not very appropriate for the CBS programmes.
5.2 Recommendations

- The government is required to boost the media programs which deal with the Empowerment and development of the youths in the country.
- There is need for soft loans and educating the youths how to receive the loans and use it these will enhance development and growth in the region and the country.
- The government has to impact and boast up the youths in different sectors in the view of uplifting their life style among others, it also has a role to play in the empowering of the youths, it should make a follow up on the help being rendered to the youths there is also need for accountability and better service delivery.

Institutions are required to educate and train the youths on issues concerning the employment creations and being equipped with relevant skills towards self-sustainability, growth.

5.3 Areas for further research

The media and the government needs to address the issue of unemployment amongst the youths; the effectiveness of empowering all the genders of the youths which will help to build a better future, the government also requires carrying out the accountability for the funds being relished for the youths.
REFERENCES

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Cape Film Commission. 2006. A Strategic Economic Analysis of the Cape Town and Western Cape Film Industry. Cape Town.
Center for Entertainment Industry and Research. 2006. The Global Success of Production


My name is Bukenya Maurice, a student of Kampala International University pursuing a Bachelor's degree in Mass Communication, carrying out research on topic "Radio and Economic Empowerment of Youths In Makerere Kivvulu; A case of Central Broadcasting Services (CBS)

SECTION A

Write answers in the space provided

A. BIO DATA

Put a tick [ ] to the right option

Interview guides to the local communities.

101. Name of Sub County

102. Name of the village parish

103. House hold number

104. Sex of the respondent

(1) Single [ ]  (2) Married [ ]  (3) widowed [ ]

(4) Others specify

105. Age of the respondent

106. Level of education

(1) None [ ]  (2) Primary [ ]  (3) Secondary [ ]

(4) Tertiary [ ]
107. Occupation of the respondent
(1) Civil servant         (2) Business         (3) others specify

108. For how long have you been in this area?

(4) Others Specify

SECTION B

1. Does the media have any impact on the youth
   
   Yes    
   No     

2. What is the impact of media on youth development?

3. How have the youths used the media for developmental purpose?

4. If the answer is YES in 3 above, how has the media contributed?
5. Which programs on CBS encourage youths to be hard working and innovative?

6. Do the youths use media for development?
   Yes  
   No  

7. How can CBS encourage youths to be hard working and innovative?
5.4 The study is estimated to UGX 700,000 arrived at as follows;

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>COST (UGX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationary and related costs</td>
<td>200,000/-</td>
</tr>
<tr>
<td>Transport</td>
<td>250,000/-</td>
</tr>
<tr>
<td>Communications</td>
<td>100,000/-</td>
</tr>
<tr>
<td>Photocopy</td>
<td>50,000/-</td>
</tr>
<tr>
<td>Typesetting and binding</td>
<td>50,000/-</td>
</tr>
<tr>
<td>Internet</td>
<td>30,000/-</td>
</tr>
<tr>
<td>Subsistence</td>
<td>30,000/-</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>40,000/-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>700,000/-</strong></td>
</tr>
</tbody>
</table>