UGANDA BROADCASTING CORPORATION RADIO PROGRAMS IN PROMOTING DECENTRALIZATION IN UGANDA

A Thesis

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Administration and Management

By

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DECLARATION A

"This Thesis is my original work and has not been presented for a Degree or any other academic award in any University or Institution of learning"

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Name and Signature of Candidate

01/10/2011

Date

DECLARATION B

"I confirm that the work reported in this Thesis was carried out by the candidate under my supervision"

Assoc Prof. Dr. Kepha Natolooka
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APPROVAL SHEET

This Thesis entitled "Uganda Broadcasting Corporation Radio Programs in Promoting Decentralization in Uganda" prepared by Kyebakoze Suleiman Madada in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Development Administration and Management has been examined and approved by the panel of oral examination with a grade of <u>PASSED</u>.

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DEDICATION

To my family and the entire media fraternity in Uganda.

ACKNOWLEDGEMENT

ABSTRACT

The study examined the role of Uganda Broadcasting Corporation Radios (UBCRs) in promoting Decentralisation in Uganda. It established the various programs through which UBCRs promote decentralisation, analysed their contents and assessed their effectiveness in promoting decentralisation in Uganda.

Descriptive research design was applied to a research population which included; managers, presenters/producers of UBCRs, local and other government officials from 14 districts and listeners. 514 respondents were targeted, out which 413 (80%) were studied through questionnaire, content analysis check-list, interview and documentary review guide.

The study revealed that; first, there were 81 programs (out of the 789) through which UBCRs promoted decentralization in Uganda. Second, the contents of these 81 UBCRs programs insignificantly contained decentralisation-related issues. Third, UBCRs were ineffective in promoting decentralization in Uganda.

The study concluded that; in addition to UBCRs having limited specific programs, those few programs' contents had less, if any relevancy, thus, making them ineffective in promoting decentralization in Uganda. To avert this, the researcher recommends that the Government of Uganda, UBC and other stakeholders; fast track and review the National Broadcasting Policy 2004; reinforce the existing polices and laws that promote balanced media reporting.

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ACRONYMS USED

AIDS	Acquired Immune Deficiency Syndrome
ACME	African Center for Media Excellence
AWMC	African Women's Media Center
DVC	Deputy Vice Chancellor
HIV	Human Immune Virus
NRM	National Residence Movement
FM	Frequency Modulus
MGLSD	Ministry of Gender, Labour and Social Development
MOLG	Ministry of Local Government
TV	Television
SPGSR	School of Postgraduate Studies and Research
SPSS	Statistical Program for Social Scientists
STI	Sexually Transmitted Infections
SRH	Sexual Reproductive Health
PEAP	Poverty Eradication Action Program
UBC	Uganda Broadcasting Corporation
UBCRs	Uganda Broadcasting Corporation Radios
UNDP	United Nations Development Program
UNESCO	United Nations Education Science and Cultural Organization

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CHAPTER ONE
THE PROBLEM AND ITS SCOPE

Background of the Study

Revolutionary advances in information technology reinforce economic and social changes that are transforming business and society. As a result, a new kind of economy, the information economy, is emerging. A corresponding new society is also emerging with pervasive information capabilities more competitive, more democratic, less centralised better to address individual needs (World Bank, 1996). Because the emerging society is less centralized, it is mainly characterized by decentralization or decentralized service delivery system.

According to Chema *et al* (1983), decentralisation denotes the transfer of responsibility of planning, management, and resource raising and allocation, from the central government and its agencies to; field units of central ministries/agencies, subordinate units or levels of government, semi autonomous public authorities or cooperation, area-wide, regional or functional authorities, Non-governmental, and private-voluntary organizations.

On the other hand, decentralization is defined as the devolution of government functions and powers to the people at appropriate levels where they can manage and direct their own affairs (Constitution of Uganda, 1995).

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Decentralization and local governance are increasingly recognized as basic components of democratic governments, since they provide an enabling environment in which decision making and service delivery can be brought closer to the people, especially the poor. The Human Development Report (2003) underlines that in 55 countries, decentralization of government spending was closely associated with lower corruption among bureaucrats.

According to the United Nations Development Programme Human Development Report, for the process of decentralization to be complete and for it to be successful, certain precautions must exist. These include effective state capacity, empowered, committed and competent local authorities, and above all engaging informed and organized citizens and civil society (UNDP, 2003). If these preconditions are to be achieved, then, a good communication system has to be in place. Reason being, its considered as a major resource, a vehicle to ensure real participation in decision making, a central information base for defining policy options and an instrument for creating awareness of priorities.

Overview on Decentralization in Uganda

Since the late 1980s, Governments in Sub-Sahara Africa have been undertaking various structural reforms, both politically and socio-economically. Uganda is no exception to this in the sense that the country endeavors for democratization as well as for sustainable development. One of the pillars for this policy reform has been decentralization, which

has been considered to be essential to create a collaborative mechanism between the state and the people (SAITO, 2000).

Decentralization in Uganda can be traced in the pre-colonial period, where each nationality had its own system of local governments ranging from the monarchial centralized system of the Buganda kingdom based on hierarchical chiefs to highly decentralized "republican" organizations in the non-kingdom areas of the North-west. The first attempts by the colonial masters to set up local administrations were in 1919 when the African (Native) Authority Ordinance was passed providing for the powers and duties of African chiefs and the enforcement of African authority. The chiefs collected taxes, presided over native courts, maintained law and order, and constituted native councils at district and lower councils.

The Ugandan Constitution at independence in 1962 established a highly decentralized system combining federalism, with semi-federalism and unitarism. The Constitution granted a federal status to the kingdom of Buganda and a semi–federal status to the kingdoms of Ankole, Bunyoro and Toro, and the territory of Busoga. It also provided for councils to be established in the Districts of Acholi, Bugisu, Bukedi, Karamoja, Kigezi, Lango, Madi, Sebei and West Nile (Mugabi, 2003).

The independence Constitution was abrogated in 1966 and in its place, a new Constitution, which centralized powers, enacted. There was a military take - over in 1971. The military regime of Idi Amin (1971 – 1979) dissolved the Districts and Urban Administration led by Governors, most of

whom were highly - ranking military officials. Obote (1980 – 1985), a key protagonist in the 1966 crisis, did not make any significant efforts to re – establish decentralized governance.

Following the NRM bush struggle, 1986 saw a new era of grassroot people governance-decentralization. The constitution of the republic of Uganda (1995) principle (X) states that the State shall take all the necessary steps to involve the people of Uganda in the formulation and implementation of all development plans and programs which affect them.

Under the current decentralization arrangement, leadership in Uganda has been dissolved to over 75,024 local governments and administrative units that is to say; 111 districts, 164 counties, 22 municipalities, 56 divisions, 174 town councils, 1, 116 sub counties, 207 town boards, 7,138 parishes/wards, and 66, 036 villages/cells all over Uganda (MOGL, 2011).

In Uganda, like in many developing economies, there is a dichotomy between the assumed benefits of decentralization for service delivery and actual experience. For the process of decentralization to be complete and successful, there are certain preconditions which may exist in a country at a given time.

Overview on Uganda Broadcasting Corporation (UBCRs)

Mass media have great potential to influence the process of establishing and maintaining well, government functions, general

elections, expose political scandals and misuse of public funds, and initiate process of policy change or institutional reforms. Realizing that mass media is a very influential strategy and means for popularization of government programs, the government of Uganda, Local Government Officials and other stakeholders have continually used radios especially the Uganda Broadcasting Corporation Radios to marshal their programs.

Uganda Broadcasting Corporation (UBC) established by Uganda Broadcasting Corporation Act of 2005 has its origin from the political history of Uganda. The media ownership was influenced by pro-colonialism and anti-colonialism struggles. The first significant publications, *Munno* and *Uganda Herald* appeared in 1910 and 1912 respectively. *Munno* was mainly a religious newspaper, and *Uganda Herald* was mainly interested in white settler planters' interests. In December 1920, the first African Independent newspaper *Sekanyolya* followed by *Munyonyozi* (the narrator) in 1922, *Gambuze* (1927) *Doboozi lya Buganda* (the voice of Buganda) 1928.

In 1954, the colonial government in Uganda installed a pair of 250 Walt Medium Waive to an area of 15 Miles around Kampala; the first broadcast used were BBC tapes to be replayed in English and Luganda after transmission. By 1956, a 71/2 KW Short waive Marconi transmitter to supply the whole Uganda was already installed-broadcasting Luganda, Luo, Ateso, Runyankole/ Rukiga. Thus it was a medium to counter powerful propaganda and agitations of National Independence.

The period 1962-1971 post independence, the radio continued as government machinery for propaganda. In 1971-1979 during the Amin regime, government stews on radio and T.V widely as a state machinery. The press in Africa was owned and managed mainly in favor of the foreign oppressors and exploiters (The New Vision, 24 April 1989).

In 1993 with liberalization of the media saw new era of the media industry in Uganda. Private media houses ownership, management and control rotate around economic, political and religious dominance. The contents of these media houses are largely determined by the proprietor's objectives, empowering communities is a secondary matter. As a result, UBC was established with the objectives of; (a) to develop the broadcasting bodies into a public national broadcasting center for excellence, with the purpose of providing electronic media and consultancy services that educate and guide the public,
(b) to achieve and sustain a comprehensive national radio and television coverage,
(c) achieve and sustain a common career status (UBC Act, 2005; 4).

UBC was established by Uganda Broadcasting Corporation Act of 2005 as a successor of the former state media known as Radio Uganda and Uganda Television. It is wholly owned by the government of Uganda. The Uganda Broadcasting Corporation Radio (UBCRs) network itself comprises of various radios including the; Blue, Red, Butebo Channels, Magic FM, Star FM and Mega FM Gulu, Buruli and West Nile. The radio was formed; (i) to ensure quality indigenous programming and to adopt

foreign programmes to suits indigenous needs, (ii) to acquire and apply modern broadcasting equipment and design good organizational structure and put in place responsive and skilled personnel in line with technology improvement (Section 5 (f), 5 (m) respectively). To date, UBCRs are being used to market decentralization in Uganda but it was not possible to determine and know how effective they were. This study therefore was done to put more light on this information gap.

Statement of the problem

' Uganda has chosen decentralized governance model to divest and localize power as a means to drive equitable regional development, address power imbalances, and stimulate empowerment of local people towards poverty alleviation. Thus there is a need for greater availability of information to local people, a platform for analysis and debate and demanding accountability, highlighting the significant niche of the media (PANOS, 2004). As one of the crucial means through the gospel of decentralization would be preached, UBC was established with the objectives of; (a) to develop the broadcasting bodies into a public national broadcasting center for excellence, with the purpose of providing electronic media and consultancy services that educate and guide the public, (b) to achieve and sustain a comprehensive national radio and television coverage (UBC Act, 2005). Nevertheless, information regarding the role that UBCRs have played in promoting decentralization in Uganda was not only inadequate, but very scanty.

The ultimate goal of the reforms was to provide an appropriate institutional framework which would ensure public participation, transparency and accountability, equality and equity, and acceptability and ownership of development process (Njuba, 1987). In a nut-shell, people's empowerment. An important element of empowerment is when communities demand accountability from their leaders. Despite the establishment of UBC to educate and guide the citizens, this is not happening at the moment as the second Uganda Participatory Poverty Assessment revealed that communities do not question leaders because they are not aware of their responsibilities (CMES, 2006).

The study therefore sought to establish the missing information gaps in relation to the various programs through which UBCRs promote decentralization in Uganda, the contents of UBCRs' decentralization-related programs and on whether UBCRs' programs had effectively promoted decentralization in Uganda.

Purpose of the study

The purpose of the study was to examine the role of UBCRs in promoting decentralization in Uganda.

Research Objectives

The study was guided by the following objectives;

(i)   To establish the various programs through which UBCRs promote decentralization in Uganda.

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(ii)   To analyze the contents of UBCRs programs related to decentralization, and

(iii)   To assess the effectiveness of UBCRs programs in promoting decentralization in Uganda.

Research questions

The study sought to answer the following questions;

(i)   What are the various programs through which UBCRs promote decentralization in Uganda?

(ii)   What are the contents of those UBCRs programs related to decentralization?

(iii)   How effective are the UBCRs programs in promoting decentralization in Uganda?

Hypotheses

The study aimed at testing the following hypotheses;

(i) UBCRs have no specific programs designed to promote decentralization in Uganda.

(ii) The contents of UBCRs have no relevancy in promoting decentralization in Uganda.

(iii) UBCRs are ineffective in promoting decentralization in Uganda.

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Scope of the Study
Geographical scope

The study was carried out in 14 districts of Uganda including; Nakasongola, Kayunga, Kampala, Kamuli, Kaberamaido, Nebi, Nakapiripirit, Moroto, Busia, Tororo, Gulu, Hoima, Mbarara, and Mukono.

Contextual Scope

The study mainly focused on three issues, namely; the various programs through which UBCRs use to promote decentralization in Uganda, the contents of those programs, and their effectiveness in promoting decentralization in Uganda.

Theoretical scope

The study was premised on the "Agenda Setting Theory of the Mass Media which helps to establish order of priorities in society" (McCombs & Shaw, 1972). According to this Theory, repeated and focused media content on participation of citizens, managed by knowledge and informed journalism are assumed to deepen decentralization. The study further aimed at analyzing the current media and decentralization process basing on the Marxist Theory. This Theory purports that media is a powerful ideological weapon of holding the people in voluntary submission to capitalism. The researcher therefore wanted to establish whether these two Theories are applicable in Uganda with regard to UBCRs and decentralization.

Time scope

The study reviewed decentralization literature between the period of 1986-July 2011. The researcher carried out the study from June 10-August 29, 2011.

Significance of the study

The study is significant in that:

The Ministry of Local Government may use the research findings as pragmatic information for planning and monitoring decentralization process, design and use appropriate communication channels that would reach the target audience.

Media owners may use the findings to aim at achieving their goals of broad based listenership, improving innovativeness and creativity in designing their program schedule that promote decentralization policy.
Media presenters may use the findings in improving on their presentation qualities and personal advancement by addressing the identified gaps in the research.

Future researchers may use the information obtained in this research in their literature reviews basing on the findings and building on knowledge that seek to bridge the indentified gaps.

Donors may use the information herein in choosing priority areas of funding and draw interventions that make radio an effective tool of promoting decentralization.

Definition of key operational terms

For the purpose of this study, the following terms are defined as they are used in the study.

Decentralization: is transfer of responsibility of planning, management and resource raising and allocation from the central government and its agencies to; field units of central ministries/agencies, subordinate units or levels of government (Chema,Rondinelli&Nellis, 1983). Decentralization as referred to in this study, however, involves enhancement of participation, transparency and accountability, and equality and equity by the local government to the local people.

Participation: means involving people in decision making, planning, implementation, evaluation, monitoring of policy formulation, legislation, and entire development process.

Empowerment: is an increased awareness, increased confidence building, increased action, demand for accountability from the communities themselves and duty bearers so that they can get meaningful monitoring community empowerment has been used interchangeably with the word decentralisation (MGLSD, 2006).

Mass media refers collectively to all media technologies, including the Internet, television, newspapers, and radio, which are used for mass communications, and to the organizations which control these technologies (AWMC, 2000).

Media practitioners: Includes UBCRs producers and presenters.

Media programs: Those radio programs schedule of UBCRs.

Media content: Messages/information contained in the UBCRs programs.

Local and government officials: These include local councils, local government officials, and central government officials (in charge of decentralization or community mobilization).

Transparence: means the decisions taken and their enforcement are done in a manner that follows clearly laid out rules, procedures and regulations.

Accountability: Means explanations of actions taken by public officers to the citizens affected by those actions.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The chapter presents the review of related literature on radio as a powerful medium in promoting social, economic, and political issues. It specifically concentrated on; UBCRs programs and promotion of decentralization, UBCRs contents and decentralization, and effectiveness of UBCRs programs in promoting decentralization in Uganda.

Concepts, Ideas, Opinions for Authors/Experts

Radio as a powerful mass medium

Ronning (1994) argues that radio is a very democratic medium which when used in a decentralized manner may give local people and communities an opportunity to express their grievances in representative discussion. A country like Japan with a population of more than 125 million, has TV and radios which reach virtually 100 percent of the population as 11,000 transmitters blanket the country. In Mexico, there are more than 800 commercial radio stations and only 50 non commercial stations, along with dozen commercial networks. In China, radio is the number–one mass medium in the country, with 724 stations reaching about 95 percent of the population (Dominic, 1999).

According to the Base Line Survey Report (2001), radio was found to be a major source of information to the communities on Sexually Transmitted Infections (STI) and Sexual Reproductive Health (SRH). Of

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the other sources like friends, peers, health workers, school/teachers and parents, radio was found to be 58% effective.

In what Grossman (1996) calls the "Electronic Republic", the power of individual citizens is increased in several ways: through great access, and greater influence. There is greater access to those who represent the individual in the political system, and to information about issues, decisions and pending legislation that might affect the individual. The greater influence is manifested in the fact that an individual can more easily communicate his or her views on a topic directly to elected representatives. The electronic media has given larger percentage of constituents than ever before, as the stakeholders have the ability to easily and quickly transmit their opinions on public policy issues to representatives.

By empowering ordinary citizens to participate more directly in their political system, Grossman (1996) argues that electronic communication increases the role of citizens in the policy making process at the expense of political "middlemen" who have historically provided the forum by which ordinary citizens could make their interests on specific issues known through interest aggregation and representation.

The concept of decentralization

Globally, decentralization is the type of governance that promotes people's participation, transparence, accountability, social inclusion,

equality and respect for human rights and media is generally accepted as the vehicle to the foregoing (UNDP, 2003).

Hary Blair in his study of the effects and benefits of decentralization in the Ukraine found that the local councils are threatened by interest group capture and stake of lawlessness and "local entrepreneurs" ensure that the benefit of privatization accrue to them through bribes and influence and evasion of local tax through intimidation and payoffs (Blair, 2000:25). Blair explains this vulnerability of local government in Ukraine as the result of factors including the uncertain development of the print and the electronic media in the vacuum left by the soviet state controlled media (Blair, 2000:30).

Uganda has chosen decentralized governance model to divest and localize power as a means to drive equitable regional development, address power imbalances, and stimulate empowerment of local people towards poverty alleviation. Thus there is a need for greater availability of information to local people, a platform for analysis and debate and demanding accountability, highlighting the significant niche of the media (PANOS, 2004).

According to Ministry of Local Government "*Decentralization Policy Strategic Framework*" (2006), the decentralization policy in Uganda is anchored to the following principles to give effect to its goals and objectives; *Devolution of Power*-power is dissolved from the center to local government; *Good Governance*-efficiency and effectiveness,

equitable, transparent and accountable use of power, observance of human rights, social inclusiveness, especially the marginalized groups; *Subsidiarity*-local governments have powers to make their own plans and budgets and execute them without reference to higher authorities provided such plans and budgets do not have recurrent cost implications on the higher authorities; *Popular Participation*-enable active participation of the people, sensitize on their rights including the right to demand services including their obligation to pay taxes, *Partnership* with all government agencies, NGOs, CBOs, private sector and the development agencies; non subordinations which prevents higher local governments from dominating local ones; *vertical and downward accountability*-meaning that local officers are accountable both to central government and to local citizens.

Theoretical review

According to the Agenda Setting Theory McCombs and Shaw (1972), the media helps to establish an order of priorities in the society about its problems and objectives. A correlation is drawn between media coverage of an issue and the perceived importance of the issue among the general public. The Theory explains this correlation as a result of media gate keeping. Iyengar and Kinder (1987) have shown, in News that matters, that the perceived value of a news story is determined largely by certain presentation techniques. In their study, the placement of a story among others and the way it was emphasized had a strong effect on its perceived importance.

On the other hand, the Marxist Tradition sees the media and decentralization as integrated into the existing economic and political elites, and therefore, reflecting their interests. The Marxist is in total contradiction with the Liberal Tradition which sees the mass media and decentralization as essential to the development of democracy. The mass media is seen, in the Marxist view, as helping to secure rights of citizens by disseminating information and pluralism of views. By this process, 'public opinion' forms and influences government. The media is seen as essential to the operation of a public sphere of open debate.

The press constitutes a public sphere in which an open political debate can take place. Marx stresses that the ideas of the ruling class are, in every age, the ruling ideas; the class which is the dominant material force in society is at the same time its dominant intellectual force. Equally, the Marxists dismiss the liberal view of decentralization of enhancing good governance; participation, transparency and accountability, equity and equality. They consider decentralization as a political antic aimed at satisfying the whims of those in power. The slogan of decentralization is therefore used as rhetoric to strength their own power base rather than improve governance (Bottomore and Maximilien, 1961).

Gramsci (1891, 1937, and 1971) argues that a social group or class exercises dominance in part by force, but more importantly by consent. To obtain the consent of the majority, the media, thus, has a central role in developing public compliance. To him, the state's power rested on force but also on consent, and intellectuals play a role in sustaining the web of

values and institutions which he called hegemony. Ideological domination is never complete; there is always a struggle over the media agenda as a means of influencing public thinking. This study therefore aimed at establishing the applicability of the two Theories (The Agenda Setting and Marxist Theories) in relation to mass media, particularly UBCRs and decentralization in Uganda.

Related Studies

Radio programs and promotion of decentralization

As in other developing countries, the radio is the medium for the mass. Given its wider coverage, the variety of programmes and the use of many local languages, Radio reaches many people quickly with simple messages. Print is good for getting detailed information to people. Interpersonal communication, group meetings, and demonstrations are best for teaching and developing credibility (Schware, 1995).

According to the then Minister of Health, Dr. Kiyonga (World AIDS Day, 1997), the media can play an influential part as an agent of change so that the knowledge acquired is translated into practice or the desired behavioral change. Thus, there is need to re-examine the whole communication process of messages, if the communication objective (behavioral change) is to be achieved (Nassanga, 1998).

To the contrary, in the capitalistic system mass media, Organizations focus on the product that will earn financial profit. Advertising covers a big percentage of time. In the highly competitive

news industry of the 1990s, both of these approaches were evident. To cut costs, news outlets relied on several or all of the following strategies; decrease the number of journalists, use journalistic and production staff on multiple company owned news outlets. Cut-back on long-term investigative reporting that produces a small number of stories and use a large percentage of wire service reports. Television stations use video public relations segments report that have been prepared and provided free of charge by public relations firms in news cast. Rely on a small number of elites who are easy and inexpensive to reach as regular news sources. Focus the news on preplanned official events which are easy and inexpensive to cover instead of less routine happenings, focus coverage on a limited number of institutions in a handful of big cities (PANOS, 2004).

Ownership of the means of communication becomes part of larger patterns of inequality in contemporary societies, and larger conglomerates can use both cultural and financial strategies to try to influence public policy. Therefore, mass media institutions are no different from social institutions, they are linked to given patterned inequality that exists throughout our society instead of bridging (PANOS, 2004).

On the down side, the media is highly urban based, motivated in principle by commercial gains. The urban bias means that there is limited coverage of poverty issues, as poverty is essentially rural-centric. Even for government owned or supported institutions, coverage is low and language diversity is limited. Media structures offer limited access by the

poor and marginalized e.g. lack of a phone means inability to participate in talk shows. While the number of issues covered has risen, content is lacking in analysis and depth; besides, credibility remains a challenge. Much content remains outside of addressing Poverty Eradication Plan (PEAP) issues and objectives (PANOS, 2004).

Radio program contents and decentralization

As the broadcast sector grows, it seems pertinent to promote local production for the local media, along with the importation of content. This, potentially at least, has the advantage of providing employment and revenue for Ugandans, as well as giving exposure to themes and languages that the majority of Ugandans are familiar with. Apart from the economic benefit, one major spin-off is seen as the enhancement of a national cultural identity. In countries such as Canada, France, Kenya, Nigeria, South Africa, and Tanzania, governments has taken steps to safeguard and promote the local production sector. This has been done via giving incentives to producers and broadcasters who are willing to invest in local content. Another approach has been to institute mandatory local content quotas for some or all stations. Even though this has not been without its administrative problems, it should be noted that Uganda currently imports content from some of these countries (Uganda Broadcasting Council, 2004).

The current trend in media ownership world-over is the increasing concentration in fewer and fewer hands. Bagdikian (1997) argues that ownership of media is dominated by National and Multi-National

Corporations. This affects the media, putting the emphasis on attracting and entertaining consumers rather than informing citizens. Media focus attention on the lives of celebrities, sensationalistic stories about up dramatic and bizarre happenings. Owners can use media sites to disseminate a specific position on a controversial issue or to help legitimizing particular institutions or behavior. Just as important, owners can systematically exclude certain ideas from their media products (Squires, 1993).

Effectiveness of Radio programs in promoting decentralization

A UNESCO study found that indicators of national development such as per capita income, literacy, urbanization, and industrialization were correlated with indicators of well-developed media infrastructure. Cinema seats per 100 persons and number of radio sets per 100 persons (Mody, 1991).

In his publication, Schramm notes that the mass media "carry mass mobilization messages for national transformation" (Schramm; 1964). He notes that; the task of the mass media of information and the 'new media' of education is to speed and ease the long, slow, socio-transformation required for economic development and in particular to speed and smooth the task of mobilizing human resources behind the national effort (Schramm, 1964).

In Africa, Mass media systems are presently organized to send development messages from the supposedly known-it-all development

experts in capital cities to supposedly ignorant peasants and slum dwellers who are perceived to need development (Mody, 1991). However, these ignorant peasants do not participate in development planning for their growth and wellbeing because of lack of participation, hunger, malnutrition, and unemployment continue for the have-nots. The few rich grow richer and the poor remain poor (Mody, 1991).

Mody (1991) further elaborates that mass media are useful to the extent that they share information on food, clothing, shelter with populations in remote areas that is necessary for their education and participation in discussion in the above mentioned area. Mass media as a single entity might not yield the expected development if society's participation is not recognized. Only when communication can build itself into the social structure is it going to show any real hope of extensive results. Only when the media channels can mix with interpersonal channels and with organization in the villages, are you going to have the kind of development you will like (Scramm, 1977).

As the media have become major sources of information, and there is a tendency for people to discuss what appears in the media, the media have considerable influence in shaping public opinion and people's behavior. Depending on how the media prioritize issues in their coverage, the public is likely to attach the same importance. The media have the power to structure issues and to set an agenda for the public to focus on (Nansanga, 1998).

For the 2 billion people who live in the rural areas of developing countries, radio is still the most popular, the most economic and the most accessible means of communication. In Africa, radio is still the most effective and appropriate communication technology that is available to the majority of Africans particularly the disenfranchised rural communities, women and the youth (Sibanda, 2001).

Radio is one broadcast medium which almost all experts identify to be the most appropriate for rural emancipation programs. It beats distances, and thus has immediate effect. It has been identified as the only medium of mass communication, the rural population is very familiar with (Kuponiyi, 2000). This is because a radio set is cheap to obtain and is widely owned in the rural areas. This is made possible by the advent of the battery-operated transistorized sets. Furthermore, radio is favored as a medium of communication in rural communities because of the advantages ascribed to it in form of (i) transcending the barriers of illiteracy, and (ii) demanding less intellectual exertion than the print media messages (Folarin, 1990).

One of the most dominant and widespread examples of the use of radio, "Farm Radio Forum." Was started in Canada in 1941 as a radio discussion program and served as a model which was adopted subsequently in a number of developing countries. After 10 years, its sponsors, the Canadian Broadcasting Corporation (CBC), the Canadian Federation of Agriculture (CFA), and the Canadian Association for Adult Education (CAAE), invited UNESCO to cooperate in carrying out an

evaluation of the program and its effectiveness as an instrument of adult education (Abell, 1968; Coleman & Opoku, 1968; Mathur & Neurath, 1959; Nicol, Shea, Simmens & Sim, 1954). The lessons learned from Canada such as the use of forums, multimedia, printed materials, two-way communication and various production techniques (drama, interview, panel discussion) were then introduced in India early in 1956, and in Ghana in 1964, with the initiative and sponsorship of UNESCO. The radio programs for rural forums have been concerned with the problems of agriculture, rural development, rural education, innovations, self-government, and literacy. Such forums have now been introduced in many developing countries. By 1968, a total of about 15,000 was reported (Nyirenda, 1981; Waniewicz, 1972).

Radio can be a superb intermediary, one that easily reaches rural communities, sending out knowledge, and is also able to profit from new technologies. Radio is an effective and powerful communication tool. Experience with rural radio has shown the potential for decentralization and agricultural extension to benefit from both the reach and the relevance that local broadcasting can achieve by using participatory communication approaches. The web was first used to deliver agricultural content to rural US farmers almost ten tears ago, but its use remains at an early stage around the world (Schmitz, 2003).

Although radio access is quite high, it must be pointed out that there are gender differentials and men tend to have more access to the medium. In the Uganda Demographic and Health Survey (1995) , it was

found that there we re 56.8% women who had no access to any media as compared to 31.4% men. There are also disparities depending on socio-economic and educational status. The urban and peri-urban tend to have more media access than the rural population. As Williams (1989) explains while, discussing the dependency theory, with urbanization and industrialization, people's dependency on the media increases and the more a society is involved in high degrees of change or conflict, the more its dependency on the media. Since there is a high expansion rate of urban are as, socio-political and economic changes as well as the situation of instability/armed conflict experienced in Uganda, media influence in the country is increasing.

CHAPTER THREE
RESEARCH METHODOLOGY

Research Design

'The study employed a descriptive research design in order to provide systematic description that is factual and accurate about UBCRs in the promotion of decentralization in Uganda. A content analysis of the existing documents such as radio program schedules, media and decentralization policies and laws, and listening to radio programs were applied for a systematic qualitative description.

Research population

The research population included; managers, program producers, presenters of UBCRs, local and other officials responsible for community mobilization in the 14 districts and radio listeners. The districts where Local and other Government officials were drawn included; Nakasongola, Kayunga, Kampala, Kamuli, Kaberamaido, Nebi, Nakapiripirit, Moroto, Busia, Tororo, Gulu, Hoima, Mbarara, and Mukono.

Sample Size

Using sampling, different UBCRs employees, radio listeners, and local government officials who were part of the study were selected. In the total population, the researcher targeted and selected 514 respondents for the study as indicated in Table 1.

Table 1 Sample size of the study (n=514)

No.	Population	Sample category	Sample size
1	Managers	Managers of the radios	14
2	Local /other government officials	Policy makers/implementers	60
3	Producers/presenters	Directly involved in the programs	40
4	Radio listeners/callers	Listeners who in during decentralization programs	400

The research sample size was 514 respondents selected basing on the flowing criteria;

1) Geographical, regional representation, Northern, Eastern, Western, and Central (the traditional regions of Uganda) because decentralization is meant to benefit the whole country.

2) Ethnical groupings; Bantu, Nilotics, Nilo-Hermites, and the Hermites because UBCRs programs are broadcast in 27 languages including English, Swahili and the local languages to communicate decentralization messages to every citizen.

3) Ensure inclusion of all different research population categories. That is;

   (a) UBCRs Managers (14), Producers (13), and the Presenters (27) through whom decentralization massages reach the people.

   (b) Local and other government officials (60) expected to communicate decentralization messages.

   (c) UBCRs programs users. That is Active participants (callers and guests in the studio (300), and the Inactive listeners (100).

4) Five channels out of eight channels of UBCRs, Star FM, Magic FM, Butebo, Blue and Red channel, in addition to languages, regional representation selection based intergeneration linkages of the young, and the old, traditional and modern FM broadcasting.

Sampling Procedures

(1) Producers and presenters: 40 purposive sampling, at least;

  (a) Two of the producers in the five channels studied (10) and the additional three could be picked in any channel.

  (b) At least one presenter from each of the 27 languages broadcast in UBCRs

(2) Managers (14) and purposive sampling was used. At least two managers from each of the five channels studied, the four from any channel or top managers.

(3) Local and other government officials (60). Stratified, purposive samplings were used. It was stratified through subdividing the country in regions and sub regions to get 14 districts, representative of the ethnic picture of the whole country. Secondly, stratified sampling to select those who represented local governments and those of central government.

Purposive sampling; while selecting respondents at both central and local government to include at least three respondents from each district (14x3=42) and the 18 from other local government departments responsible for decentralization or community

mobilization and that both political and public servants are represented.

(4) Active participants in UBCRs programs (300). Purposive and random samplings were used. Using purposive sampling, 20 radio programs out of 789 programs with decentralization related issues were selected in line with the inclusive criteria set, regional and intergenerational considers. Using random sampling, all participants (guests and callers) during this period of listening and analyzing the program contents, one would qualify for selection. A target of 15 respondents (callers and guests) was set based on experience (Jackson Kisubi-presenter) 20x15=300 participants.

(5) Non Active Listeners (100). Purposive, stratified and random samplings were applied. Purposive sampling was done to cover languages that had highest percentage of programs related to decentralization issues as per literature review to test listeners views. Ateso scored that most with 7 (70%) of UBCRs decentralization related programs. Lusoga scored 2nd with 6 (60%) out of the 10 UBCRs decentralization related issues. Stratified sampling was used to select district/ sub-county; Bululu sub-county in Kaberamaido district was selected. The researcher based on Cesus Report which stated that 70% of the respondents from the households in Kaberamaido district and in Mayuge in Busoga, 55% of the households used word of mouth thus making this below the national standard. Word of mouth 49.2%, Radio 47.8%, print

media 0.7%, TV 0.6% (Census, 2002). Bululu and Kityerera sub-county, Kaberamaido and Mayuge respectively.

Using Random sampling, interviews of 100 respondents was carried out.

Research Instruments

The following data collection instruments were used:

(a) Questionnaire

Questionnaire was administered by the researcher and his assistants to the respondents who qualified to the criteria set by the researcher. The questionnaire was used to get the views of the local/other government officials, presenters and producers because these respondents were reasonably' educated and could write and fill-in the answers.

(b) Program/content analysis checklist

' The study employed a content checklist to record the data from the radio callers and presenters based on decentralization variables of enhancing participation, transparency and accountability, equality and equity.

(c) Interview guide

The researcher administered structured interviews to the average listeners who were semi literate and could not effectively interpret the information in the questionnaires.

(d) Documentary review

, The researcher reviewed documents, especially those which had relevant information with regard to the various programs through which UBCRs promote decentralization, the content of such programs and their effectiveness in promoting decentralization.

Validity and reliability of the instrument

i. Testing the validity of the research instrument

Data validity is the correctness and reasonableness of data. The validity is the extent to which a measurement instrument actually measures what is designed to measure (Amin, 1999). The validity of the instruments of this study referred to the content of the Questionnaire. To make sure that the questionnaire measured what was intended to measure, to ensure the clarity of questions, their effectiveness and the time required to complete the questionnaire, the researcher assessed its content validity and reliability. To test the content validity, the researcher used a panel of eight experienced researchers in the domain in Uganda to assess their suitability and relevancy of the research objectives of the study and research questions. They were asked to assess the validity of the questions in the questionnaire by ranking them from 1 to 4 against objectives of the study and the research questions. 1-stood for strongly

disagree, 2-Disagree, 3-Agree, and 4 for strongly agree. From there, a Content Validity Ratio (CVR) and Content Validity Index (CVI) were calculated.

CVR was calculated by subtracting the total number of items judged to strongly disagree (1), and disagree (3) from the total number of items judged to strongly agree (2) and agree (2), thereby dividing them to a half of people asked to judge the questionnaire. This CVI is accepted because normally it should be greater than 0.5, which means that the questionnaire can be administered. For the purpose of this study, using this formula, the CVI was 1.

ii   **Testing the reliability of the research instruments**

Reliability refers to the consistency of a measure. A test is considered reliable if we get the same result repeatedly, In order to test the reliability of the questionnaire, the researcher conducted a preliminary testing of the questionnaire before constructing the final copies to be distributed later in the field for actual data collection. The questionnaire was tested to a selected sample, which the researcher planned to use in the study.

Eight people were well selected, 2 from each category of respondents and were given questions for testing. This enabled the researcher to improve the questions.

Data Gathering Procedures

Before the administration of the questionnaires

The researcher got the introductory letter from the School of Post Graduate Studies and Research of Kampala International University was presented to UBCRs, outlining the objectives of the study, and the scheduled day was set for data collection. After processing all the necessary information and documentation for the study the researcher proceeded to departmental officers with copies of the endorsed introductory letter seeking permission to carry out the research in the different departments of the company.

During the administration of the questionnaires

The researcher distributed the questionnaires to the selected respondents and enlighted them about the purpose of the study. A target date for collecting the data was emphasized to them.

After administering the questionnaires

The data gathered were collated, encoded into the computer and statistically treated using the frequencies.

Data Analysis

Both qualitative and quantitative methods were used. Data collected was continually transcribed and analyzed right from data collection to presentation stage. Data was organized in a more meaningful and interpretive way to attain the study objectives. After data collection from the field, data was entered in a computer program (SPSS) to allow easy interpretation of and analysis. The study employed descriptive statistical

tools to analyze quantitative data obtained from the study. Table of frequency distribution was prepared whenever necessary as well as the percentage occurrences of the response to particular questions.

Qualitative data were analyzed by thematic analysis, which is an analysis of the main themes as required in the study. The results were tabulated for easy interpretation such that one could easily visualize the various results as given by the respondents. Finally, there was content analysis of recurrent themes. The researcher analyzed qualitative data carefully which make respondents' opinion and views not misinterpreted during the report writing. The researcher did this by reviewing the notes written during the report writing. A service of full time research assistants were employed for the purpose.

Ethical Consideration

Respondents were informed about the confidentiality of the responses and Informed Consent was requested from them which they accepted.

Limitations of the Study

The environment in which the study was conducted was an uncontrolled one and by the very nature of the study, some respondents had anxiety, stress and were nervous while giving responses. This, in some way, may have affected the quality and accuracy of some of the responses.

Response rate: The researcher was not able to get all the responses from all the targeted respondents. The researcher was able to get 413 responses (which is 80% of the 514 targeted population). Since the views of the remaining 99 people could not be got, hence the results of the study cannot be taken to be 100% representative of the actual facts on ground.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

Introduction

This chapter presents the findings of the research as well as their analysis and interpretation. Where necessary, aids such as tables and figures are used to illuminate the meaning of the data presented. The findings presented in the tables and figures are further explained to equip the reader with clear picture and understanding of the phenomenon under analysis.

I   Variance in the targeted and actual respondents

The researcher targeted a total of 514 respondents, selecting 14 radio managers, 60 local and other government officials who are the policy makers/implementers, 40 radio producers/presenters who are directly involved in the programs, 100 radio listeners, and 300 radio participants such as hosted guests and callers-in. Nonetheless, not all the targeted sample responded; the actual sample responses were 413 out of the targeted 514, hence, a response rate of 80%. This is indicated in Table 2.

Table 2 Targeted and Actual Respondents (n=413)

Category of respondents	Target sample	Actual response	(%)
Radio managers	14	14	100
Local and other government officials	60	40	67
Radio producers/ presenters	40	26	65
Radio listeners	100	74	72
Radio guests and callers	300	259	63

II   Demographics

Demographics can be defined as the physical characteristics of a population such as age, sex, marital status, education, geographical location and occupation. The socio–demographic characteristics measured in this research are sex, age, level of education, and experience.

Age of respondents

The age of the respondents was considered in this study by researcher so as to gather views from different age group such as of youth (18 –30), middle age (31–59), and elderly (60 and above) of the radio presenters, radio managers, and local and other government officials. The age of the guests and callers in radio program was not considered as it was easy to determine their age. The findings are given in Table 3.

Table 3 Age of Respondents (n=154)

Age bracket	Female	Male	Frequency	%
18–30	24	51	75	**49**
31-59	15	45	60	**39**
60 and above	00	19	19	**12**

Table 3 presents the age of respondents in the study. Respondents ranging between 18–30 years of age were 18%, those of 31–59 years were 14% and only 5% were 60 years and above.

Sex of respondents

The sex of the respondents was vital in this study, hence, the researcher included both male and female respondents. The researcher's intention was to get views for clear perception from both sexes, and establish whether gender is empowered by the radios.

Table 4 Sex of respondents (n=413)

Sex	Frequency	%
Female	116	28
Male	279	72

Table 4 above represents the sex of the respondents in the study. It shows that the majority of the respondents were male representing (72%) and the female represented by only (28%). This therefore means that the majority of the respondents are men because of their access to radio sets as opposed to their counterparts, the women who have little access radios and even the time to listen radio programs since many are occupied in house-chores.

Education level of respondents

The education level of the respondents was considered by the researcher. The respondents were requested to indicate their highest levels of education except the 259 radio participants because the researcher did not have face-to-face interactions with them. This variable was considered because the education level would help determine how knowledgeable the respondents are on decentralization which was the subject of study. The results are displayed in the Table 5.

Table 5 Education Level of the Respondents (n=154)

Level of education	Female	Male	Frequency	%
Primary dropout	02	17	19	12.5
Certificate	10	32	42	27
Diploma	10	18	28	18
Bachelor	12	31	43	28
Masters	04	18	22	14.5
PhD	00	00	00	00

Table 5 shows that majority of the respondents were bachelors degree holders (28%), followed by certificate holders (27%), Diploma holders (18%), Masters degree holders (14.5%), and primary school dropouts (12.5%). This therefore means that the majority of the respondents had a reasonable level of education, and, thus, could understand the subject of study.

Working experience

The researcher considered working experience of the respondents and this could help find out how knowledgeable the respondents were especially the radio presenters, producers, and managers who frequently interact with the radio producers and presenters. The other respondents (259 radio guests and callers) were omitted in the experience analysis. Results for working experience of the respondents are displayed in Table 6.

Table 6 Work experience of the respondents (n=154)

Working experience	Female	Male	Frequency	%
1 – 2 years	04	36	40	26
3 – 4 years	15	10	25	16
5 -6 years	03	12	15	10
7 & above	16	58	74	48

Table 6 represents the working experience of the respondents of whom 48% had experience of 7 years and above; 10% for those between 5 to 6 years; 16% for 3 to 4 years; and 26% for 1 to 2 years. This implies that the views given were spread over respondents of different experience.

Research findings in relation to the research objectives

The findings of the study are presented according to the research objectives, that is; the various programs of UBCRs which promote decentralization, contents of those programs and the effectiveness of UBCRs programs in promoting decentralization in Uganda.

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Various programs which UBCRs use to promote decentralization in Uganda.

The researcher deemed it vital to establish the major programs of UBCRs (Star Fm, Red channel, Butebo channels, Magic FM and Blue channel) that promote decentralisation in Uganda. This was done by analyzing each radio's program schedules. Five radio stations (out of the eight) were studied basing on their geographical representation; East (Butebo channel); West (Blue Channel); North (Red channel); Central/Kampala (Star FM, Magic FM and Blue Channel). The findings are indicated in Table 7.

Table 7 Programs of UBC Radios per week (n=840)

Channel	No. of programs	No. of programs promoting decentralisation	Program (%)	Duration (hours)	Total (hours) in a week	(%) of time allocation
Star Fm	94	12	1.5	33.5	168	4
Butebo channel	252	41	5	57.5	168	7
Red channel	168	22	03	21	168	2.5
Blue channel	217	5	1	5	168	0.5
Magic Fm	58	1	0.1	5	168	0.5
Total	**789**	**81**	**10.6**	**122**		**14.5**

Table 7 shows a total of 789 programs broadcast on five (5) UBC Radios per week out of which only 81 programs (11%) promote decentralisation. It also shows that only 122 hours used by the five radios (which is 14.5% of 840 hours of their total airtime) to promote

decentralisation. These programs are described below according to their radio stations.

UBC-STAR FM

There are 94 programs broadcast on Star Fm per week as per the program schedule, all in Luganda language out of which only 11 programs (29%) tackle the variables of decentralisation. Below are programs which are related to promoting decentralisation.

1. *Ekigaali Nkumi Bbiri (Millennium Drive)*: Monday to Friday 5:00am–7:00am, it is apolitical talk show where politicians are hosted to discuss a topic relevant to Star FM audience.

2. *Biva Muntuuyo (From Thy Sweat):* Monday to Wednesday 10.00am–11.00am. This is purely development program encouraging people to fight poverty, ignorance, and diseases through embracing government policies. This program basically tackles development, health, agriculture & fisheries, women and the youth in development.

3. *Edoboozi ly'abakyala (Women's Voice):* Every Thursday 10:00am–11:00am. This is a program that tackles women issues in economics and social development, politics, health, education and any other issues that concerns women.

4. *Ssekanyolya (Flamingo).* Monday to Friday 7:00pm–9:00pm. This programme is also a political talk-show where prominent politicians are hosted to discuss political issues.

   a. *Monday*–Ewakanyumiza (The Narrator) with Haji Nsereko Abdul

   b. *Tuesday* – Tamale Mirundi

   c. *Wednesday and Thursday* – Politics

   d. *Friday*–Agafa Mukyondo (8:00pm–9:00pm). This program covers the president and the vice president's tour around the country.

5. *Manya Amateekaago, (know the law)*: Every Friday 9:30pm–11:00pm. This is a weekly program focusing on rules and regulations that govern this country–Uganda.

6. *Eddoboozi Lya Munna Uganda, (The Voice of a Ugandan).* Every Saturday 10:00am–12:00pm. This is a program aired once in a week on Saturday. It is a talk show where listeners are free to come and participate in a debate focusing on social, economic and political issues.

7. *Muvubuka Agunjuse (Youth Civilization).* Every Saturday at 2:00pm–3:00pm. This is a program for the youth. It tackles all the aspects of development for the youth.

8. *Eddoboozi Ly'omusomesa, (the teacher's voice)*. Every Saturday at 10:00pm–11:00pm. This is a platform for the teachers and education officials at all levels.

9. *Aga week (weekly news)* Sunday 8:00am–10:00am. This is a weekly program aired every Sunday featuring daily topical issues in the news. The production and presentation team selectively focuses on issues that affect Ugandans in the day to day life especially those which are educative, informative and those which can motivate society into increased production. The program promotes government policies on health, education, land, poverty eradication and others. It informs people about events that happen around them across frontiers. It conveys message concerning individuals and collective social, political and economic development for good welfare of society.

10. *Essuubi Ly'omulema: (Hope of persons with Disabilities)* Sunday 12:00pm–1:00pm specifically designed to give the disabled persons a chance to have a platform where they can also express their own views. They are taught and encouraged to be hard working and self reliant. Parents of such children are also given tips on how to help their disabled children to have a meaningful life through giving them education.

11. *Gampe (Tell Me)*. Every Sunday 1:00pm–2:00pm. It is a talk show which embraces all the government policies. It looks at political,

economical and social issues like NAADS, Bonnabagaggawale (prosperity for all) and others.

12. *Veterans program.* Every Sunday 6:00pm–8:00pm. This program caters for the war veterans of NRM development and social issues mainly for the war veterans are discussed, encouraging them to work and be self reliant in society.

UBC RED CHANNEL

This channel broadcasts 168 programs a week in three languages, Luo, Swahili and English. Out of the 168 programs only 22 programs (13%) cover decentralisation related issues. They are as follow;

Luo programs

There are 21 programmes broadcast in Luo and only 7 (33%) decentralization issues. Every Monday to Friday 12:15pm–13:00pm hours focusing on different issues as follow;-

1. Monday - *Gengo Timo bal* (Crime Prevention)
2. Tuesday - *Dwon Lutino* (Children)
3. Wednesday – *Yub Pa Bulu* (Youth)
4. Thursday – *Lugoro* (PWDs)
5. Luo women at 6:00pm–6:45pm
6. Friday - *Nino Abiro* (Weekly Local News Reviews)
7. Saturday – *Dwon Lwak* (People's Platform) at 7:00pm-7:45pm.

English programmes: There are 70 English programs broadcast per week and there are 15 (21%) that contain decentralization issues;

8   Monday - Local governments.

9   Tuesday – Police

10 Wednesday – Economic issues.

11 Thursday – Health issues

12 Friday – Politics.

13 *Gender Forum.* Every Monday 9:30pm–10:30pm, broadcast in English, a program focuses on gender related issues right from national to local level. It is participatory programs that allow call-ins.

14 *Environment.* Every Tuesday 9:30pm–10:30pm. Broadcast in English, this program focuses on environment management, the role of citizen and government in managing the natural resources in country.

15 *Health Forum.* Every Wednesday 9:30pm–10:30pm. Broadcast in English, this program focuses on public health including primary health care (PHC), community health workers (CHW) among others.

16 *The citizen.* Every Thursday 9:30pm–10:30pm. This program is all about right and obligation of citizens.

17 *Economic Review.* Every Friday 9:30pm–10:00pm. Broadcast in English focusing on fiscal policies, production and markets.

18 *Ground zero.* Every Friday 10:00pm–11:00pm recorded and on every Saturday 3:00pm–6:00pm live. Broadcast in English focusing on topical issues in the country.

19 *Know your Laws.* Every Saturday 08:00am–09:00am. Broadcast in English focusing on the laws aimed at crime prevention.

20 *The youth Club.* Every Saturday 9:15am–10:00am, broadcast in English focusing on youth development groups.

21 *On the Farm.* Every Saturday 6:00pm–7:00pm, broadcast in English putting much emphasis on food security also at 10:00pm–10:30pm on the same day.

22 *Food Basket.*

UBC BUTEBO CHANNEL

Butebo channel broadcasts 252 programs in 10 languages of Eastern and North-Eastern Uganda. There are 41 (16%) handle decentralization related issues. In each languages, there are programs tackling the variables of decentralization as follows;-

Lumasaba

There are 23 programs broadcast per week in Lumasaba on Butebo channel out of which 10 programs (43%) promote decentralization and these are;-

1. *Kwekinga* (Health) program from 07:15 am-09:00am
2. *Lola* (Social Development). Every Monday 9:15pm–12:00am
3. *Majeesi* (Economic Empowerment). Every Tuesday 06:02am– 06:58am
4. *Lugoosi Lwe Mungo* (Gender). Every Tuesday 08:15am–09:00am and Saturday 08:00am– 09:00am.
5. *Inzowanzowana* (Development). Every Wednesday 07:30am– 09:00am
6. *Bunyala Bwowo* (Political Talk-show). Every Wednesday and Thursday at 9:15pm–12:00am.
7. *Bulimi ne Buwelle bweffe* (Farm & Environment). Every Thursday 07:30am– 09:00am.
8. *Basoleli* (Youth). Every Friday 07:30am–08:00am.
9. *Bakerema Munzowanzowana* (Women in Development). Every Saturday 07:30am–08:00am.

Lonyole, Lusamya & Lugwe (3L)

There are 9 programs broadcast each week in Lonyole, Lusamya & Lugwe on Butebo channel out of which 5 programs (56%) promote decentralization and these are;-

1. *obulamu* (Health). Every Monday 09:15am-11:00am.

2. *Huloma Lomere Alala* (Political Talk-Show). Every Wednesday 09:00am–10:00am.

3. *Hora Ohule* (Economic Empowerment). Every Wednesday 10:15am–11:00am.

4. *Obutuki Nohulima* (Farm & Environment). Every Thursday 09:00am– 11:00am.

5. *Huholere Alala* (Gender). Every Friday 09:00am–11:00am.

Lusoga

There are 10 programs broadcast per week in Lusoga on Butebo channel out of which 6 programs (60%) promote decentralization and these are;-

1. *Obulamu* (Health). Every Monday 11:15am–12:45pm

2. *Ndimugezi N'omukobere* (Political Talk-show) every Wednesday 11:15am–12:45pm

3. *Izawula* (Farm & Environment). Every Thursday 11:15am–12:45pm

4. *Bitambite* (Gender). Every Friday 11:15am–12:45pm.

5. *Tukolere ghalala* (Economic Empowerment). Every Friday 9:15pm-midnight

Ateso

There are 10 programs broadcast per week in Ateso on Butebo channel out of which 7 programs (70%) promote decentralization and these are;-

1. *Angaleu* (Health). Every Monday 6:00pm–8:00pm.

2. *Airabet wok* (Political Talk-show). Every Wednesday 6:00pm–8:00pm.

3. *Isuman Edeke* (Farm & Environment). Every Thursday 6:00pm–8:00pm.

4. *Ikalia wok* (Gender). Every Friday 6:00pm–7:00pm.

5. *Akirianut* (Development). Every Friday 7:30pm–8:00pm.

6. *Awomiso* (Current Affairs). Every Saturday 6:00pm–7:00pm.

Adhola

There are 8 programs broadcast every week in Japadhola on Butebo channel out of which 5 programs (63%) handle decentralization related issues and these are;-

1. *Adhola Lonyo* (Health): Every Monday 1:45pm–2:30pm.

2. *Adhumi Gi Limi* (Politics): Every Wednesday 1:45pm–2:30pm.

3. *Kisaya P' soye* (Gender): Every Thursday 1:45pm–2:30pm.

4. *Furi gi cwech ma pinyi* (Farm & Environment). Every Friday 1:45pm – 2:30pm.

Kupsabiny

There are 9 programs broadcast every week in Kupsabiny on Butebo channel out of which 5 programs (56%) promote decentralization and these are;-

1. *Poyik ako cesok* (Political Talk-show). Every Monday 2:45pm– ' 3:30pm.

2. *Kapotishiet & Akokoret* (Farm & Environment). Every Tuesday and Friday 14:45pm–15:30pm.

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3. *Siayatianatit* (Economic Empowerment). Every Wednesday 2:45pm–3:30pm.

4. *Sopontap Koso tonik* (Health). Every Thursday 2: 45pm–3:30pm.

Lugwere

There are 9 programs broadcast every week in Lugwere on Butebo channel out of which 4 programs (44%) promote decentralization and these are:

1. *Obwomi obusanyusya* (Health). Every Monday 3:30pm–4:30pm.

2. *Obulimi* (Farm & Environment). Every Tuesday 3:30pm–4:30pm.

3. *Akaliba Akendo* (Economic Empowerment). Every Tuesday 21:15pm–24:00pm and Friday 3:30pm–4:30pm.

4. *Abaisuka* (Youth). Every Thursday 3:30pm–4:30pm.

Karamajong

There are 10 programs broadcast every week in Karamajong on Butebo channel out of which 5 programs (50%) promote decentralization and these are;-

1. *Amacurus ka Ebari* (Health). Every Monday 4:45pm–2:00pm.

2. *Ekitutuke ka Ekipukail* (Political Talk-show). Every Tuesday 5:15pm–6:00pm.

3. Karamojong youth and children. Every Wednesday 5:15pm–8:00pm.

4. *Ngitunga Ngulupalag* (Gender). Every Friday 4:45pm–6:00pm.

MAGIC FM

Has one program (*Youth Magazine*) out of 58 programs.

UBC BLUE CHANNEL

It has 252 programs but only five programs handle decentralization related issues. These programs are aired in eight languages; Runyoro, Rutoro, Runyankore, Rukiga (4Rs), Rufumbira, Rukonjo, Rwamba, and Luganda. The programs that promote decentralization are;

1. *Know the Laws:* Broadcast in English for one hour a week.
2. *Marginalized Groups:* broadcast in Runyankole & Rutooro for an hour a week.
3. *Children Affairs:* Broadcast in English for one hour every week.
4. *Youth Affairs:* Broadcast in English for one hour every week.
5. *Health Program:* Broadcast for an hour in Runyankore & Rutooro and ½ an hour in 4Rs (Runyankore, Rutooro & Rukiga, Runyoro).

Out of 789 programs aired in the different UBC radios in different languages weekly, only 80 (10%) cover decentralization related issues.

Analysis of the Contents of UBC Radios in relation to decentralization in Uganda

In the second objective of the study, the researcher wanted to investigate the contents of UBC Radios related to decentralization. The questions that were asked to the radio presenters/producers and listeners, required the respondents to give their opinions on whether decentralization-related issues are covered in UBCRs programs.

Radio Presenters/Producers were asked; Do your radio programs cover these decentralization-related topics: local council courts, school management committee meetings, youth, women, elderly and PWDs meetings and activities, area land committee meetings, electoral processes of local councils, sensitization on citizens obligations, planning and budgeting cycles, advertising of local government Jobs and tenders, and NAADs procurements in their programs when promoting decentralization issues of participation; transparence and accountability; and equity and equality? Their responses are summarized in Table 8. The key of the rating is: Good (1:00-1.75), Fair (1.76-2.50), Poor (2.51-3.25), Very Poor (3.26-4.00).

Table 8 Uganda Broadcasting Corporation Radios (UBCRs) producers/presenters views on the Content coverage of Decentralization variables (n=26)

Responses	Frequency	Mean	Interpretation
Strongly agree	05	2.20	Fair
Agree	05	2.20	Fair
Disagree	09	3.11	Very Poor
Strongly disagree	07	2.57	Poor
Average mean		**2.67**	

Table 8 shows that in the 81 programs of UBCRs that are branded to promote decentralization, 5 (mean 2.20) of the presenters frequently covered decentralization-related issues. Another 5 (mean 2.20) said that they sometimes covered decentralization, 9 (mean 3.11) rarely, and 7 (mean 2.57) said their programs did not contain decentralization issues at

all. This means that decentralization-related issues were rarely covered in the UBCRs as a big proportion 9 (mean 3.11) of the presenters/producers noted that their radio programs did not cover decentralization-related issues. Given the range of poor rating; disagree (mean 3.11), and strongly disagree (mean 2.57), it means that many of the producers and presenters disagreed and strongly disagreed that UBCRs covered decentralization related programs.

Listeners were also asked the same question; Do the radio programs cover decentralization-related issues like: local council courts, school management committee meetings, youth, women, elderly and PWDs meetings and activities, area land committee meetings, electoral processes of local councils, sensitization on citizens obligations, planning and budgeting cycles, advertising of local government Jobs and tenders, and NAADs procurements in their programs when promoting decentralization issues of participation; transparence and accountability; and equity and equality? Their responses are presented in table 9. The key of the rating is: Good (1:00-1.75), Fair (1.76-2.50), Poor (2.51-3.25), Very Poor (3.26-4.00).

Table 9 Listeners' views on the content coverage of decentralization-related issues (n=74)

Agreements	Frequency	Mean	Interpretation
Strongly agree	05	2.25	Fair
Agree	06	2.33	Fair
Disagree	07	2.71	Poor
Strongly disagree	56	3.75	Very Poor
Average mean		**2.76**	

Table 9 shows that out of the 74 respondents, only 5 (mean 2.25) strongly agreed and 6 (mean 2.33) agreed that UBCRs cover decentralization-related issues. The other remaining respondents: 7 (mean 2.71) disagreed and 56 (mean 3.75) strongly disagreed that UBCRs covered decentralization.

‧ In both categories of the respondents (producers/presenters and listeners), UBCRs were found not to be covering decentralization-related issues as many of the respondents strongly disagreed although at different percentages 7 (mean 2.57) and 56 (mean 3.75) for the producers/presenters and radio listeners respectively. However, even in the acclaimed 81 out of the 789 programs, the researcher found that their contents were inadequately covering decentralization-related issues. From Table 9, many of the listeners disagreed (mean 2.71) and strongly disagreed (mean 3.75) that UBCRs cover decentralization-related issues. This gave UBCRs a very poor rating by the listeners as many of them

strongly disagreed that the radios' contents cover any decentralization-related issues.

Therefore, UBCRs have not empowered communities to demand accountability from their leaders despite the current local Government framework which are necessary for creating avenues for local accountability and participation. The Local Government Financial and Accounting Regulations have strong provisions to combat corruption at Local Government level (PANOS, 2004). An important element of empowerment is when communities demand accountability from their leaders. This is not happening at the moment as the second Uganda Participatory Poverty Assessment revealed that communities do not question leaders because they are not aware of their responsibilities (CMES, 2006). For them to do so, they need to be made aware of their rights and obligations and be sensitized to fight corrupt practices and abuse of office, which, unfortunately, the UBCRs seem not to be doing at the moment given the findings. This could be the reason why the report of the Inspector General of Government for the period of July – December 2002 highlighted a number of cases of corruption, fraud and abuses of office that take place at community level. These included mismanagement of school resources by the school management committees, misuse of Universal Primary Education funds and shoddy construction works (CMES, 2006).

The effectiveness of Uganda Broadcasting Corporation Radios (UBCRs) programs in promoting decentralization in Uganda

In the third objective, the researcher wanted to determine the effectiveness of UBCRs programs in promoting decentralization. The effectiveness of UBCRs in promoting decentralization was judged if and only if it covered the following;

a) Regional coverage. The radios are effective only if they covered all the regions (North, East, Central, and West) equally.

b) Gender. The radios are regarded to be effective if they promote gender balance.

c) Nature of guests. The radios are regarded to be effective if they accommodated guests from all sectors of the society (politicians, civil society organizations, and private sector) equally.

d) Language coverage. UBCRs are regarded to be effective only if they broadcast in the languages easily understood and comprehended by the local persons in Uganda regardless of their literacy levels.

e) Timing. UBCRs are regarded to be effective if the timing is convenient to the listeners.

f) Content. UBCRs programs are regarded to be effective if their content covered decentralization-related issues.

g) Presenters/producers' knowledge of decentralisation-related issues. UBCRs programs are regarded effective only if the presenters were proficient in decentralisation-related issues.

h) Technical Impediments: UBCRs were regarded effective if they had/faced few, if any, technical impediments.

In relation to the foregoing evaluation criteria, the revealed s follows;

Regional coverage

Regional coverage was studied by considering the location of the callers and the findings are summarised in Table 10.

Table 10 Regional Participation (n=220)

Region	Frequency	%
Central	128	58
Northern	33	15
Eastern	31	14
Western	28	13

Table 10 shows that there is unequal and imbalanced representation of the regions in UBCRs callers-in as the central region dominates with 128 (58%) of total number of the callers-in. This leaves the remaining three regions under presented; 33 (15%) from North, 31 (14%) from East and the West with 28 (13%) of the callers-in. The findings here do not reflect the role of a national broadcaster as envisaged in the UBC Act which states that "UBC shall have as its editorial policy; *"establish effective machinery for a wide coverage all over the world and Uganda in particular"* (Sec:22). The finding is also contrary to the national objectives and directive principles that states *"The state shall take special measures in favour of the least developed areas to ensure balanced and equitable development* (Sec: xii).

Because of this UBCRs regional presentation imbalance, this deprives the other regions off access to information like in the IGG's 2008

report, there was poor reporting of corruption complaints in the North Eastern district of Moroto as compared to central region of Kampala where there were many cases being reported. Out of the 854 complaints reported to the IGG, 466 (54) were registered in Kampala alone and only 5 (0.6%) were from Moroto. These complaints were about district administrators. Because of inadequate participation, there is poor accountability in the rural and uninformed communities not effectively covered by UBCRs since they cannot easily access other alternative sources of information like newspapers, television, and internet.

Gender

The researcher studied gender participation in radio programs in form of being hosted and calling in radio programs and the findings are presented in Table 11.

Table 11 Gender Participation (n=259)

Gender	Hosted in radio programs	Callers-in radio programs	Frequency	%
Female	6	71	77	30
Male	33	149	182	70

Table 11 shows that only 30% of women participated in UBCRs' programs as hosted guests or call-in programs aimed at promoting decentralisation, thus, men dominated all radio programs. This is in conformity with the Uganda Demographic and Health Survey (1995) which

noted that men tend to have more access to the media. This finding contravenes the principles under gender equality which means that "there is no discrimination on the grounds of a person's sex in the allocation of resources, opportunities, services and benefits. Gender equality also means equal visibility, empowerment and participation of both women and men;·boys and girls in all spheres of public and private life (MGLSD, 2000). It is also breaches the requirement in the national objectives and directive principles of state policy which states that "the state shall recognize the significant role that women play the society" (Constitution of Uganda, 1995: xvi).

The implication of leaving out women in UBCRs as far reaching socio-economic challenges because of lack of information and women may not be able to make informed choices concerning product pricing, product packaging, market availability and other things (MFPED, 2009).

Nature of guests hosted in Uganda Broadcasting Corporation Radios (UBCRs)

' The researcher studied the categories of hosted guests on UBCRs' programs example, politicians and civil servants at national and local levels, civil society organizations and private sector; findings are shown in table 12.

Table 12 Nature of Guests in Uganda Broadcasting Corporation Radios (BCRs) talk-shows (n=39)

Sector	Frequency	%
Politicians at national level	18	46
Civil servants at national level	4	10
Local politicians	02	5
Civil servants at upper and lower local government level	3	8
Civil society organisations	10	26
Private sector	02	5

Table 12 shows that politicians at national level such as Members of Parliament and Cabinet Ministers dominate UBCRs programs as represented by 46%. The table also shows that civil society organizations were hosted in UBCRs, representing 26%. It is also indicated that Civil Servants at national levels were 10%, Civil Servants in Local Government, 8%; politicians at local level and the private sector who were hosted in the various UBCRs decentralization-related programs were only 5%.

The implication from table 12 is that UBCRs programs contravenes the decentralization guiding principles as provided for in the Uganda Constitution (1995) that "*the state shall be guided by the principle of decentralization and devolution of governmental functions and powers to the people at appropriate levels where they can best manage and direct their own affairs*". A 46% of the dominance of the Ministers and Members of Parliament (MPs) does not reflect effective role of UBCRs programs in promotion of power devolution to the people at the appropriate levels of management. The programs are dominated by Ministers and MPs who are

less than 400 as compared to the leaders in 75,024 local government and administrative units (MOLG, 2010).

Furthermore, the findings reveal that only 26% of the persons from the Civil Society Organizations and 5% from the Private Sector participated in the various UBCRs programs. This does not reflect the principle of partnership with all government agencies, NGOs, CBOs, private sector and the development agencies, to stimulate an all-inclusive participatory development as envisaged by the Decentralization Policy (MOGL, 2006).

The participation of the local politicians at only 5% shows that there is an information gap between the local leaders and the citizens which is against the constitutional principle of accountability which states that "All persons placed in positions of leadership and responsibility shall in their work be answerable to the people" (objective xxvi), and the guiding principle on the decentralization policy of vertical and downward accountability which require local officers are accountable both to central government and to local citizens (MOGL, 2006).

Language coverage

UBCRs broad cast in 27 languages of Uganda distributed on regional basis for instance Luo, Madi Lugbara, Kakwa, Kinubi, and Alur, for northern region on Mega Fm and Red channel. Ateso, Ng'akarimojong, Dophadola, Lumasaba, Lunyole, Lusamia/Lugwe Kupsabiny, Lugwere, Lusoga, for Eastern region on Butebo Channel.

Luganda and Luruli for central region on Star Fm, UBC-Buluri Fm and Magic Fm. Runyakitara such as Runyankore- Rutooro, Runyoro–Rukiga (4R's), Rukonzo, Urufumbira and Rwamba on Blue channel, English and Kiswahili on all channels as the duo are semi and national languages.

However, in this study, 19 languages were studied because the researcher did not study UBC West Nile, UBC Mega Fm and UBC Buluuli Fm which broadcast in Madi Lugbara, Kakwa, Kinubi, Alur and Luluuli. The findings from the studied UBCRs are summarised in Table 13.

Table 13 Language coverage hours per week (840 Hours)

Language	Hours	%
Luganda	168.9	20
Swahili	18.3	2
English	377	45
4Rs	108	13
Rukonzo	14	1.7
Rwamba	13	1.5
Urufumbira	13	1.5
Lumasaba	23.8	3
Lunyole, Lusamya/Lugwe	14.25	1.7
Lusoga	17.5	2
Adhola	7	0.8
Kupsabiny	7	0.8
Lugwere	10.5	1
K'jong	9	1
Ateso	15.75	2
Luo	23	3

Table 13 Shows that English dominates on UBCRs programs with 45%, followed by Luganda 20%. The rest of other languages are below

5%. The 4Rs (Runyankole-Rutooro, Rukiga-Runyoro) share only 13% which is an average of 3.25%. This implies that UBCRs are ineffective in informing the masses in Northern, Eastern, and Western Uganda who do not comprehended English and Luganda. Swahili which is regarded to be semi-national language also covers only 2%.

Timing

Timing was also considered as an important factor because radios may broadcast relevant programs but when there is no one listening due to inappropriate timing. Producers/presenters were asked the time they broadcast decentralisation-related programs and their responses are summarised in Table 4.13. The key of the rating is: poor (1:00-1.75), Fair (1.76-2.50), Good (2.51-3.25), Very good (3.26-4.00).

Table 14 Presenters/Producers' Radios Program Timing (n=40)

Time	Frequency	Mean	Interpretation
1:00am-6:59am	7	2.27	Fair
7:00am-11:59am	3	1.17	Poor
12:00pm-4:59pm	3	1.17	Poor
5:00pm-9:00pm	20	3.65	V. Good
9:00pm-11:59pm	7	2.71	Good
Average mean		**2.19**	

Table 14 shows that decentralisation-related programs are broadcast in the evening time between 5-9pm as represented by a big percentage of the respondents, 20 (mean 36.5). The radio programs are

effectively listened to given the proper timing of 5:00pm-9:00pm (mean 3.65). The same question was asked to the listeners and their responses are summarised in Table 15.

Table 15 Convenient Timing for Listeners (n=74)

Time	Frequency	Mean	Interpretation
1:00am-6:59am	11	2.71	Good
7:00am-11:59am	16	2.44	Fair
12:00pm-4:59pm	06	2.17	Fair
5:00pm-9:00pm	34	3.65	V. Good
9:00pm-11:59pm	7	3.14	Good
Average mean		**2.82**	

Table 15 shows that evening time between 5-9pm is the convenient time for the majority of UBCRs listeners. This implies that UBCRs programs related to decentralisation were convenient to listeners in terms of time because most people are free from their duties. The programs that are between 1:00am-6:69am attract few listeners as represented by 7 (mean 2.27) of the respondents in Table 14 and 11 (mean 2.71) in Table 15 because majority of these listeners were regular urban based who called in during the talk-shows. In both timing Tables, 14 and 15, the radios are found to be performing well because the same time of 5:00pm-9:00pm performed well with (mean 3.65) in both tables. This implies that UBCRs programs are broadcast in convenient time to the listeners as indicated by (mean 3.65).

Content of UBCRs programs

UBCRs programs contents as showed earlier in Table 8 and 9 indicated that decentralization-related issues were rarely covered in the UBCRs as a big proportion 9 (mean 3.11) of the presenters/producers and 56 (mean 3.75) of the listeners respectively noted that the radio programs did not cover decentralization-related issues. This means that out of the 789 UBCRs programs in five UBC channels studied, only 81 (11%) of them were found to be covering decentralization. However, even in the acclaimed 81 programs, the researcher found that their contents were inadequately covering decentralization-related issues. In other words, the contents of the majority of UBCRs programs did not adequately and effectively cover decentralization issues like; local council courts, school management committee meetings, youth, women, elderly and PWDs meetings and activities, area land committee meetings, electoral processes of local councils, sensitization on citizens obligations, planning and budgeting cycles, advertising of local government Jobs and tenders, and NAADs procurements.

Number of UBCRs programs that promote decentralization

As noted in Table 7, there were 789 programs broadcast on five (5) UBC Radios per week out of which only 81 programs (11%) promote decentralisation. This implies that there are inadequate number of programs that cover decentralization-related issues on UBCRs. A lot of time is allocated to leisure/entertainment and commercial sports at the expense of decentralization-related issues.

UBCRs' presenters/producers knowledge of decentralization issues

Various questions were devised seeking respondent's views on the competence of the presenter/producers in handling decentralisation issues, the knowledge of the presenters/producers on the laws relating to decentralisation such the constitution of the Republic of Uganda 1995, the Local Government Act 1997, the Decentralisation Policy Framework Strategy (2006), the Local Government Financial & Accounting Regulations (1998), Local Government Communication Guide, Community Mobilisation and Empowering Strategy (2006). It was seen prudent by the researcher that for any effective communication, the communicator must be knowledgeable on the subject of discussion because without it, the quality and accuracy of the information would be affected. The researcher mainly asked the Local Governments and other Government Officials who happened to listen to UBCRs decentralization-related programs. The findings are presented in Tables 16. The key of the rating is: Good (1:00-1.75), Fair (1.76-2.50), Poor (2.51-3.25), Very Poor (3.26-4.00).

Table 16 Presenters/producers' Knowledge of Decentralization related issues (n=40)

Agreements	Frequency	Mean	Interpretation
Strongly agree	02	1.30	Good
Agree	07	2.08	Fair
Disagree	17	3.64	Very Poor
Strongly disagree	14	2.83	Poor
Average mean		**2.463**	

Table 16 shows the presenters/producers' knowledge on issues related to decentralization. The findings show that only 2 (mean 1.30) of the respondents strongly agreed that the producers/presenters were knowledgeable on the policies and laws governing decentralization. The other 7 (mean 2.80) of the respondents agreed that the producers/presenters are knowledgeable. On the other hand, a bigger portion 17 (mean 3.64) of the respondents disagreed and 14 (mean 2.83) strongly disagreed that the producers/presenters were knowledgeable on the laws, policies and other issues relating to decentralization. The high means of (3.64 and 2.83) for disagree and strongly disagree respectively meant that UBCRs presenters and producers are not competent and thus not knowledgeable on decentralization-related issues as poorly rated by their immediate users to disseminate decentralization issues.

This implies that many of the presenters/producers of the decentralization-related programs are incompetent as they have little knowledge on what they are supposed to interpret to the listeners. This further means that there is misinformation on decentralization policy. This is in contravention of the guiding decentralization principle policy of popular participation which requires active participation of the people, sensitization on their rights including the right to demand services including their obligation to pay taxes. This confirms to the earlier study findings that Journalists in Uganda tend to be young and inexperienced in policy analysis. Issues of good governance are not addressed in the way they would-be in the developed world, and the media do not promote

greater accountability as effectively as they might. They are only invited as observers (Anne & Mondy, 2008).

The proliferation of media entities is not matched with growth of media expertise especially journalism. Most journalists and broadcasters lack formal training, having picked skills through on-the-job training. Some of the cases of defamation, criminal libel and publication of false news had been attributed to a lack of proper journalism training of many practicing journalists (Panos, 2004). Because there are people practicing Journalism without the requisite skills, the focus should be on mid–career training and not just formal training (Chibita *et al*, 2004).

Many of UBCRs producers/presenters are young and they lack experience, 45% of UBCRs presenters/producers were youth of a maximum age of 28 years old. This, coupled with inadequate knowledge of policy analysis, impacts negatively their role of interpreting issues of community empowerment. Thus, the current media practitioners are easy to divert from salient subjects as the management tries to cut costs which undermines investigative journalism. Instead of the media being agenda setters, they are agenda followers.

Technical impediments

Under the Uganda Broadcasting Corporation Act (2005), the objective of the corporation is to develop broadcasting bodies into a public broadcasting center of excellence for the purpose of providing the electronic media that educate and guide the public (Sec: 4a). The Act states that UBC shall;

(a) Acquire and apply modern broadcasting equipment responsive and skilled personnel in line with technology improvement (Sec: 5:1 (m)

(b) Ensure accurate, timely, and reliable reporting of events and presentation of programs (Sec 5:1 (o);

The findings, however, show that UBCRs were not effectively covering decentralization-related issues as many of the respondents strongly disagreed, although at differing percentages: 27% and 76% for the producers/presenters and radio listeners respectively (see Table 8 and 9) that UBCRs were promoting decentralization. One of the reasons advanced was the signal interferences as one of the listeners in Bululu sub-county, Kaberamaido district stressed that "*I do not listen to UBC because of its unreliability and frequency interference by the local Fm stations.*" UBCRs have not gone digital: As a result, this limits them from coping up with the challenges of a modern broadcasting in a liberalized competitive media industry.

CHAPTER FIVE

. FINDINGS, CONCLUSIONS, RECOMMENDATIONS

Introduction

In this chapter, the researcher presents the findings, conclusions, and the recommendations.

Findings

As noted earlier, the study sought to achieve three objectives; to establish the various programs through which UBCRs promote decentralization in Uganda, to analyze the contents of those UBCRs programs related to decentralization, and to assess the effectiveness of UBCRs programs in promoting decentralization in Uganda. The findings therefore are presented according to these objectives.

Findings in relation to the first objective (various programs through which UBCRs promotes decentralization in Uganda).

Data revealed that five UBC radios use 81 programs (11% of 789) to promote decentralization in Uganda. The five UBCRs include; Star Fm, Red channel, Butebo channel, Magic Fm and blue channel, as elaborated below;

Star Fm has seven programs which include; *Ekigaali Nkumi Bbiri (Millennium Drive), Biva Muntuuyo (From Thy Sweat), Edoboozi Ly'abakyala (Women's Voice), Ssekanyolya (Flamingo)*, Ewakanyumiza (The Narrator), Politics, Agafa Mukyondo, *Manya Amateekaago, (know the law), Eddoboozi Lya Munna Uganda, (The Voice of a Ugandan), Muvubuka*

Agunjuse (Youth Civilization), Eddoboozi Ly'omusomesa, (the teacher's voice), *Aga week* (weekly news) *ssuubi Ly'omulema:* (Hope of persons with Disabilities), *Gampe (Tell Me), Veterans program.* All broadcast in Luganda.

UBC Red Channel has 10 programs which include; *Gengo Timo bal* (Crime Prevention), *Dwon Lutino* (Children), *Yub Pa Bulu* (Youth), *Lugoro* (PWDs), Luo women, *Nino Abiro* (Weekly Local News Reviews), *Dwon Lwak* (People's Platform). These are programs are broadcasted in Luo and; Focus on Local governments, Police, Economic issues, Health, Politics, *Gender Forum, Environment, Health Forum, The citizen, Economic Review, Ground zero, Know your Laws, The youth Club, On the Farm,* and *Food Basket* broadcasted in English.

' UBC Butebo Channel has 41 programs which include; *Kwekinga* (Health Program), *Lola* (Social Development), *Majeesi* (Economic Empowerment), *Lugoosi Lwe Mungo* (Gender), *Inzowanzowana* (Development), *Bunyala Bwowo* (Political Talk-show), *Bulimi ne Buwelle bweffe* (Farm & Environment), *Basoleli* (Youth), *Bakerema Munzowanzowana* (Women in Development) in Lumasaba.

Obulamu (Health), *Huloma Lomere Alala* (Political Talk-Show), *Hora Ohule* (Economic Empowerment), *Obutuki Nohulima* (Farm & Environment), *Huholere Alala* (Gender) broadcasted in Lonyole, Lusamya & Lugwe (3L).

Obulamu (Health), *Ndimugezi N'omukobere* (Political Talk-show), *Zawula* (Farm & Environment), *Bitambite* (Gender), *Tukolere ghalala* (Economic Empowerment) are broadcasted in Lusoga and *Angaleu* (Health), *Airabet wok* (Political Talk-show), *Isuman Edeke* (Farm & Environment), *Ikalia wok* (Gender), *Akirianut* (Development), and *Awomiso* (Current Affairs) are broadcasted in Ateso.

، *Adhola Lonyo* (Health), *Adhumi Gi Limi* (Politics), *Kisaya P' soye* (Gender), and *Furi gi cwech ma pinyi* (Farm & Environment) broadcasted in Dopadhola.

Poyik ako cesok (Political Talk-show), *Kapotishiet & Akokoret* (Farm & Environment), *Siayatianatit* (Economic Empowerment), and *Sopontap Koso tonik* (Health) are broadcasted in Kupsabiny.

O*bwomi obusanyusya* (Health), *Obulimi* (Farm & Environment), *Akaliba Akendo* (Economic Empowerment), and *Abaisuka* (Youth) are broadcasted in Lugwere. *Amacurus ka Ebari* (Health), *Ekitutuke ka Ekipukail* (Political Talk-show), Karamojong youth and children, and *Ngitunga Ngulupalag* (Gender) are broadcasted in Karamonjong.

Magic Fm has only one program (*Youth Magazine*) and UBC Blue Channel has five programs which include; *Know the Laws, Children Affairs: Youth Affairs:* broadcasted in English. *Marginalized Groups and Health Program* broadcast in 4Rs.

Findings in relation to the second objective of the study (to analyze the contents of those UBCRs programs related to decentralization).

Radio Presenters/Producers were asked; Do your radios programs cover these decentralization-related topics: local council courts, school management committee meetings, youth, women, elderly and PWDs meetings and activities, area land committee meetings, electoral processes of local councils, sensitization on citizens obligations, planning and budgeting cycles, advertising of local government Jobs and tenders, and NAADs procurements in their programs when promoting decentralization issues of participation; transparence and accountability; and equity and equality?

The responses showed that decentralization-related issues were rarely covered in the UBCRs as a big proportion (mean 3.11) of the presenters/producers noted that their radio programs did not cover decentralization-related issues.

In the same way, the listeners were also asked the same question; Do the radio programs cover decentralization-related issues like: local 'council courts, school management committee meetings, youth, women, elderly and PWDs meetings and activities, area land committee meetings, electoral processes of local councils, sensitization on citizens obligations, planning and budgeting cycles, advertising of local government Jobs and tenders, and NAADs procurements in their programs

when promoting decentralization issues of participation; transparence and accountability; and equity and equality?

Their response revealed that that out of the 74 respondents, only 5 (mean 2.25) strongly agreed, 6 (mean 2.33) agreed that UBCRs cover decentralization-related issues. The other remaining respondents 7 (mean 2.71) disagreed, and 56 (mean 3.75) strongly disagreed with UBCRs radios covering decentralization.

Finding in relation to objective three (to assess the effectiveness of UBCRs programs in promoting decentralization in Uganda)

To judge whether or not the UBCRs programs are effective, the researcher ascertained whether regions, gender, sectors, language, time, content, number of programs related to decentralization issues were covered, whether the presenters/producers had knowledge of decentralisation-related issues, and whether there are impediments to listening UBCRs programs.

The findings reveal that there were unequal and unbalanced representation of the regions, men dominated all radio programs, politicians at national level such as Members of Parliament, and Cabinet Ministers dominated UBCRs programs as compared to the Civil Society Organizations, Local Politicians, Civil Servants at national level, Local Politicians, Civil Servants at upper and lower Local Government level, and the private sector.

English dominated UBCRs programs followed by Luganda. Programs related to decentralisation were convenient to listeners in terms of time: 5:00pm-9:00pm by 50% for the radio producers/presenters and 46% for the radio listeners. Although the timing was convenient, there were inadequate number of programs and contents that covered decentralization-related issues. Some of these programs were also handled by incompetent persons who had little knowledge on decentralization policy. Some listeners also found difficulties in listening to UBCRs programs due signal interference.

Conclusions arising out of the study

From the data and findings, the researcher makes the following conclusions;

a) UBCRs use 81 programs (which is only 11% out of 789 programs) to promote decentralization in Uganda. Therefore, the first hypothesis which states that UBCRs have no specific programs designed to promote decentralization in Uganda is rejected.

b) The 81 programs that UBCRs use to promote decentralization in Uganda rarely cover decentralization-related issues. Therefore, the second hypothesis which states that the contents of UBCRs have no relevancy in promoting decentralization in Uganda is to a greater extent accepted.

c) UBCRs programs lack equitable and appropriate regional, gender, sectors and language coverage of decentralization related issues. In addition, the numbers of programs related to decentralization are also inadequate, presenters/producers lack knowledge of decentralisation-related issues, and there are impediments to listening UBCRs programs. Therefore, the third hypothesis which states that UBCRs are ineffective in promoting decentralization in Uganda is accepted.

d) The Agenda Setting Theory which states that the media helps to establish an order of priorities in the society about its problems and objectives by certain presentation technique, the placement of a story among others and the way it is emphasized to give a strong effect on its perceived importance, is accepted in relation of this study because the presenters/producers were found not knowledgeable in decentralization-related issues; the reporting was rare, and hence, made decentralization ineffective in Uganda.

e) The Marxist Theory stresses that the ideas of the ruling class are the ruling ideas of the class which is the dominant material force in society and that media are used as a weapon by the privileged few, with states power, the haves, the urban elites to exploit the powerless and poor rural illiterates. This is in conformity with the fact that the politicians at national level dominated UBCRs programs decentralization-related issues in Uganda. The Marxist Theory therefore somehow proved to be relevant to the realities on grand on issues of media and decentralization in Uganda.

Recommendations

In order to mitigate the identified anomalies, and to make UBCRs effective in promoting decentralization in Uganda, the researcher recommends as follows.

To the Government of Uganda

, *Formulate policies and enact laws* that emphasise more media coverage in the rural administrative units by making it a legal requirement for any broadcaster to include a defined percentage of local program content which are gender sensitive so as to address gender imbalances.

Enforce the existing policies and legal provisions that address rural-urban divide in the media such as section 4(z) of the Uganda Communication Act (1997) which provides for the establishment and administration funds for rural communication development. Section 3 (f) of Uganda Broadcasting Corporation Act (2005) to ensure quality indigenous programming and adapt foreign programs to suit indigenous needs should be effected to empower rural communities where the majority of the people live. This would be implemented by the parliament withholding the approval of these budgets until they have provided for a fulfilling of the requirements of the law.

Fast-track the completion of the national broadcasting policy which has been on draft since 2004. The proposed policy contains many pro-people objectives like implementing community radios which will lead to easy access of the media and media ownership.

Set a precedent on the use of UBCRs so as to attract other development partners to the corporation. Many government officials including the president usually buy airtime in other radios stations and the print media for advertising. This will influence many other people from Civil Society Organizations, Local Politicians, Civil Servants at national level, Local Politicians, Civil Servants at upper and lower Local Government level, and the private sector to actively use UBCRs.

To the Uganda Broadcasting Corporation (UBC)

Invest in training of its staff to match with the changing global technology and policies. For example in digital migration, decentralisation etc, and emphasise professionalism and accountability, i.e value for money and clear policy guideline. This will equip the radio presenters/producers with knowledge related to decentralization.

Increase on the programs that focus on decentralization through creating air time to cater for specific decentralisation issues; host more of local government officials who are skilled in decentralization other than hosting national Politicians, create toll-free telephone lines for rural callers so as to involve the poor and marginalized groups in decentralization issues. This will help avail information on decentralization and effectively promote decentralization policy in Uganda.

Organize refresher trainings for UBCRs workers on the current legislation for update and ethical observance when reporting so as to

inform the public (grass root) about the current laws. This will address the knowledge gap of the presenters/producers on decentralization issues.

To the Local Authorities/Civil Society/Private Sector and other Government Agencies

. *Make frequent use* UBCRs because they have a large network and in many languages. This makes the corporation more suitable for these groups to reach out to the targeted audience. This will also address the decentralization guiding principle of public-private partnership.

Areas of further research

The study revealed various weaknesses of UBCRs programs in promoting decentralization in Uganda. The major factors at play were revealed to include incompetence of the presenters/producers in handling decentralization-related issues, inadequate coverage of gender, sectors, content, and language, and inadequate number of programs related to decentralization.

' Nevertheless, the study unearthed other issues and phenomena that can only be authentically explained through a more detailed scientific study. There is need to do further research on why Local Government Authorities are not effectively utilizing UBCRs to promote decentralization; and also to establish the effects of media liberalization policy on UBCRs programs.

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APPENDICES

APPENDIX I A

TRANSMITTAL LETTER

KAMPALA INTERNATIONAL UNIVERSITY
EXPLORING THE HEIGHTS

Ggaba Road - Kansanga
P.O. Box 20000, Kampala, Uganda
Tel: +256- 41- 266813 / +256- 41-267634
Fax: +256- 41- 501974
E- mail: admin@kiu.ac.ug,
Website: www.kiu.ac.ug

OFFICE OF THE ASSOCAIOTE DEAN, FACULTY OF SOCIAL SCIENCES
SCHOOL OF POSTGRADUATE STUDIES AND RESEARCH (SPGSR)

January 14, 2011

Dear Sir/Madam,

RE: REQUEST BY KYABAKOZE SULAIMAN MADADA (MDS/20007/82/DU) TO CONDUCT RESEARCH IN YOUR ORGANIZATION

The above mentioned is a bonafide student of Kampala International University pursuing a Master of Arts in Development Administration and Management.

He is currently conducting a field research whose title is **"Uganda Broadcasting Corporation Radios' Programs in Promoting Decentralization in Uganda."**

Your organization has been identified as a valuable source of information pertaining to his research project. The purpose of this letter, therefore, is to request you to avail him with the pertinent information he may need.

Rest assured any information shared with him from your organization shall be treated with utmost confidentiality. I very much thank you in advance for your cooperation.

Very truly yours,

For Dr. Roseann Mwaniki
Associate Dean, Social Sciences, (SPGSR)

APPENDIX I B

TRANSMITTAL LETTER FOR THE RESPONDENTS

Dear Sir/ Madam,

Greetings,

I am a Master of Art in Development Administration and Management candidate of Kampala International University. Part of the requirement for the award is a thesis. My study is entitled "Uganda Broadcasting Corporation Radios (UBCRs) Programs in promoting decentralization in Uganda."Within this context, may I request you to participate in this study by answering the questionnaire. Kindly do not leave any option unanswered. Any data you will provide shall be for academic purposes only and no information of such shall be disclosed to others.

May I retrieve the questionnaire within five (5) day?
Thank you very much in advance.

Yours faithfully,

Mr. Kyebakoze Suleiman Madada.

APPENDIX II
CLEARANCE FROM ETHICS COMMITTEE

Date_____

Candidate's Data

Name_____

Reg.# _____

Course _____

Title of Study

_____

_____

Ethical Review Checklist

The study reviewed considered the following:

____ Physical Safety of Human Subjects

____ Psychological Safety

____ Emotional Security

____ Privacy

____ Written Request for Author of Standardized Instrument

____ Coding of Questionnaires/Anonymity/Confidentiality

____ Permission to Conduct the Study

____ Informed Consent

____ Citations/Authors Recognized

Results of Ethical Review

____ Approved

____ Conditional (to provide the Ethics Committee with corrections)

____ Disapproved/ Resubmit Proposal

Ethics Committee (Name and Signature)

Chairperson _____

Members _____

APPENDIX III

INFORMED CONSENT

I am giving my consent to be part of the research study of Mr. Kyebakoze Suleiman Madada that will focus on emotional Intelligence

I have been assured of privacy, anonymity and confidentiality and that I have been given the option to refuse participation and a right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Initials:...

APPENDIX IV A: RESEARCH INSTRUMENT

FACE SHEET: Demographic Characteristic of the Respondents

Gender (please Tick)   (1)   Male

    (2)   Female

Age:..

Title: ....

Department: ....

Profession: ....

Educational qualification. (Please Tick)

    i. Ph.D.

    ii. Masters

    iii. Bachelors

    iv. Diploma

    v. Certificate

Work Experience (please Tick)

    (1) Less than / Below one year

    (2) 1 – 2 yrs

    (3) 3 – 4 yrs

    (4). 5 – 6 yrs

    (5) 7 years and above

A Questionnaire to determine UBCRs role in promoting decentralization in Uganda (For presenters and managers).

INSTRUCTIONS:
This questionnaire is divided two parts; A and B.

Part **A:** Is an analysis of UBCRs Contents in promoting Decentralization in Uganda.

Part **B:** Is designed to assess the effectiveness of UBCRs in promoting decentralization in Uganda.

(PART A)

An analysis of the UBCRs Contents in promoting Decentralization

Political Decentralization.

Fill in using; 1, 2, 3, and 4. (1= strongly disagree. 2= agree, 3 = disagree, 4 = strongly disagree)

1. Do you cover the following Political Decentralization issues in your programs?

a)	School management committee meetings	☐
b)	Local Council Courts and meetings	☐
c)	Village Health Workers activities	☐
d)	Youth, Women Persons with disabilities and Elderly committee meetings and activities	☐
e)	Area land Committee Meetings	☐
f)	Electoral Process of local councils	☐

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2. Do you host the following local/other government officials in you radio programs?
   a) Local Council leaders
   b) Village Health Workers
   c) Area Land Committee Leaders
   d) Chief Administrative officers
   e) Members of Parliament
   f) Ministers

3. Radio program broadcast essential messages, but the timing is not convenient for listeners, particularly farmers.
   ᐧ At what time do you broadcast Decentralization issues?
   a) 1:00am-6:59am
   b) 7:00am–11:59am
   c) 12:00pm–4:59pm
   d) 5:00pm –9:00pm
   e) 9:00pm-midnight

4. In a capitalistic economy like Uganda, mass UBCRs Organizations focus on the product that will earn financial profit. Advertising covers a big percentage of time
   a) Strongly agree
   b) Agree
   c) Disagree
   d) Strongly disagree

5. How often do your UBCRs house focus attention on the lives of celebrities, sensationalistic stories about dramatic and bizarre happenings?

   a) Strongly agree
   b) Agree
   c) Disagree
   d) Strongly disagree

6. How often does your Radio sensitize citizens on their duties and responsibilities such as paying taxes, to be patriotic and loyal to Uganda, to engage in gainful undertakings and responsible parenthood, other than their rights?

   a) Strongly agree
   b) Agree
   c) Disagree
   d) Strongly disagree

Fill in using; 1, 2, 3, and 4. (1= strongly disagree. 2= agree, 3 = disagree, 4 = strongly disagree).

5. How often do you broadcast the follow types of program?

   Informative / Educative
   Entertaining
   Commercial

8. How often do you broadcast on the following

Transparency/Accountability issues?

    a) Indicative figures per parish.

    b) Local Revenue collections and Distribution.

    c) Planning and Budget cycles

    d) Financial release including UPE and USE.

    e) Local government Public Account Committee
        Proceedings and reports

9. How often do you mobilize communities to pay Local Taxes?

10. How often do you cover the following administrative issues
in decentralization?

    a) Recruitment of staff and volunteers

    b) Training of staff and volunteers

    c) Firing of staff and volunteers.

    d) Award and management of tenders or contracts.

    e) NAADS procurement committees' activities/ reports.

11. How often do you promote the awareness of the
     Constitution of the Republic of Uganda?

Any other comment or suggestions on how the UBCRs programs
and contents could be enhanced in empowering communities

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Assessing the effectiveness of UBCRs in promoting decentralization in Uganda

(Provide a tick where appropriate).

12. How often do you carry out audience research?

    a) Annually

    b) Bi - annually

    c) Quarterly

    d) Monthly

    e) None

13. When did your station last carry out listeners' survey?

    a) Last month

    b) Last three months

    C) Last six months

    d) Last year

    e) None

14. A part from formal training in colleges/ university do you attend refresher courses?

    a)   Strongly agree

    b)   Agree

    c)   Disagree

    d)   Strongly disagree

15. In the contemporary global village, computer literacy is a pre – requisite for information access. So are you?

    a) Excellent

    b) Very good

    c) Good

    d) Fair

16. Are there on job training opportunities in your UBCRs house to build your competence on decentralization issues?

    a) Strongly agree

    b) Agree

    c) Disagree

    d) Strongly disagree

17. How do you access information?

    a) self sponsorship

    b) facilitated by UBCRs clients

    c) Obtain information from sister UBCRs houses.

    d) Identifying easily accessible sources

    e) Organization library/resource centre

18. Is your institution well equipped with information materials such as library and internet services?

    a) Strongly agree

    b) Agree

    c) Disagree

    d) Strongly disagree

19. To what extent are you acquitted with the following policies or legal framework that empowers local communities in promoting accountability?

i). the constitution of the Republic 1995

a) Excellent ☐ b) Very good ☐ c) Good ☐ d) Fair ☐
e) No ☐

ii). Local Government Act 1997 as amended

a) Excellent ☐ b) Very good ☐ c) Good ☐ d) Fair ☐
e) No ☐

iii). Decentralization Policy Framework Strategy (2006)

a) Excellent ☐ b) Very good ☐ c) Good ☐ d) Fair ☐
e) No ☐

iv). Public Finance and Accountability Act

a) Excellent ☐ b) Very good ☐ c) Good d) Fair ☐
e) No ☐

v). Local Council Court Statute

a) Excellent ☐ b) Very good ☐ c) Good ☐ d) Fair ☐
e) No ☐

vi).   Local government Financial and accounting regulations
1998

a) Excellent ☐   b) Very good ☐   c) Good ☐   d) Faire) ☐
(e) No ☐

vii).   Local Government Communication guide.

a) Excellent ☐   b) Very good ☐   c) Good ☐
d) Fair ☐   e) No ☐

viii). ˙ Community Mobilization and Empowerment Strategy 2006

a) Excellent ☐   b) Very good ☐   c) Good ☐   d) Fair ☐
e) No ☐

ix).   Local Government Elections Act

a) Excellent ☐   b) Very good ☐   c) Good ☐   d)Fair ☐
e) No ☐

20.   Your remunerations are sufficient to cover all your needs.

a)   Strongly agree   ☐
b)   Agree   ☐
c)   Disagree   ☐
d)   Strongly disagree ☐

21. A part from remunerations does your UBCRs house offer other motivations to boost your career?
   a) Strongly agree ☐
   b) Agree ☐
   c) Disagree ☐
   d) Strongly disagree ☐

Any other comment or suggestions on how the organizational structure and management could be enhanced in empowering communities

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Questionnaire to determine the UBCRs program in promoting decentralization

INSTRUCTIONS:
This questionnaire is divided three two parts; A, B and C.

Part **A:**   **INSTRUCTIONS:**
This questionnaire is divided two parts; A and B.

Part **A:** Is an analysis of UBCRs Contents in promoting Decentralization in Uganda.

Part **B:** Is designed to assess the effectiveness of UBCRs in promoting decentralization in Uganda.

Part A

1.   Do you listen to radio programs?

    a)   Strongly agree

    b)   Agree

    c)   Disagree

    d)   Strongly disagree

2.   , Which radio programs and on what radio?

    ....

    ....

3. At what time do you listen to radios?

   a) 1:00am-6:59am

   b) 7:00am–11:59am

   c) 12:00pm–4:59pm

   d) 5:00pm –9:00pm

   e) 9:00pm-midnight

4. , Which days do you listen to radio programs?

   a) Working days

   b) Week days

   c) Public holidays

   d) All of them

5. Do some L.C leaders participate in radio programs on development issues in their localities?

   a) Strongly agree

   b) Agree

   c) Disagree

   d) Strongly disagree

6. ' In your opinion has the media effectively informed and educated the masses, Local government and Local councils about their responsibilities and benefits of decentralization?

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

7. Owners can use media sites to disseminate a specific position on a controversial issue or to help legitimizing particular institutions or behavior. Just as important, owners can systematically exclude certain.

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

d) None ☐

8. Is the issue of community participation in managing and directing their own affairs given enough airtime in the media?

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

e) I don't know ☐

9. How often do you monitor the success of your local community development programs through the media

    a)   Strongly agree

    b)   Agree

    c)   Disagree

    d)   Strongly disagree

10. How do you utilize radio? Fill in using; 1, 2, 3, and 4. (1= strongly disagree. 2= agree, 3 = disagree, 4 = strongly disagree)

    a)   Advertising / announcements local or other government related projects/ programs

    b)   Block airtime for reporting on events in local government.

    c)   Participating in talk shows / discussions

    d)   News time

    e)   Any other.

11. What percentage is allocated to communication / information of the total sector budget?

    a)   50% and above

    b)   30 - 50%

    c)   10 – 30%

    d)   5 – 10%

    e)   1 – 5%

    f)   Less than 1%

12   What forms of media do you commonly use to communicate workshops, seminars, tender award, human resource recruitment and other development programs/policy?

        a)   News papers
        b)   Journals
        c)   Brochure
        d)   Radio
        e)   Television

13.   Do you use Uganda Broadcasting Corporation?

        (a) Yes   (b) No

14.   If not why?
        a)   Poor signals
        b)   Lack of relevant content
        c)   Poor quality of presenters / producers
        d)   Limited coverage
        e)   Any others

15. If yes how often?

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16.   Any other comment or suggestion on how local and other government officials can be enhanced in monitoring and use of the media contents and programs in empowering communities

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17. Give any other suggestions to make Uganda Broadcasting Corporation radio producers more effective in enhancing people's participation in decentralization in Uganda.

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(Part B)

18.   Journalists in Uganda tend to be young and inexperienced in policy analysis. Issues of good governance are not addressed in the way they would be in the developed world, and the media do not promote greater accountability as effectively as they might. They are only invited as observers.

  a)   Strongly agree

  b)   Agree

  c)   Disagree

  d)   Strongly disagree

19.   As you monitor radio programs, to what extent are the radio presenters / producers acquainted with the following policies or

legal framework that empowers local communities in promoting accountability?

i).   the constitution of the Republic 1995

     a)   Excellent ☐   b) Very good ☐   c) Good ☐   d)Fair ☐

          e) No ☐

ii).   Local Government Act 1997 as amended

     a)   Excellent ☐   b) Very good ☐   c) Good ☐   d)Fair ☐

          e) No ☐

iii).   Decentralization Policy Framework Strategy (2006)

     a)   Excellent ☐   b) Very good ☐   c) Good ☐   d)Fair ☐

          e) No ☐

iv). Public Finance and Accountability Act

     a)   Excellent ☐   b) Very good ☐   c) Good ☐   d)Fair ☐

          e) No ☐

v).   Local Council Court Statute

     a)   Excellent ☐   b) Very good   c) Good ☐   d)Fair ☐

          e) No ☐

vi). Local government Financial and accounting regulations 1998

a) Excellent ☐ b) Very good ☐ c) Good ☐ d)Fair ☐

e) No ☐

vii). Local Government Communication guide.

a) Excellent ☐ b) Very good ☐ c) Good ☐ d)Fair ☐

e) No ☐

viii). Community Mobilization and Empowerment Strategy 2006

a) Excellent ☐ b) Very good ☐ c) Good ☐ d)Fair ☐

e) No ☐

ix). Local Government Elections Act

a) Excellent ☐ b) Very good ☐ c) Good ☐ d)Fair ☐

e) No ☐

19. As a local or a government official, are the media producers/broadcasters competent in handling decentralization or community empowerment?

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

20. When journalists attend a workshop do they demand for allowances or out of pocked and if they are not given they don't publish the stories covered or they report negatively?

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

21. In your opinion do Journalists separate their own opinions from factual news?

a) Strongly agree ☐

b) Agree ☐

c) Disagree ☐

d) Strongly disagree ☐

Any other comment or suggestions on how the organizational structure and management could be enhanced in empowering communities

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(PART C)

22. How often do Journalists abrogate the laws in a disguise of trying to enhancing people's participation in decentralization issues?
    a) Strongly agree
    b) Agree
    c) Disagree
    d) Strongly disagree

23. Most of the policies and media regimes do favors more of the urban elites than rural illiterate audience?
    a) Strongly agree
    b) Agree
    c) Disagree
    d) Strongly disagree

24. Does the 1995 constitution of the Republic of Uganda have enough provisions for community empowerment?
    a) Strongly agree
    b) Agree
    c) Disagree
    d) Strongly disagree
    e) I don't know

25. The Access to Information Act require for the promotion of transparency and accountability in all state organs by providing the public with timely, accessible and accurate information. To what

extent do you use the following means of communication to implement this legal requirement?

a)   Internet and e - mails

b)   UBC radio

c)   UBC Television

d)   Other radios and televisions other than UBC.

e)   Invite meetings and workshops

, d)   SMS

f)   Newspaper supplements

26.   How often do you publish the following categories of records that are automatically available without a person having to request access in accordance with the Access to Information Act 2005: 5(8)?

a)   For inspection under written laws

b)   For purchase or copying from the public body

c)   For the public free of charge.

27.   The Press and Journalist Statute 1995 requires for the Journalist to enroll obtain a practicing certificate. Do those journalist you invent in your meetings or those cover your events ever produces their ' certificates to you?

a)   Yes they have and duly renewed.

b)   Yes they have but never renewed.

c)   No they don't have

d)   No they are defiant to the law.

e)   I don't know

28.	Are the minimum qualifications of journalism of a university degree and subsequent training in mass communication stated in the Press and Journalist statute realistic?

a)	Strongly agree

b)	Agree

c)	Disagree

d)	Strongly disagree

e)	I don't know

Any other comment or suggestions on how the media policy and legal framework could be enhanced in empowering communities

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APPENDIX IV B

CONTENT ANALYSIS CHECKLIST

Radio/channel...

Presenter..Male ☐ Female ☐

Program..

Type of program...

Guest...Male ☐ Female ☐ .

Government ☐ Civil Society ☐ Private ☐

If government, central government ☐ or Local Government ☐

Date of transmission..

Time..

Duration...

Language...

No. of callers	Sex of callers		PLACE OF ORIGIN				MASSAGE		
	Male	Female	C	E	W	N	EE	T/A	None
01									
02									
03									
04									
05									
06									
07									
08									

Key:

ORIGIN: C- Central region. E – Eastern Region. W – Western Region. N – Northern Region.

Massage: EE- Equality & Equity, T/A – Transparency & Accountability

APPENDIX IV C
INTERVIEW GUIDE

Sex	AGE			EDUCATION LEVEL					WORKING EXPERIENCE			
	Youth	Adult	Elderly	Ph.D	Ma	B.	Dip	Cert	1 - 2 yrs	3 – 4 yrs	5 – 6 yrs	7 & above
Male	28	15	16									
Female	11	07	00									

Programme schedule	S. Agree	Agree	Disagree	S. disagree
Listening to radio programmes				
6:00 am – 12:00 pm				
12:00 pm – 4:00 pm				
4:00 pm – 14:00 pm				

Content coverage	Frequently	Sometimes	Seldom	None
Covering SMC meetings				
Local Council Courts Meetings				
Village Health works Activities				
Youth, Women, Elderly and PWDs meetings and activities				
Area Land Committee meetings				
Electoral process of local councils				
Sensitizing on obligations rather than rights				
Local Revenue collections and				

distribution				
Planning and Budgeting cycles				
Financial release including UPE & USE				
Local gov't PAC				
Mobilizing communities to pay taxes.				
Advert of LG Jobs				
A ward of tenders / contractors				
NAADS procurement				
Participation				
L.Cs and Government officials				
Call ins				
Write ins				

APPENDIX V

RESEARCHER'S CURRICULUM VITAE

To document the details of the researcher, his competency in writing a research and to recognize his efforts and qualifications, this part of the report is thus meant.

PERSONAL DATA

SURNAME: Kyebakoze Suleiman Madada

DATE OF BIRTH: 11th Nov 1961

PLACE OF BIRTH: Kitatya

NATIONALITY: Ugandan

MARITAL STATUS: Married with children

ADDRESS: Kitatya, Kayunga

P.O BOX 18063

E-Mail: skymadada@yahoo.com

TEL: 0772611107 / 0752744051 / 0704937546

EDUCATION BACK GROUND

YEAR	INSTITUTION	AWARD
2009- 2011	Kampala International University	on going

2006 - 2009. Kampala International University Bachelor's Degree in Mass Communication   (1st Class)

1982 – 1984 Kololo SSS, Uganda Advanced Certificate of Education (UACE)

1976 - 1979   Bukonte SSS,   East African Certificate of
Education (EACE)

WORKING EXPERIENCE:

2006 -2011   State Minister for Elderly and persons with Disability
Affairs, Ministry of Gender, Labour and Social Development

2001 – 2011 Member of Parliament Bbaale Constituency.

2005   Secretary NRM Parliamentary caucus.

2003 -2005   Chairperson Young Parliamentary Association (YPA)

2003 – 2005 Treasurer Uganda Parliamentary Sports.

2000 – 2002 Executive Secretary International Anti Corruption
Theatre Movement.

2000   Vice – Chairperson LCV Kayunga District.

1999 – 2009 Board Member Nakaseke PTC and I am now the
Chairperson

1997 – 2000 Chairperson Mukono District Education Committee.

1989 – 2000 District Councilor, Mukono.

1998 – 2000 Chairperson Anti Corruption Coalition of Uganda
(ACCU)

1998 – 2000 Chairperson Policy Advisory Board of Danish for
Association International Cooperation (Ms- Uganda).

1997 – 1999 Khodeyo Publication Business Editor

1985 – 1996 Radio Uganda Broadcaster.

APPENDIX VI

MAGIC 100 FM PROGRAM LINE UP

Monday to Friday

PROGRAMME	Time (hrs)
Magic Breakfast Show	06:00 – 10:00
• Sports Tips	06:05 – 06:10
• Mind Games	06:45 – 06:50
• Bbc News	07:00 – 07:05
• Sports Tea Talk	07:05 – 07:15
• Rapid Sports (Local)	07:30 – 07:45
• Mind Games	07:45 – 07:50
• · Magic Parliament	08:10 – 08:20
• Rapid Sports (International)	08:30 – 08:45
• Bbc Kiswahili	09:00 – 09:05
• Defining Moment	09:15 – 09:40
• Magic Connect	09:55 – 09:57
• News – English	10:00 – 10:05
• Bbc News – English	11:00 – 11:05
Sports Series	10:00 – 12:00
• New Briefs	11:00
The Bliss	12:00 – 02:00
• News-English	13:00
• News-Luganda	14:00
• News Brief-English	15:00
Hot Sports	14:00 – 16:00
• News-English	16:00
The Cruise	16:00 – 19:00
• News Brief-English	17:00
• News-Luganda	18:00
• Know About Your Team	18:15 – 18:30
Round Table	19:00 – 20:00
Sports News Round Up	20:00 – 21:00
Inside Sports	21:00 – 23:00
Late Night Show	23:00 – 05:00

SATURDAY PROGRAMMES

The Count Down	06:00 – 10:00
• Bbc News	07:00 – 07:05
• Local Sports Brief	07:05 – 07:10
• News – Luganda	08:00 – 08:05
• Sports Brief International	09:05 – 08:10
• News Briefs-English	10:00
The Lobby	10:00 – 12:00
Sports Summary	12:00 – 14:00
• News-English	13:00
Rhythms/Commentary	15:00 – 18:00
Uli Mwengu Wa Soccer/Commentary	18:00 – 20:00
Saturday Mix	21:00 – 00:00

SUNDAY PROGRAMMES

Sunday Breakfast Show	06:00 – 09:00
• News – English	07:00 – 07:05
Sunday Sports Summary	09:00 – 11:00
• News – English	11:00 – 11:05
Golden Age	11:00 – 14:00
• Rock Point 256	12:30 – 13:00
School Sports Show	14:00 – 15:00
Commentary/Youth Magazine	15:00 – 17:00
Music Africa/Commentary	17:00 – 00:00
Back To Back	00:00 – 05:00

UBCRS PROGRAM SCHEDULES

UBC RED MONDAY				

TX Time	Prog Titles	Comp. File	Presenter	Sign
06:10 – 06:20	Early Bird	Live	Frank/Prossy	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 9:00	Touch Line	live	Sekago	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	Hodi Hodi Mataani	Live	Wanyama/the mbo	
10:00 – 10:15	News In English	Live		
10:15 – 12:00	Flavour Unit Show	Live	Bella	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Gengo Timbo Bal	Live	Jacky Achiro	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Rumba	Live	Kennes / wanyama	
15:00 – 17:00	Urban Flows	Live	Bukuku	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Evening Sports	Live	Otai Deo/Nume	
18:00 – 18:45	Opur/Farm&Env	Live	Apili Teddy	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Your Voice	Live	Zark	
20:00 – 20:15	News in English	Live		
20:15 – 21:00	News Hours	Live		
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:30	Gender Forum	Live	Emily/Frank	
22:30 – 23:00	Lay Back Zone	Live	Zark	
23:00 – 05:58	Back to sixties	Live	S. Lutaaya	

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UBC RED TUESDAY

TX Time	Prog Titles	Comp. File	Presenter	Sign
06:10 – 07:00	Early Bird	Live	Frank/prossy	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 8:00	Press review	live	Frank	
8:00 – 9:00	Touch line	Live	Sekago	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	Hodi Hodi Mataani	Live	Wanyama/thembo	
10:00 – 10:15	News In English	Live		
10:15 – 12:00	Flavour Unit Show	Live	Bella	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Dwon Lutino	Live	Apili Teddy	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Rumba	Live	Kennes / wanyama	
15:00 – 17:00	Urban Flows	Live	Bukuku	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Evening Sports	Live	Otai Deo/Nume	
18:00 – 18:45	Tekwaro Wa	Live	Achiro Jacky	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Your Voice	Live	Zark	
20:00 – 20:15	News in English	Live		
20:15 – 21:00	News Hours	Live		
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:30	Environment	Live	Julliet Mabisi	
22:30 – 23:00	My Story	Live	Zark	
23:00 – 05:58	Late Nite Mix	Live	Bukuku	

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TX Time	Prog Titles	Comp. File	Presenter	Sign
	UBC RED WEDNESDAY			
06:00 – 07:00	Early Bird	Live	Frank/prossy	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 8:00	Press review	live	Frank	
8:00 – 9:00	Touch line	Live	Sekago	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	Hodi Hodi Mataani	Live	Wanyama/thembo	
10:00 – 10:15	News In English	Live		
10:15 – 12:00	Flavour Unit Show	Live	Bella	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Yub Pa Bulu	Live	Apili Teddy	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Rumba	Live	Kennes / wanyama	
15:00 – 17:00	Urban Flows	Live	Bukuku	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Evening Sports	Live	Otai Deo/Nume	
18:00 – 18:45	Yotkom	Live	manager	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Your Voice	Live	Zark	
20:00 – 20:15	News in English	Live		
20:15 – 21:00	News Hours	Live		
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:30	Health Forum	Live	Kajumba	
22:30 – 23:00	Lay Back Zone	Live	Zark	
23:00 – 05:58	Late Nite Mix	Live	Bukuku	

TX Time	Prog Titles	Comp. File	Presenter	Sign
06:00 – 07:00	Early Bird	Live	Frank/prossy	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 8:00	Press review	live	Frank	
8:00 – 9:00	Touch line	Live	Sekago	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	Hodi Hodi Mataani	Live	Wanyama/thembo	
10:00 – 10:15	News In English	Live		
10:15 – 12:00	Flavour Unit Show	Live	Bella	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Lugoro	Live	Apili Teddy	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Rumba	Live	Kennes / wanyama	
15:00 – 17:00	Urban Flows	Live	Bukuku	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Evening Sports	Live	Otai Deo/Nume	
18:00 – 18:45	Lwo Women	Live	Jacky Achiro	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Your Voice	Live	Zark	
20:00 – 20:15	News in English	Live		
20:15 – 21:00	News Hours	Live		
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:30	The Citizen	Live	Nume T.	
22:30 – 23:00	Lay Back Zone	Live	Zark	
23:00 – 05:58	Late Nite Mix	Live	Bukuku	

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UBC RED FRIDAY

TX Time	Prog Titles	Comp.File	Presenter	Sign
06:00 – 07:00	Early Bird	Live	Frank/prossy	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 8:00	Press review	live	Frank	
8:00 – 9:00	Touch line	Live	Sekago	
09:00 – 09:15	Habaari	Live		
09:15 – 09:30	Jifunze	Live	Thembo	
09:30 – 10:00	Hodi Hodi Mataani	Live	Wanyama/thembo	
10:00 – 10:15	News In English	Live		
10:15 – 12:00	Flavour Unit Show	Live	Bella	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Nino Abiro	Live	Achiro Jacky	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Rumba	Live	Kennes / wanyama	
15:00 – 17:00	Urban Flows	Live	Bukuku	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Evening Sports	Live	Otai Deo/Nume	
18:00 – 18:45	Kop Ango?	Live	Lanyero Christine	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Your Voice	Live	Zark	
20:00 – 20:15	News in English	Live		
20:15 – 21:00	News Hours	Live		
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:30	Economic Review	Live	Kajumba	
22:30 – 23:00	Ground Zero	Recorded	Manager	
23:00 – 01:00	Lay Back Zone	Live	Zark	
01:00 – 05:58	The Groove Mix	Live	Zark	

	UBC RED SATURDAY			

TX Time	Prog Titles	Comp.File	Presenter	Sign
06:00 – 07:00	Sizzling Break Fast	Live	Calvin Kalule	
07:00 – 07:15	News & P/Annts	Live		
07:30 – 8:00	Sizzling Break Fast	live		
8:00 – 9:00	Know Your Laws	Live	Ayikobua/ Eunice	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	The Youth Club	Live	Bella	
10:00 – 10:15	News in English	Live		
10:15 – 12:00	Sports Round Up	Live	Otai/ Sekago	
12:00 -12:15	Amut	Live		
12:15 – 12:30	Tuku	Live	Tony Nume	
12:30 – 13:00	Rock Point	Recorded	Commercial	
13:00 – 13:15	News & P/Annts	Live		
13:15 – 14:30	Saturday Cruise	Live	Kajumba	
14:30 – 15:00	CARITAS Uganda	Live	Kajumba	
15:00 – 18:00	UBC Groud Zero	Live	Manager	
18:00 – 19:00	On the Farm	Live	Lanyero/Na misango	
19:00 – 19:45	Dwon Lwak	Live		
19:45 – 20:00	Amut	Live		
20:00 – 21:00	News & Weekly Round Up	Live	Baguma	
21:00 – 21:15	P/Annts	Live		
21:15 – 21:30	Habaari	Live		
21:30 – 22:00	Michezo ya wiki	Live	Hassan Thembo	
22;00 – 22:30	Food Basket	Live	Lanyero Christine	
22:30 – 23:00	Our Heritage	Live	FBR	
23:00 – 24:00	VIP Show	Recorded	Baguma	
24:00 – 05:58	Late Nite Mix	Live	Kennes Bwire	

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TX Time	Prog Titles	Comp. File	Presenter	Sign
	UBC RED SUNDAY			
06:00 – 07:00	Sunday Voyage	Live	Kajumba	
07:00 – 07:30	News & P/Annts	Live		
07:30 – 8:00	Radio Santec/ Prayers	live	Kajumba	
8:00 – 9:00	Prayer Request	Live	Kajumba	
09:00 – 09:15	Habaari	Live		
09:15 – 10:00	Njooni Tumuabudu	Live	Wanyama	
10:00 – 10:15	News in English	Live		
10:15 – 11:00	Literature review	Live	Prossy/Teddy	
11:00 – 12:00	The Child Time	Live	Kajumba	
12:00 -12:15	Amut	Live		
12:15 – 13:00	Tuku Mapat Pat	Live	Nume Tony	
13:00 – 13:30	News & P/Annts	Live		
13:30 – 15:00	Passion for Christ	Live	Ayikobua/Nyafono	
15:00 – 16:00	The Wedding Bell	Live	Sharita Namusoke	
16:00 – 17:00	Music from other land	Live	Jakisa	
17:00 – 17:15	News in English	Live		
17:15 – 18:00	Music from other land	Live	Jakisa	
18:00 – 18:45	Jiri Maleng	Live	Lanyero	
18:45 – 19:00	Amut	Live		
19:00 – 20:00	Anti Corruption	Live	Mabisi	
20:00 – 20:15	News in English	Live		
20:15 – 20:30	Victory Church	Live	(sponsored)	
20:30 – 21:00	Drama	Live	Manager	
21:00 –·21:15	Habaari	Live		
21:15 – 22:00	Nipe Kitabu Changu	Live	Hassan Thembo	
22:00 – 22:30	Dunia Wiki	Live	Bwire	
22:30 – 23:00	The worker	Live	S. Mawerere	
23:00 – 05:58	Late Nite Mix	Live	Bukuku	

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UBC BUTEBO CHANNEL – MONDAY

TIME	PROGM	Compu ter File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID			
06:00 – 06:02	Opening prayer (red)			
06:02 – 06:58	Bwasyele(Day Break)		Fuba B	Hajat Rehema
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Bwasyele(Kwikinga) (health)		Fuba B	Hajat Rehema
08:00 –·08:15	News Lumasaba			
08:15 – 09:00	Bwasyele (Kwekinga) contd		Fuba B	Hajat Rehema
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Obulamu (health)		Wandera	S. Mawerere
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Obulamu (health)contd		Wandera	S. Mawerere
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Obulamu (health)		Birungi C	S. Mawerere
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Adhola Lonyo (health)		Aidah K.	S. Mawerere
14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Kupsabiny Poyik ako cesok (pol)		Chemutai Joyce	Hajat Rehema
15:30 – 16:30	Obwomi obusanyusa (Lugwere health)		Walujjo Modio	S. Mawerere
16:30 – 16:45	K'jong News		Tebanyang E	S. Mawerere
16:45 – 17:00	Amacurus Ka Ebari (K'jong – health)		Tebanyang E	S. Mawerere
17:00 – 17:15	Join Red News			
17:15 – 18:00	Amacurus Ka Ebari (K'jong – health)		Tebanyang E	S. Mawerere
18:00 – 19:00	Angaleu (health)		Opolot	S. Mawerere

	Ateso			
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Angaleu contd		Opolot	S.Mawerere
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:15	JoinRedAdverts/P/Ann			
21:15 – 24:00	Lola (Lusamia Social Development)		Wandira	Hajat Rehema
24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – TUESDAY

TIME	PROGM	Computer File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID			
06:00 – 06:02	Opening prayer (red)			
06:02 – 06:58	Bwasyele majeesi(Econ)		Fuba B	Hajat Rehema
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Bwasyele(Gumwenya) (Musical)		Fuba B	Hajat Rehema
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	**BWASYELE (GENDER)**		**Fuba B**	Hajat Rehema
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Inono (Culture)		Wandera	S. Mawerere
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Inono (Culture)contd		Wandera	S. Mawerere
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Ensimuko (Culture)		Birungi C	S. Mawerere
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Ndijo Adhola (Culture)		Aidah K.	Aggrey Barusya

14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Kopotishiet & Akokoret (Farm) Kupsabiny		Chelangat	Hajat Rehema
15:30 – 16:30	Obulimi (Lugwere Farm& Env)		WalujjoM odio	S. Mawerere
16:30 – 16:45	K'jong News		Tebanyan g E	S. Mawerere
16:45 – 17:00	Ekitutuke ka ekipukai (K'jong Pol)		Tebanyan g E	S. Mawerere
17:00 – 17:15	Join Red News			
17:15 – 18:00	Ekitutuke ka ekipukai (K'jong Pol)		Tebanyan g E	S. Mawerere
18:00 – 19:00	Einono Wok(culture) Ateso		Opolot	S. Mawerere
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Einono contd		Opolot	S.Mawerere
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:15	JoinRedAdverts/P/Ann			
21:15 – 24:00	Akaliba Akendo (Lugwere Social Development)		Wandira	Hajat Rehema
24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – WEDNESDAY

TIME	PROGM	Comput er File	PRESENTE R	PRODUCER
05:58 – 06:00	Station ID			
06:00 – 06:02	Opening prayer (red)			
06:02 – 06:58	Bwasyele Menya(Music to remember)		Martin Kiboyo	Hajat Rehema
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Bwasyele (Inzowanzowana) (Dev)		Martin Kaboyo	Hajat Rehema
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	Bwasyele (Inzowanzowana) (Dev/Env)		Martin Kaboyo	Hajat Rehema

09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Huloma Lomere Alala (pol)		Wandera	S. Mawerere
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Hora Ohule (Econ)		Wandera	Aggrey Barusya
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Ndimugezi n'omukobere (Pol)		Birungi C	S. Mawerere
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Adhumi Gi Limi (pol) Adhola		Aidah K.	Hajat Rehema
14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Siayatian(econ) Kupsabiny		Chelangat Joy	Aggrey Barusya
15:30 – 16:30	Ebyamaka (Lugwere)		WalujjoMo dio	
16:30 – 16:45	K'jong News		Tebanyan g E	
16:45 – 17:00	K'jong Children /Youth		Tebanyan g E	Susan Okedi
17:00 – 17:15	Join Red News			
17:15 – 18:00	K'jong Children/Youth		Tebanyan g E	
18:00 – 19:00	Airabet Wok (Ateso pol)		Opolot J	Hajat Rehema
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Airabet contd		Opolot J	Hajat Rehema
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:15	JoinRedAdverts/P/Ann			
21:15 – 24:00	Bunyala Bwowo(Lumasaba pol)		Bwayo Richard	Hajat Rehema

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24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – THURSDAY

TIME	PROGM	Computer File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID			
06:00 – 06:02	Opening prayer (red)			
06:02 – 06:58	Bwasyele Inga Yewolomba(Musical)		Fuba B	Hajat Rehema
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Bwasyele (Bulimi) (Farm &Env)		Fuba B	Hajat Rehema
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	Buwelle Bweffe (Env)		MartinKaboyo	Hajat Rehema
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Obutuuki n'ohulima (Farm & Env)		Milly Mugeni	Hajat Rehema
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Obutuuki contd		Milly Mugeni	Hajat Rehema
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Izawula Lusoga (Farm & Env)		Bakalikuyira	S. Mawerere
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Kisaya P'soye (Gender) Adhola		Laaro .P	
14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Sopontap Kosotonik (health) Kupsabiny		Chelangat Joy	S. Mawerere
15:30 – 16:30	Abavubuka (Lugwere Youth)			

16:30 – 16:45	K'jong News			
16:45 – 17:00	Ngitaliyo (K'jong Culture)		Lochode P	Aggrey Burusya
17:00 – 17:15	Join Red News			
17:15 – 18:00	Ngitaliyo (K'jong Culture)		Lochode P	Susan Okedi
18:00 – 19:00	Ateso health		Achope R	S. Mawerere
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Isuman Edeke (Farm & Env)			Hajat Rehema
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:30	JoinRedAdverts/P/Ann			
21:30 – 22:30	Naliotinkobe (Lugwere Cul)		Mwayi Keneth	Aggrey Barusya
22:30 – 24:00	Lumasaba Political			Hajat Rehema
24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – FRIDAY

TIME	PROGM	Comp. File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID			
06:00 – 06:02	Opening prayer (red)			
06:02 – 06:58	Sangala(Musical)		Martin Kiboyo	Hajat Rehema
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Basoleli (Youth)		Martin Kiboyo	
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	Bye Mungo(Family magazine)		MartinKaboyo	
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Huholere alala (Gender)		Milly Mugeni	

Time	Program	Comp. File	Presenter	Producer
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Huholere alala contd		Milly Mugeni	
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Bitambite (Gender)		Birungi C	
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Furi gi cwech ma pinyi(Farm & Env)		Laaro .P	Hajat Rehema
14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Kopotishiet & Akokoret (Farm) Kupsabiny		Chelangat Joy	Hajat Rehema
15:30 – 16:30	Akaliba Akendo		Walujjo	Hajat Rehema
16:30 – 16:45	K'jong News			
16:45 – 17:00	Ngitunga ngulupalag (K'jong Gender)		Lochode Peter	
17:00 – 17:15	Join Red News			
17:15 – 18:00	Ngitung ngulupalag (K'jong Gender)		Lochode P	Hajat Rehema
18:00 – 19:00	Ikalia wok (Gender Ateso)		Opolot	
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Akerianut (Ateso Dev)		Opolot	Barusya Aggrey
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:30	JoinRedAdverts/P/Ann			
21:30 –24:00	Tukolere Ghalala		S. Mawerere	Hajat Rehema
24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – SATURDAY

TIME	PROGM	Comp. File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID(All channels)			

06:00 – 06:02	Opening prayer (all channels)			
06:02 – 06:30	Kimyenya Kyefe (Traditional Music)		Bwayo R	Aggrey Barusya
06:30 – 07:00	**PARENT TALK** LUMASABA			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Bakerema Munzowanzowana (Women in Dev)		Bwayo R	
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	**Lugoosi IweMungo(Gender)**		**Bwayo R**	
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Sangaala Muno(Musical)		Milly Mugeni	Hajat Rehema
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Kenda Kala(Sports)		Milly Mugeni	Hajat Rehema
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Kitobero(Musical)		Birungi C	Hajat Rehema
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Jo Mothere (L/F)		Laaro .P	Hajat Rehema
14:30 – 14:45	Kupsabiny News			
14:45 – 15:30	Areroshyok(L/F/Sports)		Chelangat	Bwayo R
15:30 – 15:45	K'jong News			
15:45 – 16:30	Edisiko ka Emalasi		Lochode Peter	Hajat Rehema
16:30 – 17:00	STRAIGHT TALK (K'jong)			
17:00 – 17:15	Join Red News			
17:15 – 18:00	Busugyire (Musical) Lugwere		Walujjo D	Hajat Rehema
18:00 – 19:00	Awomisio (Curr/Affrs) Ateso		Opolot	Richard

TIME	PROGM			Bwayo
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Amalan (L/F-Musical) (Ateso)		Opolot J	Hajat Rehema
20:00 – 20:15	News Eng. Join Red			
20:15 – 21:00	Join Red (News Reel)			
21:00 – 21:30	JoinRedAdverts/P/Ann			
21:30 –24:00	Ekintabuli (Lusoga Variaty)		Bakalikuyira	Barusya Aggrey
24:00 – 06:00	Join Red(late Nite mix)			

UBC BUTEBO CHANNEL – SUNDAY

TIME	PROGM	Comp. File	PRESENTER	PRODUCER
05:58 – 06:00	Station ID(All channels)			
06:00 – 06:02	Opening prayer (all channels)			
06:02 – 06:58	Biidyo Bya Gumwoyo (Rel)		Fuba B	Aggrey Barusya
06:58 – 07:00	Ads Eng. Join Red			
07:00 – 07:15	News Eng. Join Red			
07:15 – 07:30	EngAds/Pers/Ann(Red)			
07:30 – 08:00	Siima Welle (Gospel)		Bwayo R	
08:00 – 08:15	News Lumasaba			
08:15 – 09:00	**UCDA**			
09:00 – 09:15	L/L/L News/P/Anns			
09:15 – 10:00	Humwefase(Rel)		Milly Mugeni	Aggrey Barusya
10:00 – 10:15	Join Red Eng News			
10:15 – 11:00	Humwefase contd		Milly Mugeni	Aggrey Barusya
11:00 – 11:15	News Lusoga P/Ann			
11:15 – 12:45	Tumusuute Lusoga (Rel)		S. Mawerere	Aggrey Barusya
12:45 – 13:00	Ateso News			
13:00 – 13:15	News Eng Join Red			

Time	Programme		Presenter	Technician
13:15 – 13:30	Adverts/Anns (Red)			
13:30 – 13:45	Adhola News			
13:45 – 14:30	Kuri Yeyo Perin(Rel)		Aidah K	Aggrey Barusay
14:30 – 14:45	Kupsabiny News			
14:45 – 15:00	Ngolyoontetap (Rel)		Chamutai Joyce	Aggrey Barusya
15:00 – 15:30	**Stright Talk (Kupsabiny)**			
15:30 – 15:45	K'jong News			
15:45 – 16:30	Akalep (Rel) K'jong		Tebanyang	Aggrey Barusya
16:30 – 17:00	**STRAIGHT TALK (K'jong)**			
17:00 – 17:15	Join Red News			
17:15 – 18:00	Tumugulumize (Rel) Lugwere		Walujjo D	Aggrey Barusya
18:00 – 19:00	Kopotu Keturoto (Rel) Ateso		Susan Okedi	Aggrey Barusya
19:00 – 19:15	Ateso News			
19:15 – 19:30	Adverts/P/Anns Ateso			
19:30 – 20:00	Kopotu Keturoto (Rel) (Ateso)contd		Susan Okedi	Aggrey Barusya
20:00 – 20:15	News Eng. Join Red			
20:15 – 20:30	Sangala ni Welle (Rel) Lumasaba		Bwayo R	Aggrey barusya
20:30 – 21:00	**Stright Talk**(Lumasaba)			
21:00 – 21:15	(Join Red) P/Anns			
21:00 – 24:00	Waamanya (variety) Lumasaba			
24:00 – 06:00	Join Red(late Nite mix)			