THE ROLE OF THE MEDIA IN PROMOTING COMMUNITY SERVICES IN MASAKA DISTRICT: A CASE OF BUDDU RADIOS

BY

JUMA SAID

BMC/41452/133/DU

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SEPTEMBER 2016

DECLARATION

I, Juma Said, declare that this research report is my original work and it has never been presented to any other institution of higher learning or university for any award.

Signature................................   Date 10. 09. 2016

JUMA SAID

BMC/41452/133/DU

APPROVAL

The research was carried out under the title" role of the media in promoting community services in Kampala City was under my supervision and ready for submission for examination with my approval as a supervisor.

Sign... Date ...September 11, 2016

MR. OCHWO GEOFFREY

SUPERVISOR

DEDICATION

As a researcher, I dedicate this research report to my fellow students especially those who may wish to carry out research related to this topic. Also I dedicate this report to my mother. Mrs. Madina Kuguma for the love and support she has given me throughout my course.

ACKNOWLEDGEMENT

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ABSTRACT

The research on: "the role of the media in promoting community services in Masaka district. The research concluded that media face challenges in promoting community services in Masaka District. The study was guided by three research questions which included: finding out which media programs that promotes community services; finding out the impact of media programs to the community members; and finding out the challenges the media face in promoting these programs to the community members.

The study targeted 100 people from where the sample size was got. The respondents consisted of especially: government officials, community members and media practitioners.

The research concluded that media face challenges in promoting community services in Masaka District. The study also concluded that media programs have both positive and negative impact to the community members of Masaka District.

CHAPTER ONE

1.0 Introduction

This chapter is concerned with the background of the study, statement of the problem, objectives of the study, research questions, scope of the study, and significance of the study.

1.1 Background

Media may refer to communication, according to European commission in June 2013 says the word media comes from the Latin plural of medium (treated as singular or plural) the main means of mass communication (radio, television and Newspapers) regarded collectively. Media (communication) tools used to store and deliver information or data. Nelson John, 2006, Document of American Broadcasting says broadcasting is the distribution of audio and video content to dispersed audience via any audio or visual electromagnetic radiation (radio wave).

Community service is a donated service or activity that is performed by someone or a group of people for the benefit of the public or institution. Performing community service is not the same as volunteering, since it is not always done voluntarily. It may be done for a variety of reasons.

According to European commission in June 2013 says the media programs help the European Union film and audiovisual industries with financial support in the development, distribution and promotion of their work.

The media is an important ally in any public health situation. It serves the role of being a source of correct information as well as an advocate for correct health behaviors. The local and International media play a vital role as the link between health workers and larger public. Health authorities educate and entrust the media with essential health information, which is then relayed to the public in readily accessible formats through a variety of media channels, (Boyd Barbara 2009 creative strategies from the field).

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According to Tomision and Wise 1999, discussed the benefits of mass media programs as a tool to advocate for children's rights and more specifically, promoting awareness of , and to prevent child abuse. Tomision emphasizes that campaign strategies may only be successful to the degree that they are backed by community education and direct support programs.

According to the National Child Protection Council McDonald, Davison and Coy 1994, prevention of abuse involves changing those individual and community attitudes, beliefs and circumstances which allow the abuse occur. The media play a significant role in forming and influencing people's attitude and behavior.

1.2 Statement of the problem

According to Tomision and Wise 1999, discussed the benefits of mass media programs as a tool to advocate for children's rights and more specifically, promoting awareness of , and to prevent child abuse. Tomision emphasizes that campaign strategies may only be successful to the degree that they are backed by community education and direct support programs. However, According to the National Child Protection Council McDonald, Davison and Coy 1994, prevention of abuse involves changing those individual and community attitudes, beliefs and circumstances which allow the abuse occur. The media play a significant role in forming and influencing people's attitude and behavior. One wonders whether media put in maximum effort to inform, educate, and make awareness to the public so that they effectively influence their attitudes. This therefore, rides it necessary to conduct an investigation to establish the role of the media in promoting services delivery in the community.

Despite the existence of media in Uganda, there is still poor mobilization of media houses in promoting community services in Uganda.

1.3 Purpose of the study

The purpose of the study was to establish the role of the media in promoting community services in Masaka District.

1.4 Objectives of the study

The general objective of the study was to assess the role of the media in promoting community services in Masaka District.

1.4.1 The specific objectives are:

➤ To find out which media programs that promotes community services.

➤ To find out the impact of media programs to the community members.

➤ To find out the challenges the media face in promoting these programs to the community members

1.5 Research questions

➤ What are the media programs that promote community services?

➤ What impact do media programs have to the community members?

➤ What challenges the media face in promoting these programs to the community members?

1.6 Scope of the study

1.6.1 Geographical scope

The area of the study was Buddu Radios in Masaka District – Uganda. Masaka District is one of the Districts that make up Greater Masaka Region where there is Districts like Rakai, Ssembule, Lwengo, Kalangala Lyantonde, Bukomansimbi, and Kalungu. It is the capital of Greater Masaka Region

1.6.2 Time scope

The research was carried out for a period of two months; from January to March 2014.

1.6.3 Content scope

The research was carried out on the role of the media in promoting community services in Masaka district

1.7 Significance of the study

On carrying out this research, many justifications are seen necessary. The findings of the study would be useful or important in many ways and too many persons or groups of people as categorized below;

The findings of the study would help to highlight on the importance of media response to the development of community service delivery.

The findings of the study would help to bring in new knowledge to community members media practitioners, Government officials and all other organizations concerned about the service delivery in the community areas.

The study would help to add more University materials (literature) to the academia as it will add new insight to the other researchers who would carry out a related research on the same topic.

The study findings should help policy makers to look on laws on the right of the media practitioner that would help to improve the ways of media in promoting service delivery in Masaka district.

The research would help more to the researcher attain a bachelors' degree of Mass Communication of Kampala International University, Uganda.

1.8 Conceptual Framework

INDEPENDENT VARIABLES   INTERVENING VARIABLES   DEPENDENT VARIABLES

MEDIA	→	- Government official - Local leaders - Community members	- Road maintenance - Medical supply - School equipment - Farming methods
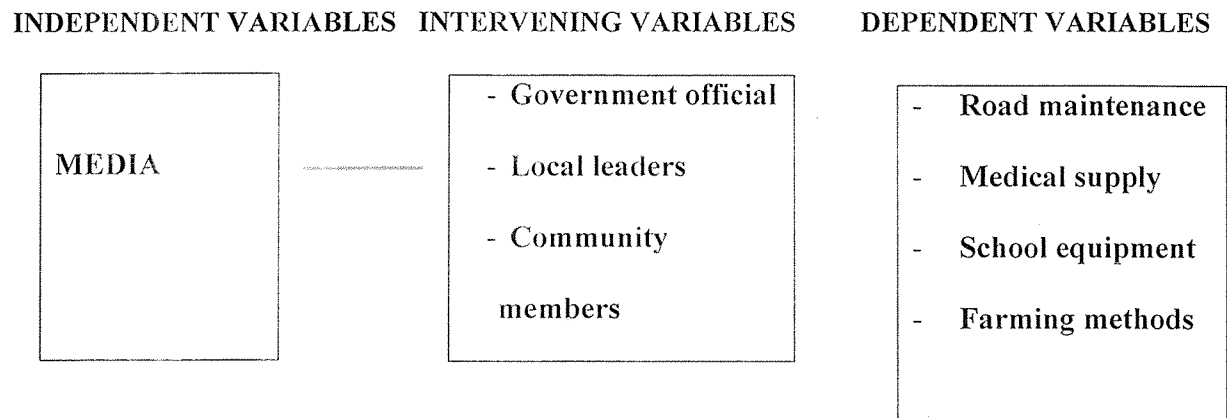
Source: Researcher's conceptualization

The figure shows that the direct factor that is media, together with indirect/intervening factors that is government official, local leaders and community members have direct impact on the service delivery. These factors promote road maintenance, medical supply, school equipment and farming methods.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

A number of studies using publications and documentations were visited on the role of the media in promoting community services. Emphasis was on media and community service delivery as a central theme. It covered the observation of previous studies on the role of the media in promoting community services.

2.1 The meaning of media and community

According to European commission in June 2013 says the word media comes from the Latin plural of medium (treated as singular or plural) the main means of mass communication (radio, television and Newspapers) regarded collectively. Media (communication) tools used to store and deliver information or data.

Community service is a donated service or activity that is performed by someone or a group of people for the benefit of the public or institution. Performing community service is not the same as volunteering, since it is not always done voluntarily. It may be done for a variety of reasons.

2.2 Role of the media in promoting service delivery

Nelson John, 2006, Document of American Broadcasting says broadcasting is the distribution of audio and video content to dispersed audience via any audio or visual electromagnetic radiation(radio wave).

According to the National Child Protection Council McDonald, Davison and Coy 1994, prevention of abuse involves changing those individual and community attitudes, beliefs and circumstances which allow the abuse occur. The media play a significant role in forming and influencing people's attitude and behavior.

According to European commission in June 2013 says the media programs help the European Union film and audiovisual industries with financial support in the development, distribution and promotion of their work.

The media is an important ally in any public health situation. It serves the role of being a source of correct information as well as an advocate for correct health behaviors. The local and International media play a vital role as the link between health workers and larger public.

Health authorities educate and entrust the media with essential health information, which is then relayed to the public in readily accessible formats through a variety of media channels, (Boyd Barbara 2009 creative strategies from the field).

According to Tomision and Wise 1999, discussed the benefits of mass media programs as a tool to advocate for children's rights and more specifically, promoting awareness of , and to prevent child abuse. Tomision emphasizes that campaign strategies may only be successful to the degree that they are backed by community education and direct support programs.

DETROIT (July 1, 2008) In an effort to provide Americans with a better understanding   of money management and financial literacy, media with the support of Financial institutions is proud to announce its participation in the financial services industry's Community Service 2008 by hosting GMAC Smart Edge seminars and participating in events with non-profit partners to promote financial education throughout the summer.

"GMAC embraces the opportunity to give back to the communities in which we live and work by sharing our knowledge of financial literacy," said GMAC CEO Al de Molina. "As we engage people across the country, increasing their awareness and understanding of personal finance, we will make strides in strengthening our communities by providing people with the tools they need to make smart financial decisions."

GMAC's commitment is part of a larger effort being conducted by The Financial Services Roundtable and its member companies to help improve communities and strengthen partnerships with non-profit partners and public policymakers together with the media in hundreds of cities across the United States to focus on financial education, with increased visibility of financial education programs in communities.

Edward Jones May 29, 2008, in his report, media has been so helpful to a broad range of activities that promote healthy eating behaviours. The nutrition education guidelines focus largely on classroom instruction, but they are relevant to all components of a comprehensive school health program health education, a healthy environment, health services, counselling, psychological, and social services; integrated school and community efforts, physical education, nutrition services, and school-based health promotion for faculty and staff .However, much the media tries to express this through their programs, but the school food service programs are an important part of a school health program to students. Mass media has been supported by the nutrition field, to direct the public's nutrition-related behaviors to healthier ways. Various social marketing campaigns and advertising campaigns have been proved to be effective in changing people's knowledge, attitudes, as well as behaviors related to nutrition

Most of these programs require substantial financial support. Research demonstrates that to include nutrition or health-related messages in entertainment programs on mass media will be cost-effective and promising.

Media programs do more than move communities forward; they serve their members by creating jobs and providing pathways to opportunity for young people entering the workforce. Media places thousands of young adults into intensive service positions where they learn valuable work skills, earn money for education, and develop an appreciation for citizenship. Focusing on the critical areas of education, financial stability, health and basic needs, media does not only provide immediate relief of social problems affecting the community, but also work to alleviate the underlying causes of these issues. Serving the Districts, local councils, municipalities and cities all over the world, media works to inspire acts of caring, deliver hope and improve lives of the people in the community

2.3 The impact of media programs to the community members

The impact of media advertising on community members is well documented, as is concern about some aspects of the media's powerful influence on community member's attitudes and behaviours (see, for example, Macklin and Carlson 1999; Inquiry into the Effects of media on community in Victoria 2000). Media may be a more powerful socialisation agent than peers and teachers (Huston, Watkins and Kunkel 1989 cited in Walsh, Laczniak).

As acknowledged in a major New Zealand newspaper, it is notable that: 'The media promote violence as an effective way of dealing with conflict through radio, television, Newspaper, films, videos, and interactive video games' (The New Zealand Herald, 2001).

In evidence given to the Victorian Government Inquiry into the Effects of media on community member in Victoria, Michael Carr-Gregg (2000: 68) further endorses this view: 'Contrary to some claims, many people in the medical, public health, and scientific communities are in agreement that the relationship between radio violence and aggression and violence in young people does exist. Exhaustive reviews of the evidence accumulated over 40 years - and we are talking about 3000 different studies - have led researchers to conclude unequivocally that mass media significantly contributes to the aggressive behaviour and attitudes of many members in the society, ´

However, this power of the media to negatively influence community member's attitudes and behaviours may be used to impact positively on the lives of children and adolescents. According to the Inquiry into the Effects of media on community members in Victoria (2000: 35): 'Qualitative evidence suggests that quality children's radio and television can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world.'

Indeed, the constructive use of mass media can assist in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

Tomison (1996: 77) has noted that The United Kingdom Commission of Inquiry into the Prevention of Child Abuse made a recommendation that the media 'take a more balanced and sympathetic view of children'. Tomison (1997: 25) highlights that: 'In line with a belief in the importance of 'listening to children', the Commission felt that the media should take the views of children into account when presenting on an issue in which children have some interest. The Commission (1996) recommended that the media should have an obligation to consider a child's best interest in stories in which children feature, and that the failure to do so would constitute grounds for a complaint to a relevant authority

2.4 Challenges media face in promoting community services

Local leaders, Government and policy makers are beginning to recognize the important role

Media can play in promoting service delivery efforts are being made to allow them to become

more involved in promoting community services. However, despite these efforts, there are still

many challenges that can stand in the way of media involvement. Understanding and anticipating

these challenges is important when media is getting organized for Promoting Community

services. This understanding can help individuals and organizations more effectively impact the

service delivery. Further, it is important for communities to understand that media also faces

challenges that can hinder its progress in responding to and recognizing the priorities of rural

communities.

As noted above, media face many potential challenges to promote service delivery. Six of the most common include:

(1) Lack of understanding of the community programs

(2) Lack of community resources

(3) Reliance on volunteers

(4) Lack of access to information

(5) Absence of rural representation

(6) Relationship between government and rural communities

(1) Understanding the Policy-Making Process

Before rural communities can make attempts to impact service delivery, it is important that they have an understanding of the community services itself.

Understanding community programs" (Rural Communities Impacting Policy, 2002) discusses the community services, including key players, timeframe for community programs and steps for influencing service delivery. Understanding the community programs can help individuals and community-based organizations decide whether they will become involved in trying to develop or change communities and, if so, how to best go about it. Unfortunately, the service delivery tends to be very complex making it difficult for almost anyone to understand it completely. However, understanding the process can help empower individuals and community-based organizations to impact service delivery.

(2) Lack of Resources

In order for rural communities to play an active role in the promoting service delivery, it is necessary for their members to have access to resources. These resources include adequate funding, government training programs, education, leaders, and volunteers to support rural causes and initiatives. Many rural communities tend to lack one or more of these resources, a situation which interferes with their ability to effectively impact the service delivery.

Having inadequate resources negatively impacts a rural community's ability to effectively influence and develop services compared to others. For example, corporations and professional organizations often have access to large amounts of financial and human resources.

(3) Reliance on Volunteers

Lack of access to financial resources necessary to address problems and concerns of rural communities leads to organizations relying on volunteers to carry out community-based activities. Low populations in rural areas can result in the availability of only a small number of volunteers to carry out all the necessary activities demanded by their community organizations. This situation can lead to reluctance to become involved in the complex policy-making process. Even more difficult is finding individuals within rural communities with the skills, abilities and desire to initiate and champion rural policy development. Further, there tends to be a lack of programs to train, support and motivate new leaders and volunteers. As a result of a lack of these

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resources, some community leaders and volunteers face burnout that affects their productivity and progress in furthering the work to help their community. In addition, the loss of youth from rural communities results in a depletion of potential future community leaders and volunteers. Another factor which can be considered contributing to the absence of a volunteer pool may be the political and social visibility that can result from becoming active in the policy-making process. Such visibility may be uncomfortable for some and emphasize the vulnerability of certain community members, for example, those of low socioeconomic status.

(4) Lack of Access to Information

Community members have indicated that they feel there is a lack of access to information about government programs and services. Rural communities have also reported that the information that is available on government programs and services is difficult to obtain and interpret. There is a desire to learn about and access information about government programs and services that is understandable, concise and timely (Rural Dialogue, 2000). Recently, the Federal government has moved towards increasing access to information concerning community programs. Another information challenge is the fact that little research has been conducted concerning rural communities and service delivery.

(5) Absence of Rural Representation in the media programs

Living in a democratic society, we elect representatives to speak on our behalf at the government level. By virtue of their larger population, urban areas tend to have greater representation in the Federal parliament and Provincial legislatures than rural areas. The greater number of urban representatives is one factor that can lead these elected bodies to have a more urban focus and reduce the influence rural community members have in the service delivery.

Specific communities and groups of community members must also be considered in the rural government programs. Unfortunately, there are some groups who tend not to be well represented in the policy forum, for example, people with lower socio-economic status or First Nations communities.

(6) The Relationship between Rural Communities and Government

The relationship between rural communities and government is strained by the community perception that governments do not understand rural issues and impose policies and programs that negatively affect rural Canadians. Even worse, there is sometimes not even agreement among key leaders that circumstances in rural communities are problematic and deserving of government action (Doern & Phidd, 1988). Government is also seen as sometimes downloading responsibilities on rural communities without providing the necessary resources (e.g. financial support, educational programs) for communities to assume these responsibilities. Further, rural community members get frustrated and discouraged by rejections of services by government and ever-changing program criteria.

From the perspective of rural communities, the attitudes and action of governments have created challenges to working together to affect programs to improve the health and sustainability of rural communities. Rural community members often perceive government priorities and programs as detrimental to their community's health and sustainability. These perceptions create a barrier to media involvement in promoting community services.

CHAPTER THREE
METHODOLOGY

3.1 Introduction

Different ways and techniques to capture data and information were covered in this chapter. Here the researcher collected, analyzed and processed the data in order to obtain meaningful information. The researcher indicated the various methods and instruments that were used to obtain the required data.

In this chapter, the researcher introduced the reader to various methodologies of the study such as research design, sample population, sample design, sample size, study variables, sources of data, and administration of instruments, research procedures, data processing, presentation and data analysis.

3.2 Research design

The study employed the descriptive survey design. Consequently, very large samples are feasible, making the results statistically significant even when analyzing multiple variables. A well designed questionnaire was administered about the topic which gave considerable flexibility to the analysis.

3.3 Study population

The study targeted 100 people from where the sample size was got. The respondents consisted of especially; government officials, community members and media practitioners.

3.4.0 Sampling procedures and size

Krejcie (1970) recommends that a sample of 10% of the target population is representative enough for sampling purposes Using convenient sampling, the respondents will include; 10 Government officials, 70 community members, and 10 media practitioners. These respondents can easily be reachable.

3.4.1 Sample selection and frame

The researcher used random sampling especially simple random sampling to select representative for the study.

The larger group from which the sample was drowned included the media practitioners and community members. The researcher chose to use simple random sampling because it is less biased, easy to administer and also relatively cheaper. At some levels, purposive sampling was employed.

Table 1: SAMPLING FRAME

Area of coverage	Media practitioner (s)	Government officials	Percentage %	Communit y member (s)	Percentage %
Masaka Town		3	30%	12	17.14%
Nyendo		2	20%	15	21.42%
Ssaza		1	10%	10	14.3%
Kimanya		1	10%	5	7.1%
Kinoni		1	10%	5	7.1%
Lukaya		1	10%	3	4.2%
Lyantonde		1	10%	20	28.6%
TOTAL	20	10		70	

3.5 Sample procedures

Random sampling technique in which the size of the respondents is predetermined before the research is conducted without bias. A sample size of 100 was reached at and was randomly selected from the sheets of paper spread. This is when using stratified random sampling. After that systematic random sampling is used this later gives the actual sample size. Quantitative data collection was used which involved editing, encoding, and later tabulation of the collected material.

3.5.1 Independent variables

These were the variables that influenced the dependent variables in either a positive or negative way. In the study, media was the independent variables that had an influence on service delivery (dependent variable).

3.5.2 Dependent variable

Service delivery like farming methods, medical supply, road maintenance, and school equipment was dependent variable under the study since the ultimate change for the community services was observed from the radio presenters and listeners of Radio Buddu in Masaka District.

3.5.3 Extraneous variables

The researcher also paid keen interest in establishing other variables or factors that influenced service delivery. These included the government officials, community members and local leaders.

3.6 Data collection instruments

The following techniques were used to collect data.

3.6.1 Questionnaire

These were designed in line with the topic and objectives. They included both open and closed-ended questions. This instrument has been selected because it is efficient and convenient in a way that the respondent is given time to consult the documents before answering the questions. It is also because the respondent can give unbiased answers since she/he is given to write whatever she/he would like to write which would otherwise be hard for the respondent to write if the researcher is present.

3.6.2 Interview

The interviews helped the researcher gather information from various respondents but mainly for community members because of the inability by some of them to read the questions and answer the questionnaire. Data collected was fully recorded and thematically presented and interpreted.

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3.6.3 Documentary review

This included detailed review of already existing literature. The tool was selected because it gave accurate, correct and historical data, which may be used for future aspects. The sources of the information here was the libraries, data banks, newspapers and any other published information that was readily available for use as regards the topic of research.

3.7 Data processing and analysis

Data processing started by editing the schedules and coding the responses. Editing, Coding and Tabulation techniques was used in data processing exercise.

Thomas Adams (1982) stated that it involves the transformation of data gathered from the field into systematic categories and the transformation of these categories into codes to enable quantitative analysis and tabulation; the data collected is classified into a meaningful manner for easy interpretation and understanding. This involved preparing data collected into some useful, clear and understandable data. The whole exercise involved editing, tabulation and analyzing the data to enable the researcher draw conclusions in relation to the research variables.

3.7.1 Editing

Editing is the process whereby the completed questionnaires and interview schedules are analyzed in the hope of amending recording errors or at least deleting data that are obviously erroneous. This is aimed at improving the quality of information from respondents. The researcher filed out few unanswered questions. However, answers filed are deducted from the proceeding answers or questions.

3.7.2 Coding

The purpose of coding in research is to classify the answers to questionnaires into meaningful categories so as to bring out their essential patterns. Coding was used in this research in order to summarize data by classifying different response given into categories for easy interpretation.

3.7.3 Tabulation

Data once edited and coded are put together in some kind of tables and may undergo some other forms of statistical analysis. Data is put into some kind of statistical table showing the number of occurrences of responses to particular questions with percentage to express data in ratio form.

3.8 Ethical procedure

Before going to the field, the researcher began with getting authorization letter from the Principal, College of Humanities and Social Sciences then took it to the respondents and this enabled the researcher attain adequate information from the respondents. During the process of data collection, confirmation was given to the respondents in that the researcher was assured the respondents that the reason for the research was for academic purpose only.

3.8 Limitations of the study

Unwillingness of the respondents to effectively respond to the questions was one of the most notable problems that the researcher faced while conducting the research.

Hostility among some respondents was also other limitations of the study in the sense that the researcher found that there was hostile respondents who in the long run turned down the request of the researcher to answer the questions. Many of such respondents walked away in spite of the fact that the researcher tried to plead for their attention.

The weather changes were also another limitation of the study. The study was conducted in rainy season where the respondent was hard to found. They were indoors, hence affecting the findings of the study.

Transport costs also limited the study. The researcher found it difficult to travel to some places especially far places because fuel costs were high during the study.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.0 Introduction

This chapter presents data collected using the questionnaire and interview guide. The corresponding interpretations also follow each presentation. The study was principally intended to find out the role of the media in promoting community services. This chapter is principally concerned with the presentation of the research findings. Out of the 20 questionnaires distributed to media practitioners in Masaka District, 12 (60%) were returned by the time data was to be analyzed and for government officials out of the 30 questionnaires, 20 (65%) were returned. The findings are presented according to research questions and the study had four hypotheses which were analyzed separately. The questionnaires contained basically closed questions with alternative answers from which to choose all the responses are presented.

4.1 The media programs that promote community services in Masaka District

The researcher tested the null hypothesis that media programs promote community services in Masaka District. The responses to hypothesis one were sought using several questions and all the questions were grouped and analyzed together.

Table 2 : Radio presenters' response in regard to programs that promote community services in Masaka District

Radios	Programs	Presenters	Percentage%
Buddu 98.8FM	Muteeseza meeme Twezzimbe	7	35%
Buladde 100.7 FM	Weyogereere	3	15%
Suubi 88.1 FM	Tolimwavu	2	10%
Total		12	60%

Source: Primary data

Table 2 shows shows the radios and programs that promote community services in regard to presenters' response to the questionnaires.

Therefore the findings indicated that media programs promote community services in Msaka District as indicated by the presenters that media programs like *Twezzimbe* and *Muteeseza meeme* on Radio Buddu, *Weyogereere* on Buladde and *Tolimwavu* on Suubi. These programs are everyday programs from 10:00AM – 12:00PM Monday to Friday. These are a purely development programs tailored to enhance development in our community, presenters provide information that help the audience acquire knowledge that can be used in development. In these programs they bring in guest from different fields for example agriculture, education, fishing and health to elaborate more about how these programs can lift community members.

In an interview with the presenters during the five of them from radio Buddu communicated that these programs are aimed to boost the rural community areas of great Masaka region. They gave programs like *Muteeseza meeme* has been taken to communities to discuss issues of public concern for example fight against fistula among women, eradication of poverty and farming methods. All in all, media programs promote community services in Masaka District.

The findings indicated that media houses provide prizes to the audience, visiting the community on matter of public concern and providing them chance to come on air to air out their views as far as service delivery is concerned. The data from the questionnaire implied that media houses use technical methods to promote community services. Most media houses stated that their presenters' award prizes like radio sets, TV sets and airtime to community members who fully participate in media programs that promote community services to improve on their standards of living.

4.2 Challenges the media face in promoting community services in Masaka District

The researcher tested the null hypothesis that media face challenges in promoting community services in Masaka district. The responses to hypothesis were sought using several questions and these questions were grouped and analyzed together.

Table 3 : Media's responses in regard to the challenges they face in promoting community services in Masaka district

Radio	Presenters	Percentage %
Buddu 98.8 FM	5	25%
Buladde 100.7 FM	4	20%
Suubi 88.1 FM	3	15%
Total	12	60%

Source primary data

Table 3 shows the radio presenters' responses in regard to the challenge media face in promoting community services in Masaka District. Therefore the findings indicated that media face challenges in promoting community services as the presenter's agreement indicated that most of the community areas within Masaka District have poor roads therefore, it become a challenge to media practitioners to travel to rural areas to enhance their programs that promote community services.

Most of the radio presenters who are very much interested towards their pursuance of presenting stated that there is a challenge of language barrier. It becomes very difficult for them to communicate with community members since Masaka has many people of different tribes. As far as challenge the media face in promoting community services is concerned, the interview with the programs Director of radio Buddu 98.8 FM indicated that they lack sponsorships and financial support to boost their programs in sensitizing the service delivery to community areas. Furthermore, Programs Directors said that however much they have those challenges, but they try to provide programs to community members in order to improve on their standards of living

Table 4 : Government officials' responses in regards to the challenges media face in promoting community services

Areas	Government officials	Percentage %
Masaka Town	3	30%
Nyedo	2	20%
District Headquarter	5	50%

Source: primary data, 2016

In an interview with government officials from Masaka district, the findings indicated that media face a challenge of community members who does not want to participate in media programs that promote community services. The Chairperson Masaka District indicated that out of the 100% community members in an area, only 20% engage in media programs that promote community service and 80% they do not even want to be involved. Councillors from Nyendo indicated that government does not supported the media programs that promote community services, yet through the government effort together with media, service delivery shall be achieved.

4.3 The impact of the media programs to the community members

The researcher tested the null hypothesis that media programs had both positive and negative impact to the community members. The responses to hypothesis were sought using several questions and these questions were grouped and analyzed together.

Table 5: Community members' responses in regards to the impact of the media programs

Areas	Community members	Percentages%
Saaza	25	235.7%
Kimanya	15	21.4%
kijjabwemi	10	14.3%

Source: Primary data, 2016

Table 5 shows the responses of community members on the impact of the media programs

The findings, therefore indicated that media has an impact to the community members in Masaka District as the community members agreement indicated that media positively influences the attitude and behaviours of the people in the community. Also the community members suggested that constructive use of mass media assisted them in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

In an oral interview with Mayor Masaka Municipality said that media has both positive and negative impact, but he tackled the negative impacts that media programs have to the community members where he indicated that media promote violence to community members as an effective way of dealing with conflict through radio, television, Newspaper, films, videos, and interactive video games. This in line with Michael Carr-Gregg (2000: 68) further endorses this view: 'Contrary to some claims, many people in the medical, public health, and scientific communities are in agreement that the relationship between radio violence and aggression and violence in young people does exist. Exhaustive reviews of the evidence accumulated over 40 years - and we are talking about 3000 different studies - have led researchers to conclude unequivocally that mass media significantly contributes to the aggressive behaviour and attitudes of many members in the society.

The findings indicated that media has positive impact to the community members as the media practitioners agreement indicated that media play a vital role of informing, educating and entertaining the public in the country. Also media practitioners indicated that media is a tool of awareness among the community members. This is line with Victoria (2000: 35): 'Qualitative evidence suggests that quality children's radio and television can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world.'

Indeed, the constructive use of mass media can assist in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

In this chapter the researcher discussed the results, made conclusions and recommendations from the general information in the questionnaire and interviews.

5.1 Discussion

Presenters stated that the media programs that promote community purely development programs tailored to enhance development in our community. In an interview with the presenters where the study was carried out most, most indicated that these programs are aimed to boost the rural areas of Masaka District. Programs like *Muteesesza meeme* and *Twezzimbe* has been taken to community areas to discuss the matters concerning public for example poverty, agriculture, education and health.

In an oral interview with Programs Director on radio Buddu where the study was carried out, indicated that they award prizes to the community members who have excelled from others in engaging with their programs. This is line with Tomision and Wise 1999, discussed the benefits of mass media programs as a tool to advocate for children's rights and more specifically, promoting awareness of, and to prevent child abuse. Tomision (1999) emphasizes that campaign strategies may only be successful to the degree that they are backed by community education and direct support programs.

McDonald and Davison (1994) media plays a significant role in forming and influences people's attitude and behaviour. McDonald (1994) drew attention to the changing those individual and community attitudes, beliefs and circumstances which allow the abuse occur. It is essential role of the media in increasing society's awareness of, and responses to, child abuse and neglect. The second question stated that challenges media face in promoting community services in Masaka District. The hypothesis was tested using the media practitioners, government officials and community members' questionnaires. When this null hypothesis was subjected to the

questionnaires, it was also accepted implying that media face challenges in promoting community services in Masaka District. This is line with Doern & Phidd, 1988). Government is also seen as sometimes downloading responsibilities on rural communities without providing the necessary resources (e.g. financial support, educational programs) for communities to assume these responsibilities. Further, rural community members get frustrated and discouraged by rejections of services by government and ever-changing program criteria.

Rural Dialogue (2000), recently, the Federal government has moved towards increasing access to information concerning community programs. Another information challenge is the fact that little research has been conducted concerning rural communities and service delivery. As far as an interview with Programs Director at radio Buddu is concerned, he indicated the challenges they face in promoting community services in Masaka District for example he indicated poor transport (roads) language barrier and lack of financial support. The above findings are however consisted with the observation of (Doern & Phidd, 1988). Government is also seen as sometimes downloading responsibilities on rural communities without providing the necessary resources (e.g. financial support, educational programs) for communities to assume these responsibilities. Further, rural community members get frustrated and discouraged by rejections of services by government and ever-changing program criteria.

From the perspective of rural communities, the attitudes and action of governments have created challenges to working together to affect programs to improve the health and sustainability of rural communities. Rural community members often perceive government priorities and programs as detrimental to their community's health and sustainability. These perceptions create a barrier to media involvement in promoting community services. Thus from the above findings, the media's influence in promoting service delivery and people's attitude and behaviour in Masaka District should do not be under estimated, since it is the pivot of people's success, attitudes and beliefs in fulfilling their activities.

5.1 Conclusions
In light of the discussions of the findings of the study, the following general conclusion was made from the results of the objective.

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First, the study concluded that there are media programs promote community services in Masaka District. The research concluded that media face challenges in promoting community services in Masaka District. The study also concluded that media programs have both positive and negative impact to the community members of Masaka District.

Thus, where community members have failed to participate to their expectations is due to their personal weakness and reluctance, but not due to lack of awareness, information education and entertainment from the media.

5.2 Recommendations

Following the discussions of the data obtained and the conclusions above, the researcher made the following recommendations.

Since the media plays a vital role of informing, educating and entertaining the public in the country, the government should aim at maximizing their efforts towards improving the media houses to the public so that they can be able to promote community services without any worries that can hinder the media to reach the rural areas.

The aspect of promoting community services is very important. Thus, media practitioners and government officials should open and use all channels of and for communication of guidance and educating seminars to community members in Masaka district.

The Uganda communication commission and media council should provide more format training opportunities and seminars in the field of mass communication and journalism with a view of improving the quality of media practitioners in order to promote service delivery in the country. Media practitioners and local leaders need to encourage community members to participate fully in media programs that promote service delivery. So community members should see this as an important development in their society.

Community members should also be engaged in all media programs that promote community services in order to improve on their standards of living.

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APPENDICES

APPENDIX A

QUESTIONNAIRES FOR MEDIA PRACTITIONERS

Dear Sir/Madam;

This researcher is a student of Kampala International University in the department of Mass Communication conducting an academic research study on the topic "THE ROLE OF THE MEDIA IN PROMOTING COMMUNITY SERVICES A CASE STUDY OF RADIO BUDDU IN MASAKA DISTRICT You have been selected as a key respondent to participate in the study, would you spare a few minutes of your precious time and answer the following questions.

The information you will provide in this study will be treated with almost confidence and will be used for academic purpose mentioned above.

Please tick or circle the right option among the alternative that best represent your views.

Your involvement will be highly appreciated.

PART A

A.1   Gender

      a) Male ☐   b). Female ☐

A.2   Age

      a) Over 55yrs ☐   b) 45-54 ☐

      c) 35-44 ☐   d) 25-34 ☐

A.3   Educational Level

(a)   None ☐   (b) Primary ☐

(c)   Secondary ☐   (d) Post Secondary ☐

(e)   Others (specify)..................................\

A.4   What do you understand by the term "Media"?

....

A.3   what programs do media have on community services?

A.4   How many hours do media give to each program (Programming hours)?

a) 1 Hours [   ]   b) 3 Hours   [   ]

c) 2 Hours [   ]   d) 4 Hours and above [   ]

A.5   Do you think the government should help media to promote service delivery? If yes how? ....

A.6   As a media practitioner, do you think that the media need any other external assistance to promote service delivery? Give reasons for answer

A.7   Do you think community members participate fully in programs promoted by media for service delivery? If yes elaborate more

A.8   Do you provide chances to community members to give their opinions on these programs?   [   ]   [   ]

a) Yes   b) No

If yes how?

....

A.9   Do you normally carryout assessment after programs on community service delivery?

a) Yes [   ]   b) No [   ]

A.10   If yes, what impact do these programs have to the community members?

....

A.11 Does community service programs have any positive contribution to the media?

If yes, mention three contributions obtained.

....

A.12 As a media practitioner, what are the effective methods for delivering services to your

Audience, give 3 of the methods.

....

A.13 How long have you been working with the media ?

a) 1-3yrs [ ]   b) 4 -7 yrs [ ]   c) 8-11yrs [ ]

A.14 Have you made any contribution towards the society (service delivery)?

a) Yes [ ]   b) No [ ]

A.15 If yes how? Elaborate more

....

A.16 What challenges do the media face in promoting service delivery?

....

A.17 Are the community members happy with the programs they obtained from the media ?

a) Yes [ ]   b). No [ ]

A.18 If yes how?

....

APPENDIX I B

QUESTIONNAIRES FOR COMMUNITY MEMBERS IN MASAKA DISTRICT

Dear Listener;

This researcher is a student of Kampala International University in the department of Mass Communication conducting an academic research study on the topic "THE ROLE OF THE MEDIA IN PROMOTING COMMUNITY SERVICES A CASE STUDY OF RADIO BUDDU IN MASAKA.

You have been selected as a key respondent to participate in the study, would you spare a few minutes of your precious time and answer the following questions.

The information you will provide in this study will be treated with almost confidence and will be used for academic purpose mentioned above.

Please tick or circle the right option among the alternative that best represent your views.

Your involvement will be highly appreciated.

PART B

PERSONAL INFORMATION

B.1 Gender

    a. Female   ☐   b. Male   ☐

B.2 Age

    a. Over 55 years   ☐   b. 55 - 46 Year   ☐

    b. 45 -36 Year   ☐   d. 35 – 26 Year   ☐

    e. 25 – 16 Year   ☐

B.3   Which radio station do you listen too?

a. Radio Buddu [   ]   b. Radio Buladde [   ]   c. Radio Ssubi [   ]

d. Radio Top [   ]   e. Radio Equator [   ]

B.4   If radio Buddu why?

....

B.5   How long have you been listening to radio Buddu?

a. above 10 Yrs. [   ]   b. 6 – 10 yrs. [   ]

d. 5 yrs. [   ]   e. 1 year [   ]

B.6   Does radio Buddu broadcast programs on community services?

Yes [   ]   No [   ]

B.7   If yes which programs

....

B.8   Is these programs promote community services in your area?

a. Yes [   ]   b. No. [   ]

B.9   If yes how?

....

B.10   Is the presenters' offers you chances to give your opinions on these programs?

a. Yes [   ]   b. No. [   ]

B.11   If yes how?

....

B.12   Which methods do radio Buddu use to promote community services in your area?

....

B.13 Has radio Buddu had a positive impact on the service delivery?

a. Yes [   ]   b. No [   ]   c. Excellent   [   ]

d. Not at really   [   ]   e. to a greater extent [   ]

B.14 If it has, which impact?

....

B. 15 Do you think the media has any positive implication in promoting community services?

a. Yes [   ]   b. No   [   ]

B.16 How many hours does radio Buddu give to these programs?

a. 1hr   [   ]   b. 2hrs   [   ]

c. 3hrs   [   ]   d.4hrs and above [   ]

B.17 How competent is the presenters?

....

B.18 Do you understand what they broadcast?

a. Yes [   ]   b. No [   ]

B.19 Do you practice what you are broadcasted?

a. Yes [   ]   b. No [   ]

B.20 What time do these programs start?

a) 10:00am [   ]   b) 06:30pm [   ]

c) 01:00pm [   ]   d)   [   ]

QUESTIONNAIRES FOR GOVERNMENT OFFICIALS

Dear Sir/Madam;

This researcher is a student of Year in the department of Mass Communication conducting an academic research study on the topic "THE ROLE OF THE MEDIA IN PROMOTING COMMUNITY SERVICES A CASE STUDY OF RADIO BUDDU IN MASAKA.

You have been selected as a key respondent to participate in the study, would you spare a few minutes of your precious time and answer the following questions.

The information you will provide in this study will be treated with almost confidence and will be used for academic purpose mentioned above.

Please tick or circle the right option among the alternative that best represent your views.
Your involvement will be highly appreciated.

PART C

PERSONAL INFORMATION

C.1 Gender

a. Female ☐   b. Male ☐

C.2 Age

c. Over 55 year's ☐   b. 55 - 46 yrs. ☐

d. 45 -36 yrs. ☐   d. 35 – 26 yrs. ☐

f. 25 – 16 yrs. ☐

C.3 Which radio station do you listen too?

a. Radio Buddu ☐   b. Radio Buladde ☐   c. Radio Ssubi ☐

d. Radio Top ☐   e. Radio Equator ☐

C.4 If radio Buddu why?

....

C.5 How long have you been listening to radio Buddu?

a. above 10 Yrs. ☐   b. 6 – 10 yrs. ☐

d. 5 yrs. ☐   ☐

C.6 Does the Government support programs of the media in promoting service delivery?

a) Yes ☐   b) No ☐

C.7 If yes how?

....

C.8 Which programs does the Government support on Radio Buddu in promoting services

delivery? ....

C.9 Does these programs promote service delivery in the community members?

a) Yes ☐   b) NO ☐

C.10 If yes how?

....

C.11 Does the community members participate fully in these programs?

a) Yes ☐   b) No ☐

C.12 If yes how? ....

C.13 Do you think the media has any positive implication in promoting community services?

a. Yes ☐   b. No ☐

B.19 What time do these programs start?

a) 10:00am ☐   b) 06:30pm ☐

c) 01:00pm ☐   d) 08:00pm ☐

APPENDIX II

TIME FRAME

Dec. 2013	Collecting data
Feb 2014	Data analysis
April 2014	Report writing
July	Submission of report

APPENDIX III

BUDGET

NO.	ITEM	AMOUNT "SHS"
1.	Transport	150,000=
2.	Typing services	30,000=
3.	Printing and Binding	70,000=
4.	Feeding and Maintenance	50,000=
5.	Research fee	52,000=
6.	Internet	20,000=
	TOTAL	**302,000=**