

KAMPALA INTERNATIONAL UNIVERSITY

IMPACT OF ADVERTISING IN BROADCASTING

A CASE STUDY OF RADIO UGANDA

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FULFILMENT OF A DEGREE IN MASS COMMUNICATION**

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DECLARATION

I declare that the material in this book has not been presented elsewhere for any academic qualification.

Signed:.....*Irere*.....

ONYAI IRENE


Date:.....*10th Oct 2016*.....

DEDICATION

This book is dedicated to my father Mr. Francis Onyai and my brothers Frank, Richard, Steven and Stuart.

APPROVAL

THIS RESEARCH IS SUBMITTED FOR EXAMINATION WITH MY
APPROVAL AS THE SUPERVISOR.

Signed:.....
MISS BYAMUKAMA SYLVIA
DATE:.....10th Oct 2026.....

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LIST OF ABBREVIATIONS

- Adverts Advertisements
- I.e. that is to say
- E.g. for example
- Fm frequency modulation

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ABSTRACT

The research aimed at finding out how advertising had an impact on broadcasting and the case study was radio Uganda in Kampala Shimon road. The methods used helped the researcher get relevant information and it covered 80 respondents.

It was established that radio Uganda advertisement had little impact because the money used went to the consolidated fund. Radio Uganda could benefit from advertisements therefore if it was privatized.

Chapter I

1.1 Introduction

Advertising is the most important in business and the media therefore for a businessman to succeed he needs to advertise that is make his goods or products known to the buyers. It is therefore important to recognize that many advertisers use advertisements for many purposes with many different possible effects. For example within a given country it is common to find what might be considered highly. Advertising for consumer goods such as toothpaste, detergents or soft drinks and highly technical messages dealing with construction equipment medical suppliers or computer services. Advertising influences everyone as George Belch and Michael A. Belch say in their book advertising and promotion.

“Nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion” Therefore for radio to succeed it should strive to get sponsors and as regards Radio Uganda (Research - ers case Study) is was founded as a department in the ministry of Information and Broadcasting Radio services received an annual subsidy from the Treasury. But as Radio expands both in size and services the need arose for income to support this expenditure in services.

In effect a commercial advertising program was initiated to raise funds therefore there was need for advertising. Today advertising is a common phenomenon for radio and for a radio to succeed and survive it needs to advertise.

1.2 Background of the Study

For most of us broadcasting begins in 1920. Everything before then was non-commercial, experimental and technological.

Commercial broadcasting did not necessarily mean the broadcasting of commercial messages. The first broadcast to sell airtime was WEAJ, New York in 1922. At first there were no advertising messages. Listeners enjoyed picking up signals from long distances and treated the radio receivers like play things or hobbies. As more and more people got receivers they became interested in being entertained and demand brought business to the air. Some of the first broadcasters were manufactures of the radio sets, who hoped to derive income from the sales of the receivers. Others were figuring that listeners would pay license fees to the radio station operators.

Many radio stations went into operation with licenses from the department of Commerce in 1920, 1921 and 1922 but few survived due to lack of financial support.

Therefore by 1922 it was clearly time for radio pioneers to work for methods of generating revenue. Stations began to sell airtime to local advertisers within a few months advertisers were sponsoring complete programmes. Thus radio entertainment was born with commercials and sponsors dictated program content through their ownership of the time bought and programmes would take domain long with some right time dramas running on full hour and some afternoon children adventure episodes lasting only 15 min.

In Uganda broadcasting started with radio Uganda. The radio foundations were laid with the help of a broadcasting expert and BBC chief engineer Graham Philips

This was after a survey on sites where transmissions were to be constructed. A temporary broadcasting unit was instituted and started functioning in a test basis in 1953. However, not until March 1954 that regular broadcasting was established and it was on air two hours daily and in 1957 it had come to seven hours and by Independence it was 36 hours and broadcast in two languages Luganda and English.

1.3 History of Advertising

Advertising is organized sales promotion geared at influencing the attitudes of people. The roots of the present adverts lie in the ancient times in Greece.

In Ancient Europe adverts of commodities was done by hanging signs on trees where commodities were going to be sold.

By the end of the 17th century adverts had become a very important wealth to some of the people. Around this time most merchants were traveling to Europe and America and new goods were seen like Urea, New fabrics, silk from Asia Slave Trade was also productive which means that it needed advertising.

By World War I advertising had become a profession and was employing thousands of people across the industrialized world. Advertising itself had become an industry because it had its own methods of producing, circulating and displaying advertisements.

In Uganda it is not clear when and how advertisement started though there was trade in Slaves and merchandise between the inland chiefs in E.A. and European and Arab coastal traders steering to the eighteenth century there is no evidence that adverts played any role in the traders. Something similar to advertisement began to feature during the colonial rule in Uganda then a British protectorate through indirect rule the white government would instruct local chiefs particularly in Buganda to implement policies made in England, in their localities. These policies related to crops, taxes, railway construction and sometimes Christianity. Chiefs were also used to announce to the population activities and movements of the white in the country.

These announcements publicized the interests of the colonialists, which is somehow advertisement. Local chiefs used the same methods for their own ends and it worked. In other cases local drums were sounded in different tunes to denote meetings, death or collective work. With developments radio was introduced in Uganda. It became a giant technological advance in communication to larger section of Uganda.

1.4 Statement of the problem

Advertising is part of life and therefore for radio station to succeed it has to get sponsors for their programmes. It is something that we cant avoid as David Lusted says in his book “Advertising” “Advertising is inevitable every body advertises. Each time we open our mouths to speak or dress to leave our homes we are drawing attention to the ways we would like others to think of us.”

It is therefore in my curiosity to know the following:

1. How advertisement are useful to radio Uganda
2. Is the content good for the people?
3. What is used to advertise
4. Is it gospel truth and does it lead to development?

1.5 Purposes of the Study

The purposes of this study is that

1. It is a partial fulfillment of the award of a Bachelor of Mass Communication degree at Kampala International University.

2. To know the importance of advertising to society, business people and radio.
3. Understand fully the concepts of advertising.

1.6 Significance of the Study

- a) The study will help in understanding the importance of advertising
- b) It will also help radio Uganda know what is lacking in their advertising system
- c) It could help people know the concepts of advertising
- d) Advertisers will also know which time is effective for advertising
- e) They will also know which advertisements are developmental to society
- f) The result of the study will also equip the researcher with practical skills that are relevant to her.
- g) It will also help advertisers communicate effective messages
- h) It will also help students who leave up to advertising as a career

1.7 **Definition of terms**

1. **Advertising**

This is a organized sale promotion geared at measuring the attitudes of people

2. **Broadcasting**

This is the transmission by the electronic media i.e. radio, television

3. **Broadcast Media**

Media that uses the airwaves to transmit there signals and programmes.

4. **Consumer**

A person who was or is intended to buy a product

5. **Slogan**

Main lines of copy selling a product

6. **Advertising campaign**

A comprehensive advertising plan that consists of series of messages in a variety of media that center on a single theme or idea

7. **Agencies**

Independent businesses composed of creative and business people who develop, prepare and place advertising in media for agents seeking to find customers for their goods and services.

8. Accessibility

This means the average or people the adverts can reach.

9. Communication.

Sending and receiving of a message

10. Feed Back

Reaction to message by the recipients

11. Clients

The organizations with the products services or cause the to be marketed for which advertising agencies and other marketing promotion firms produce services.

12. Peak time

The time that most people are listening to radio e.g. news.

13. Market Audience

The group of consumers at which an advertising campaign is aimed.

14. Promotion:

The co-ordination of all seller initiated efforts to set up channels of information or promote an idea.

15. Sponsors. Those who sponsor advertisements

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

There has been extensive literature on advertising made up of links, managers, reports, journals, articles and speeches most since the turn of the century.

2.2 Advertising

It is defined according to George. E. Belch and Michael A. Belch “as any forms of non personal communication about an organization, product, services or idea by an identified sponsor.” This means that for any advertising to take place the space or airtime must be bought and this is done by the sponsor for example if one wants to advertise at Radio Uganda airtime must be bought and therefore an advertisement will be put.

The British defined advertising as “a paid for communication addressed to the public with the aim of with the purpose of influencing opinion or behavior to whom it is directed towards”.

It exists to persuade, inform and remind a buying public of a particular product or service at a lower cost per head to the company. This means that the message sent must be persuasive and make sure your good is known to draw attention.

“This is what advertising means to draw attention to something you have to sell and promote” (David lusted 1989).

John E. Kennedy who was a Canadian ex-mountie described advertising as “salesmanship in print”

Some scholars say that advertising is of the very essence of democracy in erection goes on every minute of the business day across the counters of hundreds of the customers state their preferences and which product shall be leader today and which shall lead tomorrow. All in all advertising today is the most powerful good in business and any business or organization where it will not develop.

2.3 Non personal Component

The non-personal component means advertising involves mass media (e.g. Radio, TV, organized that can transmit a message to large groups of individuals often at the same time.

The media is regarded as vehicles for the delivery of an advertising message to an audience that has been gathered by the non-advertising content of the station, newspaper or magazine. But the media are happy with this arrangement because without the advertisers they would not succeed.

2.4 Radio a Medium of Advertising

For advertising to be effective it needs a medium through which the message will pass through therefore Radio, as a medium of advertising is effective. According to David lust in his book Advertising;

Radio is a personal, one-on-one medium people listen alone. It is mobile, entertains people who are driving, walking, at home or away from home. It is therefore a strong medium to reach people who commute by car. He says it is adaptable to moods.

Radio also has the following advantages.

- a) It is flexible.
- b) It has a wider coverage
- c) It is cheap.

Radio is the first giant of the electronic media and is one of our most important means of communication. It enables people to send spoken words. It broadcasts music,news,sports events and advertising.

Records at Radio Uganda show that initial advertisements were personal announcements, commercial, sports, sponsored programmes and were done in two languages that is English and Luganda. Commercial programme would take 20 minutes a day and Shs 10 was paid for a single announcement.

As time went by and as a result of growing needs 10 minute of two airtimes was introduced.

Day time commercials would go for 10 shs single and evening prime time would go for 20 shs a single announcement.

2.5 Importance of Advertising

“Advertising has become very important the advertising industry penetrates all aspects of our lives. It affects how we think of ourselves, what we do with our time, how decisions are made and how we spend our money” David Lusted (1998).

Therefore advertising has many importance's: -

- i. To identify the product and differentiate them from others.
With stiff competition today many products are being produced which leads to confusion of the product by the consumers for example there are very many tooth paste on the market which other almost have the same pronunciation one may think they are from the same company for example Holdent, Deli dent, ABC Dent – therefore Delident has gone ahead to advertise to identify and differentiate it from the tooth paste.

- ii. The other function is to induce customers to try new products and to suggest re-use for example there is this chewing gum known as Orbit, which changed its name to P.K. They therefore had to advertise for customers to try their product under a new name.
- iii. It plays another function of communication on information about the product (awareness) its features and its location of same products are made known and any information about it. The consumer is fed with details about hat product and how it works and then where to find it if he/she needs to purchase it.
- iv. The other function is to stimulate the distribution of the product. After the product is advertised obviously it creates what we call the increase in its distributions.
- v. It also plays a role in social education and welfare. Advertising can be used to build up or change public opinion. To create awareness of social problems and to introduce social reforms.
- vi. The other function of advertising is to increase sales.
- vii. It also builds value, brand and loyalty for example coca cola has managed to maintain its value though it has stayed in business for long.

Many people prefer this brand because of loyalty.

- viii. One has to advertise to keep ahead of competition in this world of capitalism.
- ix. Advertising as a study in journalism, Mass communication and management schools as a profession, which employs both creative employment to a host of other functions.
- x. It also persuades people to buy a certain product.
- xi. It also improves or standards of living it as made possible remedies industrialization and economic development in may countries.
- xii. It also changes attitude towards a certain product. For example, one may have a bad attitude towards a certain product but advertising changes them for example most people thought Celtel was so expensive and could not joined it but advertising has changed the attitude. It also announces a sale or a special offer.

2.6 Critics of Advertisements

Many people disagree with advertising. They say it is unnecessary, since any product especially if it is useful and if of good quality will sell itself.

But advertisers see this as nonsense that products will not sell at all unless people are made aware of their existence.

Therefore advertising means drawing attention to something you have to sell or promote. Some writer says, "You can be critical of the simple idea however without necessarily being opposed to the concept of advertising

2.7 Trade of Advertising

"The trade of advertising is new so near to perfection that it is not easy to propose any improvements (Samuel Johnson 1760). Advertising has become a big industry and has had very many improvements since it began. S.A. Chunwava and K. C. Setha (2001) say in their book Foundations of Advertising.

"Advertising of date has become a mega buck industry. It is ubiquitous in the living room thru the T.V. and Radio. In the office and on the bus which carries us to work"

They continue to say "You name it if it is there – even a retailer raises the benefits of advertising with several awareness. It is hardly surprising that advertising agencies have mushroomed all over".

2.8 Classification of Advertising

Advertising as classified in many categories this is important for your advertisement to be effective.

- a) Classification by media for example News papers, Radio etc.
you choose a medium according to your advertisement.

- b) Classification based on area covered – local advertising cover local audience, regional contact regional population, National International.
- c) Classification concentrating on buying motives.
- d) Advertising to stimulate demand. It may be used to create a demand for a type of a product for example over all demand for tea or coffee – a product of the whole industry. Advertising may be to create selective demand that is to demand not for sodas in general but for a particular brand such as coca cola.

2.9 RADIO UGANDA (HISTORY)

Broadcasting started in 1953 under the British colonel ordinance on the dissemination of information to the people it was licensed under the United Kingdom act, which empowered post office to grant broadcasting licenses. This was 26 years after broadcasting had been introduced in its neighboring country Kenya in 1927.

The BBC engineer Graham Philips laid a foundation stone for the broadcasting house in 1953 following a survey. Bugolobi in the suburbs of Kampala city was chosen as radio transmitting station and Shimon site in the Centre of the city as studio Centre.

Work to start building a permanent studio delayed until 1953. In the meantime in 1953 the department of information broadcasting and tourism began a temporary broadcasting unit on test basis near the transmitting station Bugolobi.

Permanent studios were opened on 1st march 1954 eight years before Uganda attained independence by the governor of Uganda sir Andrew Cohen. Broadcasting was in two languages, English and Luganda. In 1956 broadcasting expanded with the introduction Runyoro, Iteso and Luo.

In the same year Uganda broadcasting services stopped relaying BBC news and began producing its own version of world news bulletins.

After four years of broadcasting Runyankore, Rukiga, Lugbar and Hindustan joined the other languages that had been on air.

By end of 1960's most parts of the country were served by radio. By 1965 radio Uganda had acquired two sound channels – red channel and blue channel. Broadcasting run simultaneously for 18 hours daily in 16 languages. Red channel served the whole country but particularly in the North while blue channel handled Buganda, west and east.

Programs by that time range from news, magazines to listeners favorites, Sunday broadcasts were mainly church programs.

From 1962 Uganda broadcasting service was recognized to become the ministry of information, broadcasting and tourism headed by a cabinet minister Adoko Nekyon. Uganda broad casting service was later renamed radio Uganda. Airtime for programs rose up to an average of 36 hours.

In the same year also a commercial division was established to handle mainly personal announcements.

Advertisements and announcements on radio Uganda

Radio Uganda incorporates commercially sponsored programs of an advertising character. This is naturally a money generating area very vital for the commercial sector. two types of advertisements were transmitted; pure allurements to merchandise or services dealt in by the advertiser or this complemented with some educative information on how to go about securing certain benefits or subscription to a particular association or tips on how lucrative it might be for clients or partners in a given business interaction often times all this is mingled with glamorous music or talk.

Both these types of adverts are run over a given period of time depending on the individual advertiser or sponsor. The language used depends chiefly on the target group.

Announcements

They are a major preoccupation of radio Uganda very vital for the commercial section as it generates some income and very useful to the clients for it provides quite an effective means of communication among the people. They are two types of announcements; special and personal.

Special ones are not payable. They are not scheduled since they fall by necessity they can interrupt any program. Generally they are made on national level they include official pronouncements like declaration of public holidays, notification of arrival of exams and others.

Personal announcements are payable. They can be regrouped in two, official and private. Official ones are made by organizations, departments, institutions and others.

Private ones are passed to make notifications of death, sickness, dates for funerals and last funeral rites , disappearances of people and others.

Blue channel offers the high amount of time for announcements.

Personal announcements are payable by one 1000sh and notices 3000shs while profit making 5000shs is paid words are limited to 25 any extra word you pay 100shs.

2.10 LIBERALISATION OF AIR WAVES

Today due to a lot of changes and development radio advertisement has assumed a new trend. The adverts on fm radio stations have pushed radio advertisements to greater heights.

In 1981 a new system of transmission, the frequency modulation was introduced on test basis 98 fm operating on green channel was for the first time established on radio Uganda but collapsed by 1985 due to lack of funds and mismanagement. In 1990 however a new life was breathed in the FMS when government initiated the liberalization of air waves. Private radio stations came up f.m 88.2 sanyu was the first private radio station in 1993 followed by capital on 91.3 in 1994. To date there are over 30 f.m stations in Kampala and upcountry.

Unlike radio Uganda which is funded by the state, private radio stations have to find their own funding. To do this they have to be largely commercial.

CHAPTER THREE

3.0 METHODOLOGY

3.1 INTRODUCTION

This chapter details the methods used by the researcher in the study. The methods used helped the researcher get information relevant to the study.

3.2 LOCATION OF THE STUDY

The area of this study was Kampala district because radio Uganda is located in Kampala shimoni road opposite crested towers. The other reason is that the researcher did not have enough time to else where, finances were also limited.

Therefore Kampala district was easier for the researcher.

3.3 SOURCES OF INFORMATION

Sources of information were through interviewing. Interviews were at radio Uganda. The staff and commercial manager were interviewed. Other sources include questionnaire, library search and observation.

3.4 INSTRUMENTS OF THE STUDY

The researcher employed various tools of study in carrying the survey these include questionnaire, interviews, observation and library search.

1. Questionnaire

This consisted of a set of questions to which the respondents reacted in writing. 100 public respondents received questionnaires and 80 were returned. Questionnaires were necessary in data collection given that the researcher carried investigation in a sample survey. It was impossible to investigate the entire population in the area of study.

2. Interviews

It was through interviewing that data was collected from radio Uganda and some respondents who failed to read and write submitted data to the researcher by means of interviews. Set questions were asked and they were mainly probing questions the whys and how's which led to getting vital data necessary for the research

3. Observation

This method required the physical presence of the researcher. Using this method the researcher was able to obtain data. This was done at radio Uganda that is by observing how many advertisers came to radio Uganda and on the streets observing how many people listened to radio Uganda and particularly advertisements.

4 Library search

This method bases on reading books, newspapers, magazines, journals, or archives. The researcher therefore read much about advertising and its impact on broadcasting in order to get background information from other studies on a similar area.

3.5 RESEACH DESIGN

This research is presented in form of a descriptive survey. This made it possible for the researcher to use a sample of variables instead of a whole population.

3.5 SAMPLE DESIGN

This gives the identity and characters of respondents. There was only one category of respondents that is the public respondents. They were 100 respondents and this number was considered representative enough to give reliable, quick and simple information. The numbers would provide data, which would reflect the attitudes of the rest of the population. They were adults and youths, illiterates and literates.

3.6. DATA COLLECTION METHODS

Data collection was basically carried out by means of questionnaire interview, observation and library search.

3.7. Data processing and analysis

Data processing and analysis was done by coding and pre-coding was used. In this case numerical coding is done when the questionnaire is being written and therefore it helps to put together the collected data and hence get meaning out of it.

3.8 Limitations & Delimitations

1. The major problem will be financial as it may not be possible to get enough money but I will try as much as possible to use the little money I get to fit in my budget.
2. The other problem is getting people who will have time for me to give information to solve this I will try to be humble, disciplined as well as determined to get people who will be willing to give me information.
3. The other problem is time as I will be having my lectures but I will set up a timetable to solve this problem

3.9. Conclusion

With the above methods the researcher was able to get the data and reach a conclusion.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION.

Hypothesis

Impact of advertising on radio Uganda.

Presentation

According to Mr. Fred Musisi the commercial manager of radio Uganda, advertising has little effect because the money got goes to the consolidated fund. This means that radio Uganda being a government radio is not like the private stations, which depend mainly on advertising, and therefore improves their services.

The question here is whether advertising had an impact on radio Uganda. to understand this the staff at radio Uganda were interviewed. Those interviewed were 10 and were from all channels that is red channel, blue channel, star fm and butebe. And this was their response.

Table 1

Impact of advertising on radio Uganda

Base	Number
Yes	3
No	6
Not sure	1
Total	10

From the above table out of the ten members interviewed three agree that advertising has an impact on radio Uganda while three say no and one is not sure .the main reason the staff was interviewed was that since they worked on radio Uganda they knew the ins at out of radio Uganda and what affected it. However to understand the effects of advertising on radio Uganda it is necessary to find out whether respondents listen to radio Uganda advertisements.

Table ii

Listen ship of advertisements on radio Uganda

Base	Number	Percentage
Yes	30	38%
No	50	62%
Total	80	100

From the table 30 or38% of the respondents listen to advertisements on radio Uganda while 50 or 62% do not listen. Listen ship is important because it is through that respondents can be impressed and influenced which means that if more people listen the more advertisements radio Uganda will receive.

In the survey to this topic it is necessary to find if the respondents were impressed with radio Uganda advertisements.

Table iii**Impressions of radio Uganda advertisements**

Base	Number	Percentage
Yes	25	31%
No	25	38%
Not sure	30	31%
Total	80	100

From the table above 25 or 31% of the respondents are impressed with the advertising on radio Uganda while 30 or 38% are not impressed and 30 or 31% are not sure. Which means that radio Uganda has to improve on the quality of advertisements?

RADIO UGANDA

Radio Uganda was started in 1953 after the British engineer graham Philips laid foundation stone for the broadcasting house in Bugolobi the suburbs of Kampala city.

Radio Uganda is a government radio station and its objectives are to entertain, educate and inform.

Educate

Programs on radio Uganda are educative and radio Uganda has been commended for that because it has played a role of educating the population for example warning the youth about Aids and also teaching good morals.

Inform

Radio Uganda also plays a role of informing people of what happens around the world that is through news. They also have announcements, which also inform people.

Entertain

Musical programs and interesting programs are broadcast to entertain people.

Programs on radio Uganda include news, education, entertainment, announcements and advertisements. Languages used include English, Luganda, kukusabin, Runyankole, karamojong, Ateso, Luo, Rutooro, Runyoro and others.

Radio Uganda has four channels that is blue channel for west, red channel for north, butebo for east and star for central.

To understand the study the respondents were asked whether they had access to radio and this was the response.

Table IV**Access to radio**

Base	Number	Percentage
Yes	72	90%
No	8	10%
Total	80	100

From the table 72 or 90% of the respondents have access to radio and only 8 do not have access to radio this means that radio is the best medium for advertisement because most people have access to it unlike television. The respondents were therefore asked whether they listened to radio Uganda and this was the response.

Table v**Tuning to radio Uganda**

Base	Number	Percentage
Yes	45	56%
No	35	44%
Total	80	100

Out of the 80 respondents 45 or 56% listen to radio Uganda and 35 or 44% do not listen these include those who have no access to radio.

They were then asked which time they tuned in mostly and the results areas follows.

Table VI

Time of listening to radio Uganda

Peak Time	Number	Percentage
Morning	43	53%
Lunch Time	20	25%
Evening	45	56%

Those who tuned in the morning and evening were many because in the morning people are preparing to go for work therefore they tune in to the radio and in the evening people are back from work and as they relax the tune it to radio. Lunchtime finds most people at work which means that those who are lucky to have radio at their place of work will be able to tune it. The table below shows peak time on radio Uganda

Peak time on radio Uganda

Morning	6.00-8.00am
Lunch Time	12.00-2.00pm
Evening	6.00-8.00pm

In the morning people wake up at 6.00am and prepare for work therefore tune it to radio up to 8.00am when they are going for work and lunch time they have a break from work and so tune in to radio while in the evening they leave work at 5.00pm and reach home at 6.00pm and therefore tune it to radio as they relax. In all that time radio Uganda broadcasts news followed by announcements.

Respondents were also asked which languages they listened to mostly on radio Uganda. And this was the response.

Table ix

Programs on radio Uganda

Program	Number	Percentage
News	40	50%
Talk shows	25	31%
Announcements	40	50%
Adverts	30	38%
Religious	15	19%
Music	25	31%
Sports	30	38%

In the table above news and announcements are the most listened to this is because people want to know about what is happening around the world and announcements in case it concerned them.

The reason could also be because the announcements are put immediately after news which means people are still tuned in after news. Advertisements and sports had 30 while the least listened to was the religious program. All the 25 who listened to musical shows were youth who also listened to sports and news. The adults preferred news talk shows announcements, adverts and religious and some listened to sports.

Radio Uganda broadcasts in many languages and that is the main reason they still beat the fm stations, which have few languages that is English and Luganda. The respondents were therefore asked which language they listened to on radio Uganda.

Table x

Languages listened to on radio Uganda

Languages	Number	Percentage
Luganda	40	50%
English	30	38%
Runyankole	25	31%
Ateso	10	12.5%
Luo	8	10%
Karamojong	3	3.7%
Kukusabin	3	3.75

Luganda is the most listened to language followed by English and then Runyankole follows while Ateso, Karamojong, Kukusabin and Luo are the least listened to however those who listened to northern and Eastern languages also listened to English. Since most of them understood it. The respondents were therefore asked which language they listened to in advertisements and the results were as follows

Table xi

Languages listened to in advertisements

Language	Number	Percentage
English	20	25%
Luganda	25	31%
Runyankore	25	31%
Ateso	10	12.5%
Luo	2	2.5%

Those who listen to Luganda also listen to Runyankore and those who listen to Luo and Ateso listened to adverts in English. The respondents confessed that they enjoyed Luganda adverts because they were interesting.

They were also asked whether the adverts on radio Uganda were interesting and this was the response

Table xii**Are advertisements on radio Uganda interesting?**

Base	Number	Percentage
Yes	25	31%
No	30	38%
Not sure	25	31%

Those who are not sure include those who do not have access to radio and those who do not tune in. The respondents were then asked how they found the technical quality of radio Uganda

Table xiii**Technical quality of radio Uganda**

Base	Number	Percentage
Good	30	38%
Fair	20	25%
Poor	30	38%

Respondents expressed annoyance towards the quality of radio Uganda that it was not good and that's why others did not tune to radio Uganda. They preferred the private radio stations. Therefore radio Uganda should make sure that they improve on their services to get back their listeners

CHAPTER 5

5.0 SUMMARY, RECOMMENDATION AND CONCLUSION.

5.1 SUMMARY

From the study as seen in table I the staff at radio Uganda believe that advertising has no impact and this was because the money from radio Uganda advertisements and announcements goes to the consolidated fund. Which means that unlike the private radio stations, which depend on advertisements to survive and therefore use the money to improve on their services, radio Uganda has to depend on the government and yet they are poorly funded.

Listener ship of advertisements on radio Uganda.

From table ii it was found out that 38% of the respondents listened to advertisements on radio Uganda and 62% did not listen. Those who did not listen gave a reason that the advertisements were not interesting and others said they did not listen to radio Uganda therefore did not listen to the advertisements. Listener ship of the advertisements is very crucial because if people listen to them there is a response and therefore advertisers will continue advertising, which is good for the radio.

Tuning in to radio Uganda

Those who listened to radio Uganda were 56% while those who did not listen were 44%, which means that 45 of the 80 respondents listened to radio Uganda and 35 did not listen. Those who did not listen gave a reason that the programs on radio Uganda were not interesting and therefore they preferred the fm radio stations, which had interesting programs. This shows that radio Uganda has to improve on their programs in order to get listeners who were once theirs because if people are not listening then advertisers will not be attracted to the station. The private radio stations have wide range of interesting programs which has made people in Kampala turn to them for example they have short comedian plays and have also employed popular people to get listeners.

Radio Uganda

Radio Uganda was started in 1953 and the objectives were to educate, inform and entertain. From the start of radio Uganda it enjoyed the privilege of no competition until the fm stations came up in 1990 and radio Uganda started losing listeners because the fm radio stations had more interesting program especially musical programs and the youth liked it so much. Advertisers also preferred the FM radio stations because they more listeners than radio Uganda.

ACCESS TO RADIO

72 or 90% of the respondent had access to radio and out of these 45 or 56 % listen to radio Uganda and the 10 listen to mostly was in the morning and in the evening. This is because in morning people are preparing to go to work and therefore tune in to radio while in the evening they are back from work and as they relax they tune in to radio.

PROGRAMS LISTENED TO ON RADIO UGANDA

Programs listened to were mostly news and announcements. This is because people want to know what is happening around them. Music and sports were enjoyed mostly by the youth and talk shows were mainly listened to by the adults. Religious programs were the least listened to.

LANGUAGES ON RADIO UGANDA

Radio Uganda has wide range of languages and this is the main reason it still beats the private radio stations, which broadcast in two languages that is Luganda and English. Languages on radio Uganda include Luganda, English, Rutooro, Runyankole, Lugisu, Lusoga, and others. Luganda and English were the most listened to in Kampala. The rest were listened to upcountry.

TECHNICAL QUALITY OF RADIO UGANDA

Respondents always complained of the technical quality of radio Uganda. They said sometimes it would go off air and in most cases the signals were not clear. Most of the presenters were not qualified .the main reason radio Uganda faces these problems is that it does not have money to replace the old machines and also hire competent workers.

Recommendation

From the study taken it is clear that radio Uganda lacks many things compared to the private radio stations it is a poorly government funded institution and has proved to be in deteriorating conditions aggravated by political interference, red tape and bureaucracy, inefficiency, poor staffing and hardly any listener ship surveys.

Therefore radio Uganda should try to carry out listener ship surveys because it is through this that programs can be set to interest the people basing on what they say in the survey.

Advertisements in this case could also be improved basing on what the listeners suggest because the listeners were not impressed with the advertisements on radio Uganda.

The staff at radio Uganda should also be recruited basing on what they have to offer like the fm radio stations do for example comedian and popular people.

This improves the quality of programs which in turn increases listeners and therefore attracts advertisers which is of help to radio Uganda.

According to Mr. Musisi Fred the commercial manager of radio Uganda plans were underway to privatize radio Uganda which will become Uganda broadcasting cooperation in this case it will be able to generate its own funds through advertising and therefore could use the money to improve on the quality of programs on radio Uganda for example by buying new machines because once broadcasters lack the necessary skills to produce commendable programs the audience is likely to be discouraged. Machines therefore matter; respondents expressed indignation overtime to time breakdowns of radio Uganda machines.

The thing therefore that radio Uganda should become a private institution so that it can be able to compete with the private radio stations should be taken seriously because radio Uganda is in bad shape and something should be done to save the situation.

The respondents also had complaints on the way news were presented on radio Uganda therefore the quality of news should be improved because news and announcements come after news and if people are not happy with the way news is presented then they will not listen which means the message meant for them may not reach them.

Radio Uganda therefore which was a powerful radio stations should make sure it brings back its lost glory because it has an advantage that it broadcasts countrywide and has a wide range of languages compared to the private radio stations. In this case the advertisers can come back to radio Uganda because initially all the advertisements belonged to radio Uganda.

Conclusion

Since the money got from the announcements and advertisements on radio Uganda goes to the consolidated fund then advertising has little impact on radio Uganda. It is not like the private radio stations, which have to find their own funding and generate revenue to sustain their business. To this they have to be largely commercial they have to derive their funds from the program sponsorship and direct advertising. In this case they are able to improve on their services by using the money got from the commercials.

The Luganda stations are the ones which mostly took over listeners of radio Uganda that is those in Kampala because they had interesting programs but upcountry radio Uganda still has listeners and this was seen by the number of people who called during a program were from upcountry compared to those in Kampala.

The letters also written to radio Uganda were from upcountry this is evidence enough to show that radio Uganda still has an audience upcountry.

The reason why radio Uganda commands a bigger audience upcountry is that the languages it has are many and others are not common take an example of Kukusabin it is not found on any other radio station. And according to the commercial manager Kukusabin also has many advertisements.

With the above advantages if radio Uganda improves on its services for example buying new machines and recruiting competent staff it could have their listeners in Kampala and have advertisers crawling back.

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APPENDIX A

Kampala International University

Research questionnaire to the public respondents

Dear respondents the purpose of this research is to find out the impact advertising has on broadcasting, radio Uganda being the case study.

I would like to bring to your attention that this information is for academic purpose and will be kept confidential, as well as, it may be helpful and serve to provide suggestions and recommendations that may be of great use to the smooth running of radio Uganda.

Your cooperation shall be highly appreciated.

NB put a tick in the boxes where appropriate and gives an opinion where necessary.

Personal information

A Sex

Male

☐

Female

☐

B Age

12-18yrs

☐

18-35yrs

☐

35 and above

☐

C Education Level

None

☐

Primary

☐

Secondary ☐

College/University ☐

Marital status ☐

D occupation ☐

Part ii

Do you have access to radio?

Yes ☐ No ☐

Do you listen to radio Uganda?

Yes ☐ No ☐

What time do you listen to radio Uganda?

Morning ☐

Lunch time ☐

Evening ☐

Do you listen to radio Uganda Advertisements?

Yes ☐ No ☐

Do they interest you?

Yes ☐

No ☐

Not sure ☐

Which programs interest you on radio Uganda?

News ☐

Education ☐

Talk shows ☐

Religious ☐

Sports ☐

Adverts ☐

Announcements ☐

How do find the technical of radio Uganda?

Good ☐

Not good ☐

Not sure ☐

APPENDIX B

BUDGET

Item

1. Stationery

- Pens (1 doz) 2,500/-
- Pencils (1 doz) 800/-
- Ream of paper 8,000/-

Sub total **11,000/-**

1. Travel

- 2. Return trips (Moths) 60,000/-
- 3. Lunch 60,000/-
- 4. Typing Charges 50,000/-
- 5. Printing 50,000/-

Sub total **220,000/-**

6. Subsistence Allowance

For researchers at 1,000 for 2 months 60,000/-

7. Miscellaneous 80,000/-

Sub-total **140,000/-**

Grand Total **240,000/-**

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Faculty of Social Sciences and Law

To:.....

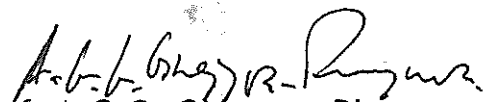
.....

.....

This is to introduce to you Mr. /Miss.....
who is a bona fide student of Kampala International University,
He/She is working on a research project, which is a partial
requirement for the award of a degree.

I hereby kindly request you in the name of the University to accord
him/her all the necessary assistance required for this work.

Thank you very much in advance.


Prof. A.G.G. Gingyera-Pinyewa

DEAN FACULTY OF SOCIAL SCIENCES AND LAW