

**A DISSERTATION ON THE ROLE OF RADIO IN ALLEVIATION OF
POVERTY IN UGANDA**

A CASE STUDY OF CENTRAL BROADCASTING SERVICES (CBS)

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DEDICATION

I dedicate this piece of work to my Mummy Mrs. Judith Eberu and the entire family for the support they have rendered to me.
May the Almighty God protect and bless them all.

DECLARATION

I, Otai James, declare that the work presented in this dissertation is out of my effort and original.

It has never been presented for any award of a Bachelor of Mass Communication Kampala International University.

Signed.....

Author

Date.....21/may/08.....

Signed.....

Supervisor

Date.....4.09.08.....

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I owe allegiance to a Number of persons who have helped me through the course of my study, mentioning Dr. Ongora Jerome , who guided me through the writing and the formulation of the Topic and not forgetting,

Calvin Echodu for his financial and moral support, may God richly bless him

ABSTRACT

The Research having a case study of CBS Radio is an overview of the origin and Nature of Poverty in Uganda giving a Global perspective in Comparison to the Ugandan situation.

It explains why Poverty is persistent despite state and International intervention; it equally explains what stakeholders especially the Media should do to Alleviate Poverty in the country.

Chapter one basically deals with the Nature of Poverty in Uganda, looking at Background, Problem Statement and the objectives of the study among other issues.

Chapter two deals with the Literature review Articles written about Poverty among other issues.

Chapter three explores the Methods which the Researcher used to obtain information

Chapter Four dealt with the findings and then closes with Chapter Five which gives the conclusion and Recommendations to the study.

CHAPTER ONE

Introduction.

This study is a contribution to the going debate on Poverty in Uganda and how to alleviate Poverty in the country.

The research draws experience from a program that is designed specifically to alleviate Poverty and rectify the People from their Poor situations study will basically examined the Nature of Poverty in Uganda the reasons why it has taken long to be uprooted from the country and what the Media has probably done to alleviate the situation in the amidst of other stakeholders the Media and press relations has basically been looked at the driving force of Poverty in Uganda, the Study will basically looks at why Poverty is still persistent despite state intervention in alleviating it.

According to the Wikipedia encyclopedia Poverty is defined as the Deprivation of those things that determine the quality of life like Drinking Water, clothing, food, shelter, and safe Drinking Water.

The UK Chancellor Gordon Brown told the BBC the Poverty is an important issue that world needs to deal with if the World is o receive an equitable growth.

Background of the study.

According to Tayebwa, in his Book Comprehensive Economics, is quoted saying "Poverty is the inability of an individual to provide himself with essential commodities like Clothing, Shelter, Food, and Medicine."

In the World Bank Report (1990) Poverty is defined as the situation where Income levels are too low to afford a Minimum Standard of Living. The study, therefore regards the Poor as those deprived of some basic Household Goods and Services that are needed in order to meet a certain Minimum Standard of Living.

The World Bank Report (1990) is quoted saying "Uganda is among the Forty Two (42) least Developed Countries, Twenty Second (22) Poorest in the World and Thirteenth (13th) in Poorest in Africa.

The United Nations Development Report (1996) also classifies Uganda as among the Twenty (20) Poorest Countries in the World basing on the Country's Human Development Index (HDI) of 0.326, which is clearly below the sub-Saharan average of 0.379 a growth percentage which is below standard of an individual person is supposed to survive

Despite National Movement and its reforms to end Poverty by far have not yet achieved tangible results Uganda according to the National statistics figures is one the poorest countries in the world, yet having in one of highest rate of Populations in the World.

In 2006, per Capita Income was about Us Dollars 300 as compared to other Developed countries which almost have four times the much despite state intervention and other related bodies the average

Ugandan is basically poor in almost all cycles of life according to the recent World Bank Report half the population in Uganda's rural and suburban setting can hardly afford the minimum level of living leave alone those who can even afford a good accommodation most common in most Kampala suburbs and the surrounding communities, in as far as food Prices and other commodities have of recent been rising an issue which Government has virtually denied to reveal it seems the Nation must undergoing an inflationary situation the rising Prices directly affect the poorest population who cannot afford a minimum Standard of Living the commodities especially food items have become twice as expensive as compared to the original Price.

On the other hand however despite the above figures Uganda has been accredited as being among the most advanced countries in terms of the usage of Poverty oriented concession policy instruments for Poverty alleviation action program this supposing is a good idea although the question is who is to benefit by the end of the Day, the so called Poverty alleviation Programs only benefit a handful of groups who can either access the loans or, kind of influence Government, to get the Loans, this makes the income wider instead of making it narrower as the case would have otherwise been.

A Paper Published by the Uganda Martyrs University Nkozi on Gender and Poverty in Uganda Presented by Kyesimire on Poverty in Uganda says, Poverty in Uganda must have increased for a majority of people in present era of structural adjustment Programme

In terms of absolute members Poor people constitute 61 of the total Population in Uganda, the view here is that Economic growth does not necessarily mean trickle benefits to all the poor because not all the poor benefit from an Economical upheaval simply because the poor may not get access to loans or rather can not afford good Education to Help them get a good job to have a good pay and therefore they still remain in pathetic conditions a situation which is most likely to keep them in Poverty for quite a long time.

The end of colonialism has left the country worse off than it actually found it most of mineral wealth was eroded and the financially capable young people were taken off and therefore leaving the country desolate than it actually found it obvious there a few people who the European *allein* rule benefited although where quite incidental since most of the European intrusion in Africa was Economic there aim is basically to exploit all wealth and leave no benefits attached to the project and this claims Europe Developed faster than any other part of its colonies leaving Africa a desolate of the World.

Another problem could be that Uganda could be transformed into a predominantly agro based Economy to a Modernized Economy from the use of Agro based farm tools to Modernized Economy, from the use of Rudimentary tools to the use of better equipments like Tractors and other related Farm implements.

In recent past Radio was not a very important implements in Poverty action programmed

During the past two Decades Radio was ignoring the issue of alleviating Poverty in Uganda this actually left the Work of sensitization to a few Politicians and leaving out the biggest mobilization agent that is the Media, leaving the Media meant that little mobilization was done and therefore it was a problem to eradicate Poverty as the case would seem fragmented efforts by other stakeholders would meet less sensitization yet the poverty eradication action is more of wholesome effort as opposed to one single entity which would seem quite difficult to hold.

Until early 2000, various Radio Stations have come up to Fight the Pandemic even then a few of them were concerned with Alleviation of Poverty because Poverty related Programs were not Sponsored and even then most People were actually not interested in them because they regarded the Program as a Politicizing Technique instead of Minding about Peoples problems.

The Program Director -CBS, Mr. Abbey Mukiibi says the Radio is trying to Fight hard through various Programs and hand outs given to People, Programs like Nsindika Njake, Omuzira Mu Bazira, Entanda y'Abuganda are just among a few to this course although the programs according to him are difficult to sustain because there few

sponsor who can come in to support the Program opting for those that get a lump sum of profits and those that attract a bigger Audience.

The Director on the other Hand, says a few People have tried to start up Income Generating activities after listening to the Radio Program, although his efforts are Limited because not everybody Listens to the Broadcast and that, there still a few Companies willing to subsidize to the cost of the Broadcast.

Statement of the problem.

A lot of financial efforts has been put in attempt to fight against Poverty by the Government of Uganda and some other International Bodies although, with little results.

Radio on the other hand has equally tried to fight Poverty through relying various Programs although they have been facing financial handles.

The Public Relations officer -CBS, Luwedde Florence, said many people especially fanatical listeners have won themselves various packages in form of liquid Cash, Seedlings, Heifers, Chicks and many other commodities have been given out as [Entadikwa] token thanks to Help boost their Business as an attempt to fight Poverty.

Uganda has been undergoing a major transformation since President Yoweri Museveni came to Power in 1986 although its transformation has been with a lot of mixed up feelings, essentially there a lot of improvement in the Economic setup especially on the infrastructural

Agricultural Methods although the question was who was there to benefit the southern region benefited more than the Northern part of the country which up to Today is still is experiencing Turbulence and Turmoil's what has come out of this is that the income gap has continually widened leaving Uganda with a big debt some of the debts have for example even been even abandoned completely , one of the problems could be that Uganda has gone through a period of civil War that has disorganized the Economy, including its Farming system leaving a majority of the Population engaged in subsistence Agriculture Uganda has a problem of special income inequalities since 1990s and this probably accounts for the poverty prevalent in the area

Uganda does not have enough production Machinery to elevate its production sector, so most of the Resources are exported outside then manufactured and brought back to be sold here in Uganda.

Massive exploitation of Resources, and indiscriminately, Kilembe Mines was exhausted for instance Gold from Karamoja has equally seen its exist among other issues making the situation even worse

Uganda possibly do not lack opportunity but that possibly do not have enough exposure for example the stock exchange Markets shipping Air service Banking and delivery system are in most cases lack manpower to operate them 'due to inadequate skills, low Education has not given chance to many Ugandans getting better Jobs, the competitive Jobs are left to Graduates and Post graduates

students s who can handle them better as compared to Un educated people who can not otherwise handle them.

Ignorance could be another dive stating problem on terms of available Job opportunities, this has been a big problem to Job Market of Uganda.

Another problem could be high Taxes levied in locally produced goods the issues would have been okayed if only the products where not sold at exorbitant prices which the country in deliberately huge debts , in trying to supplement its Products from External sources this instead has left the country inflationary.

In this respect therefore Uganda still has a long way in as far as poverty alleviation is concerned

Robert Liebenthhal Louise Fox, in his book Africa's Poverty says most Africa's Poverty countries Uganda inclusive, still live a dollar a Day and that there a number of reasons for this, a decade ago of conflicts, corruption, abuse of office, crop failure especially in some parts of the countries

Thomas W. Hertel L. Alan Winters in their book, Poverty and the World Trade centre organization, imparts of the Doha Development Agenda had this to say,

Sustained growth and Poverty reduction, and how Uganda recovered after the conflict pronounced that, between 1987 and 2001 GDP grew from at an average of 6 percent with an inflationary Average of 5 percent a strong commitment to Poverty reduction allowed Uganda to

reduce from 55 percent to 35 percent in just a period 7 years[1992-1999], school going children doubled between 1971 and 1985 GDP shrank by 2.5 percent a Year between 1980 and 1987, largely because of civil War

Agriculture the largest component grew at an average rate of about 5.8 percent per Year between 1992-93 export value tripled by 1998 the country had generated about 650 Million Foreign exchange inflows, according to the Ministry of Finance Planning Economic Planning and Development.

In this period Poverty was reduced from 2 percent by 1992 to 7 percent and 10 percent by 2000,

This could equally be because the Government of the Private investment response, or probably because the Government removed import bans abolished licensing requirement reduced Tariffs, removed export Taxes and by 1993 floated the shilling. Government equally opened doors for private participation in Trade sector. This pushed the GDP by 11 percent in 1995-96[Uganda Ministry of Finance, Economic Planning]

Although the farmers could obviously suffer because their income levels lay below Poverty level by 1992

Non traditional export rose from 39.4 Million in 1993 to 47.6 Million by the 2007 and 437.6 Million by 2003

On one hand however Uganda is one of the Poorest countries in the World in 2006 income per Capita was about 300 Us Dollars, life

expectancy at birth is around 50 years and yet having one of the most growing Population in the World.

In 2006, income per capita was about 300 Dollars; Life expectancy remained around 50 Years

In analysis HIV Aids Accounts for the decline over the past decade, from about 18 percent in 2005, which eventually resulted to Poverty decline from 1992 to 2006 as a result of high and broad, based Economic growth

The poverty hide-out dropped from 56 percent in 2006

Poverty however it still remains indisputably high in rural areas and Northern Uganda and Eastern Uganda.

In the period Net enrolment from school increased from a Total of 62.3 percent in 2000 to 92 percent in 2006

The Gender gap[Ratio of girls to boys] in Primary Education improved from 93 in 1992 to almost 100 percent Today.

However the GDP growth is estimated to have slowed to 5.3 percent in 2005 from an average of around 5.6 percent over five years over five years to 2004 5

The decline in growth can partly be attributed to the impart of prolonged drought conditions in most parts of the country on Agricultural output, the effects of energy shortages on industry production and high and viola tile World oil Prices

The out look for the 2005-6 2008-2009 envisages averages average real growth of about 6.4 percent per annum

Uganda is among the most advanced countries in terms of adoption and supposedly Poverty oriented confessional policy leading instruments

Although the problem here is the majority of people may not actually enjoy the adoption Methods because of lack of skills, Education, and ignorance among other issues.

Appear Published by the Uganda Martyrs University Nkozi on Gender and Poverty in Uganda presented by Kyesimire had this to say

Poverty in Uganda has increased for a majority of people in the adjustment programmes in terms of absolute member's poor people constitute 61 percent of the population, while 30 percent 30 percent constitute absolute Poverty

In this issue therefore the approach emphasis that Women have been left behind in the process of Development and that there's need to ensure there is a need to ensure equal access for Men and Women

Women participating in Uganda cannot be understood to be outside the Economy, but should rather be inside the Economic endeavor

The view here is that Economic growth does not necessarily mean trickle Down Benefits to the Poor and therefore Poverty still remains low income and low Purchasing Power by the greatest percentage of the population in urban and semi-urban setting

Why Ugandans are probably poor

This Study would involve consultations from the central Government level Local Government, Donors with civic society as well as development of adequate feedback Mechanism to ensure that all stakeholders have contributed effectively to the drafting process.

The problem here is a situation where by 86 percent of Ugandan farmers who cannot produce enough products but rather produce for sustenance

Points to improve on this should be that Uganda should predominantly modernize the Economy from the use of Rudimentary tools to the use of better Mechanism to produce better products for bigger yields.

There is a need to select Micro Economic incentives, expenses with Exports and Capital intensive investment as opposed to Labor intensive Methods.

Removal of constraints and Private sector development that affect private investment, improvement of infrastructure Expansion of highly skilled Human capital in Tertiary Education and enterpreneship and good governance

Without that Uganda, will still remain the Poorest countries in the World, since by 2006 per capita income was about us dollars 300, life expectancy at birth is around 50 years, this could become worse if the above is not fulfilled

The Economy requires structural transformation including Modernization of Agriculture, the Development of Agriculture which build on the Demand and supply linkages from Agriculture and continued institutional development in the Legal and Financial sectors this could probably bring about a gradual transformation in sectors

Another important thing to note is that poor people must be able to participate in this growth, both expanding small scale Agriculture and by increasing on employment

The non material aspects of Poverty must be addressed; Participation studies have shown that insecurity, illness isolation, and disempowerment are as important to the Poor as well as low income earners

Under Ugandans decentralized Governance, the local Authorities are responsible for determining the implement plan for a sector Programs based on Priorities, investment and enrolment of communities in the planning process is equally a priority

Dissemination of the perspectives of the Poor in order to help guide policy both at National and District levels

The Problem is that there is still a gap between the local leadership who seek to gain instead of representing the Views of the local People and the majority

Another problem could be the hard unworn battle of budgets that cannot implement the development Programs both at District and Local councils Levels

This problem could include, detailed discussions with working groups each Year to monitor current Programs and progress

These discussions also take into account any upcoming policy

Initiatives in order to ensure that all new policies are comprehensively coasted to reveal the full extent of their fiscal implications.

More recently there have been attempts to Broaden the consultations with Donors although Donors have in most cases been discouraged because of the Money does not meet its targeted work because of the Money Donated is instead embezzled, and thus not meet the targeted beneficiaries

WHAT Government should Understand is that preparation of a Revised Poverty Action Eradication Plan remains highly participatory process Government recognizes that system does not consist of decision Making by a single institution at the Centre

Rather the system involves interaction of a number of Processes within an overall framework.

World Analysis of the Poverty situation in Uganda

Poverty is still great in a majority of Developing countries including Uganda structural Adjustment Programs have not have tried to

improve Micro Economic Management in some countries though political failures in many cases should be addressed

Marxist and Neo-Marxist programmes of the 1960s and 1970s attributed Poverty and even Development of the Private sector ownership and competitive Markets and that Uganda reached its decision point under the original framework of the heavily indebted Poor countries where Uganda was granted US Dollars 347 Million

Privatization on the other hand may worsen the problem instead of making it better

Ugandans handily want to work hard and are not innovative in most cases they do not want to invent but rather copy other peoples inventions copying other peoples inventions brings about a flooded Market of goods and services which could have been few this has worsened the situation.

Councilor Kabusu Moses also a Producer at CBS is quoted saying Radio has enabled the Poor to demand and Protect their basic Human rights,

through empowering them to fulfill their basic Needs and facilitating them to secure sustained improvement in their Livelihood through giving them tips and Entandikwa to eradicate Poverty.

The root cause of Ugandans poverty

Poor time management: Most of the Ugandan population are poor time managers, Ugandans spend most of their in Dubious activities,

in leisure activities instead of working and this has lead most them loose a lot of money in the Process.

Poor Education system: The Ugandan Education system does not address the needs of the people it rather makes them mores less Brain washed individuals and to make matters worse it is Theoretic instead of Practical and this makes it worse, the Education system would have addressed the poverty situation in the country but because its theoretical it cannot address the Problem Uganda has of Present.

These among other factors have made the Poverty situation increase instead of décrease.

Broad Objectives.

To evaluate the work that has been done by Radio to alleviate Poverty in Uganda.

Objectives of the Study.

To assess how Radio does its work through informing and Educating People in regard to Poverty alleviation.

To identify the Partners that is working closely with Radio to alleviate Poverty.

To establish the loopholes that is hindering the Poor from Radio Programs focusing on Poverty alleviation.

Research questions.

How has radio informed and Educated People about Poverty?

What problems do Radio Presenters face in bid to alleviate Poverty?

What Radio Programs do focus on Poverty alleviation?

How does Radio prepare to handle Poverty alleviation Programs?

What aids radio programmers to come with such Programs?

Rationale of the Study.

The findings will increase on the available Literature on Poverty alleviation carried out by Radios.

The information will be used to discover loopholes in Radio programs that are directly concerned with Poverty Alleviation.

The study will provide suggestions' to strengthen Radio Poverty alleviation Programs

With the Research done and corrective actions rising from the study, the deprived People too will benefit more from Programs instituted to fight Poverty.

Scope of the Study.

The study was centered, to discover the role of Radio in alleviating Poverty in Uganda.

Area where the study was carried out.

The study was carried out in Central Broadcasting Services a Kampala based Luganda Station.

CHAPTER TWO

Literature Review.

This part, deals with related variables and anecdote information and arguments put forward on Poverty alleviation.

According to the World Bank Report of 1990, Poverty is defined as the situation where Income levels are below Minimum Standards.

Thus the Study regards the Poor as those deprived of some Basic Household Goods and Services that are needed in order to meet a certain Minimum Standards of Living.

The World Bank defines *extreme poverty* as living on less than US\$ (PPP) 1 per day, and *moderate poverty* as less than \$2 a day, estimating that "in 2001, 1.1 billion people had consumption levels below \$1 a day and 2.7 billion lived on less than \$2 a day." The proportion of the developing world's population living in extreme Economic poverty fell from 28 percent in 1990 to 21 percent in 2001. Looking at the period 1981-2001, the percentage of the world's population living on less than \$1 per day has halved.

However, most of this improvement has occurred in East and South Asia. In East Asia the World Bank reports that "The poverty headcount rate at the \$2-a-day level is estimated to have fallen to

about 27 percent, down from 29.5 percent in 2006 and 69 percent in 1990."

In Sub-Saharan Africa GDP/capita shrank by 14 percent and extreme poverty increased from 41 percent in 1981 to 46 percent in 2001, increasing the number of people living in poverty from 231 million to 318 million.

Other regions have seen little change. In the early 1990s the transition economies of Eastern Europe and Central Asia experienced a sharp drop in income. Poverty rates rose to 6 percent at the end of the decade before beginning to recede.

World Bank data shows that the percentage of the population living in households with consumption or income per person below the poverty line has decreased in each region of the world since 1999:

2.0 The perspective of World Poverty.

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2.1 Poverty in the African Perspective

In Sub-Saharan Africa GDP/capita shrank by 14 percent and extreme poverty increased from 41 percent in 1981 to 46 percent in 2001, increasing the number of people living in poverty from 231 million to 318 million.

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World Bank data shows that the percentage of the population living in households with consumption or income per person below the poverty line has decreased in each region of the world since 1999:

Thus the Study regards the Poor as those deprived of some Basic needs Mass Media especially Radio affect Society. The Media Centric approach sees Mass Media as the Primary Mover in Social changes and often driven forward by irresistible Developments. (McQuial 1994).

Certainly Radio would play a Major role in Mobilizing and Sensitizing People about ways of Alleviating Poverty especially if the Programs are well Packaged and Programmed, although, this could be on the contrary, because most People do not easily rally behind such Programs especially those that are State Engineered because of Political Affiliation, Poverty Eradication Action plan was not for example supported in Uganda , because People Associated the program with the Movement Propaganda to Politicize them this makes it a bit difficult to use Radio as away of Educating the Masses about Poverty alleviation although if this Programs are well Packed without strings attached Radio could be the Cheapest Method to Mobilize People to fight Poverty, the Problem comes when there Strings attached the whole process becomes a little complicated. The report documents how many journalists in low-income countries are under-skilled, under-trained, poorly paid and precariously employed. It notes that while some governments have improved information-sharing and public communication, many journalists remain confronted by official secrecy, uncooperative politicians and red tape.

Acting editor-in-chief of Kenya's Broadcasting Corporation George Gitau

However, it is worth noting that when Governments endeavor to give greater attention or weight to reduce Poverty, redressing Gender

issues to combating Environmental Degradation or to involve the Poor and their Communities in development, decision making and Resource allocation; is likely to find its normal instruments adequate. Economic Policy, the Provision of Services and Infrastructure regulations and Market Mechanisms are rarely directed towards vulnerable groups. (David Hulme et al, 1997)

With the experience, that Non-state Agencies like Radio, which provide Instruments, whether invited for or not by Governments emphasize the participation of the Poor through programs aired. Here, they seek to represent the voice of the weak and help them organize their Communities to achieve a more powerful voice in decision making and allocation of Resources.

2.2 Who are the Poor People in Uganda

More than 85 per cent of Uganda's population lives in rural areas. More than two thirds of the country's poor people are small farmers. Although efforts have been made to reduce rural poverty, urban areas have experienced a significantly greater reduction in poverty than the countryside. In the past decade, poverty has declined by a rate of 43 per cent in urban areas but of only 18 per cent in rural areas.

Ugandan women have much in common with other women throughout the African continent: they work longer hours than men, have much more limited access to resources, and exercise little or no

control over what they produce. The result is that women are among the worst affected by poverty. In addition, women bear the greater burden of caring for the sick and the children orphaned by HIV/AIDS. Their daily responsibilities leave them overstretched, and their ability to assure that food is on the table becomes severely compromised.

Where are Uganda's rural poor people?

The poorest regions of the country are the north (with 66 per cent of the population) and north-east (37 per cent), which are emerging from civil strife and are predominantly pastoral and agro-pastoral lands. It is here that many smallholders tend their fields, relying on farming systems that are highly seasonal and not sufficiently productive.

Why are Uganda's rural people poor?

Uganda's agricultural sector has the potential to be vibrant and diversified. The good weather and the current period of relative security and economic stability present an opportunity to drastically reduce rural poverty. Until now, however, poverty has persisted because of the following conditions:

- **Political change:** successive periods of political change that Uganda has undergone in the past 30 years have seriously affected society as a whole, and poor rural people in particular. Insecurity

persists in the north, and this continues to hinder development in the region.

- **Subsistence farming:** the majority of poor smallholders are risk-averse and use farming approaches that are geared to satisfying the needs of their family. As many of them are isolated, they lack a business culture and are not exposed to other approaches that could enable them to produce more on the land they cultivate.
- **Lack of services:** many rural poor people are unable to access the services necessary to help them increase their agricultural output. The technology, marketing, financial and other support services are often unattainable. Traditional methods of agriculture usually do not enable them to overcome poverty. Only about 10 per cent of the rural population – and 5 per cent of rural poor people – have access to savings and credit.
- **crop, livestock and pest disease:** the incidence of crop, livestock and pest disease is quite high, which often means pre- and post-harvest losses. Without the introduction of suitable technologies to minimize disease, smallholder farmers are extremely vulnerable, and are unwilling to invest in larger holdings because of their vulnerability.

While Uganda is at the forefront in the fight against HIV/AIDS, the threat of the epidemic remains acute throughout the country. Although the adult prevalence rate dropped from 30 per cent in 1986

to 5-6 per cent in 2003, the epidemic is still causing many problems. The many families that care for the ill and children orphaned by the disease are losing huge amounts of productive

There was a belief, that the Media more especially Radio is the Pioneer of almost all Poverty alleviation Programs this could be partly true because Radio provides information about food Prices, weather Employment opportunities just to mention but a few this is a great contribution although one cannot ignore other related stakeholders involved in Poverty alleviation or sometimes n the other Hand may not be I Position to target the correct population or rather the target Audience these has rendard Radio not as effective in mobilizing the population about the need to alleviate Poverty in the country.

Radio basically deals in News; it gives information about shortages of Equipments, Fertilizers and other Inputs needed by Farmers and hence mobilizes the majority to rally behind Government programs in attempt to alleviate Poverty. However on the contrary Radio can give information about violence, rioting and social disintegration as poverty soars and the gap between the rich and the poor widens. (John Clark, 1995) although on the wholesome Radio plays a big role in Poverty alleviation.

Participatory consultations on community needs were carried out and activities implemented in response. With the shift from direct

Development in the late 1990s, emphasis was then placed on community Education and Sensitizing, Provision of Micro-Finance and increasing coordination among District Authorities. (Annual Report 2000).

Robert Liehensan in Book Attacking African Poverty on the other Hand however said, Poverty eradication is far fetched because income per capita in most parts of Africa is below a Dollar per Day for the Average Ugandan, and even then this most concentrated in the central and Western Uganda leaving the rest the Country impoverished with Poverty There A number reasons why Poverty is still on the increase in Uganda of recent, the Decade of conflicts, corruption, abuse of office, failure in crop yields, among other reasons account for this

CHAPTER THREE

Methodology.

When the Topic was selected, there were preliminary antecedents that the Researcher did. These involved the discussion with Central Broadcasting Services mainly Presenters dealing with poverty alleviation, Non-governmental organizations and reading relevant Literature related to the Topic among other things.

Study Area.

The study was carried out in Central Broadcasting Services at Bulange Mengo in Kampala.

Target Population.

The target population mainly included Presenters and Producers of Poverty alleviation Programs.

Sample selection

This selection was done in order to save time as well as expenses during the study; selection was done purposively according to the demanded information by the researcher.

Date collection methods.

The information, relevant for the study was obtained by the following methods;-

Interview method; here the interview schedule was used to get all the information of the study through probing on some question.

The Researcher used interview schedule because it could allow the respondent's Emotions and attitudes to be observed thus, observation method was vital.

Document study; these include Newsletters, Journal Reports, Pamphlets, Press Releases, Papers presented in Seminars and Workshops. All these helped the Researcher to get information needed.

Questionnaires; these were used by the researcher to acquire relevant data from respondents who were not to be always out of their offices. Especially presenters.

Data processing and analysis.

It's important to organize data into logical categories in order to present it meaningfully, so that interpretation becomes easy and understood by other people.

Editing.

This started immediately as all the data was collected. It was aimed at detecting and eliminating errors as well as ensuring that all the questions were properly answered.

Coding.

It is advisable to reduce data collected into meaningful categories, so the researcher did coding, the moment data collection was finalized.

Therefore all answers were classified according to the questions so that they could easily be tabulated (put on a coding frame).

Tabulation.

This involved putting together edited and coded data in tables for statistical analysis in percentage. Percentages were put against the variables, this helped the researcher to know whether the research questions were supported or disapproved.

Shortcomings of the study.

During the study a number of shortcomings were encountered, these included:

Unwillingness to provide the required information to the researcher despite the fact that the individuals interviewed had access to the

data and information they feared to disclose information which could lead loss of their Jobs.

Besides the respondents especially at the offices were not available most of time and therefore Data collection process delayed for sometime.

Some respondents were very suspicious in answering some questions asked by the researcher; despite the fact that they were given information about what the research is all about.

A lot of time was wasted in making appointments instead of doing the actual research work because most of the persons required during the interview were not available or rather gave minor excuses they could not answer the interview for minor reasons this made the work quit complicated for the Researcher.

CHAPTER FOUR.

Presentation of Results and Interpretation.

Presentation and interpretation of findings was taken and the results were put in percentage format.

Analyzing and interpretation is also connected to the research questions.

Informing and Educating people on poverty.

The table below is showing responses made by respondents about how radio has informed and educated about poverty alleviation.

Table 1

RESPONSE	NUMBER	PERCENTAGE (%)
YES	6	67%
NO	2	22%
OTHERS	1	11%
TOTAL	9	100%

Informing and educating the public about poverty alleviation by radio is the core factor, this was supported by 67% of the respondents.

This response was derived from the question on the interview schedule that stated:

Qn. Do you think radio is informing and educating people about poverty alleviation, if so how?

Ms Luwedde Florence, Public Relations Officer Central Broadcasting Services says, many people a decade ago, before Poverty alleviation programs were introduced, spent much of their time in dubious activities like playing Mweso[board Games] the activity was so dubious that it made them even more poorer since they were wasting time instead of using it on constructive activities however with the introduction of Radio Programmes many of them now began spending their time constructively on activities that earn their families a better life, listening to such Programs like Nsidikanjake Bwavu Mpologoma made people engage themselves in constructive work and meaningful Leisure instead of wasting time in unconstructive activities.

Mrs. C. Busuulwa in her book "Ebyenfuna Mu Maka" is quoted saying, that the many people are in absolute poverty because of inadequate information about the way to eradicate the problem.

The Author added that Government and the Media should empower the people with relevant information to control Poverty.

Problems faced by radio in its effort to alleviate poverty.

In the table below indicates responses made by respondents on problems faced by radio in its bid to eradicate poverty.

Table 2

RESPONSES	NUMBER	PERCENTAGE (%)
YES	15	94%
NO	1	6%
OTHERS	0	0%
TOTAL	16	100%

Problems faced by radio in its bid to alleviate poverty also contributed among the major factors; this was defended by 94% of the respondents.

This response was got from the question on the interview schedule that stated:

Qn. Does radio face problems in its bid to alleviate poverty?

According to Abbey Mukiibi the Programs Manager of the Radio station said Radio is the most reliable means through which information can be relayed to sensitize people about Poverty alleviation, since the Mode is cheap to afford by even the Very Poor and even then has the greatest coverage although disadvantaged, because some groups of people do not listen to some Programs opting for Music and some entertaining Programs these has made the transmission difficult although in the wholesome Broadcasting by the

use of Radio is one of the most useful means of sensing people about Poverty alleviation

According to J. Chirac (2004) in his seminar paper entitled “scaling up poverty reduction” is quoted saying, the poverty problem is among the most difficult situations to fight. He adds that governments and the stakeholders find it a problem because it needs a lot of funds and Manpower to Tackle.

However, Jeffery D. Sachs says the major policy problem is in low income activities to ensure, that investments like infrastructures, human capital and public administration should get channeled to lagging regions including slums, and to social groups excluded from the political progress and economic benefits.

Radio programs do focus on poverty alleviation

Many radio programs focusing on poverty alleviation have been introduced on Central Broadcasting services.

The table below shows responses made by respondents on radio programs focusing on poverty alleviation.

Table 3

RESPONSE	NUMBER	PERCENTAGE
YES	15	83%
NO	2	11%
OTHERS	1	6%
TOTAL	18	100%

Programs focusing on poverty alleviation also were among the factors supported by respondents were 83% agreed that radio has these programs.

The results were derived from a question on the interview schedule that stated:

Qn. What program do you produce?

What does it talk about?

Mr. John Ssemakula, Coordinator-Nsindika njakke, is quoted saying, radio since the last decade has aired many programs focusing on poverty alleviation.

This is evident where the researcher came across farmers having high yielding animals and crops got from projects initiated by CBS to eradicate poverty among their listeners and in the Country.

According to Clark (1991) radio tends to influence societies by providing accurate information on an issue say Development, Economic Policy and Strategy by various Institutions to control Poverty.

The rationale behind such an approach of influence is that many of the causes of under development lie in the Political and the Economic Structure.

(Hulme, 1997)

How does radio prepare to handle poverty alleviation programs?

There are various approaches radio prepared to handle poverty alleviation programs.

This was also got from the question the interview schedule, which stated that:

Qn what is the way forward on radio programs dealing with poverty Alleviation?

Mr. Kaaya Kavuma, Managing Director-Central Broadcasting Services is quoted saying radio would put in Place loan schemes called Entandikwa in various Counties to help their audience to fight the pandemic of poverty.

The Managing Director added, hybrid animals will be given in Various Counties especially those having affiliation with the Buganda Kingdom to help boost their household income.

However, it is worth noting that when Governments endeavor to give greater attention or weight to reduce Poverty, redressing Gender issues to combating Environmental Degradation or to involve the Poor and their communities in development decision making and resource allocation; it is likely to find its normal instruments adequate.

Economic policy, the provision of services and infrastructure regulations and market mechanisms are rarely detected towards vulnerable groups.

(David Hulme et al, 1997)

On the other hand, Sorious Samura CNN – journalist (2001) in his documentary *my African village* is quoted saying, radio should also try and fight problems that may lead to poverty, like Aids, political instabilities and tribal miss-understanding instead of trying to eradicate poverty problems, because the latter is bigger issue needs to be addressed with outmost attention.

Poverty Eradication programs on Radio

About 80 percent of the People in Uganda entirely depend on Agriculture for their livelihood and survival, one of the one of the most active Radios on sensitizing people communities about Agriculture

and Modernization and improvement of Yields is Cbs Radio through varies Programs including plan for Modernization of Agriculture have in most cases been Aired on Radio a case in Point is the Nsidika Nyanke Program which has encouraged farmers to grow various food varieties to end up Poverty in bid to end up Poverty and Starvation Through competition for example Farmers have won themselves with Varies categories of seeds to increase food varieties

4.2 Education

Either directly or indirectly through programs like Nsubi show the illiterate, and semi illiterate populations are taught ways through which basically fight Poverty they are taught through role play where different characters are given different responsibilities listeners assertion themselves themselves with such Programs and learn form them

This type of program is aired basically Sundays to give chance to Varies Listeners who could Participate in this Particular Period of the Day

Political Mobilisation

The Radio equally Airs programs like Agava A wameya a program which is Sponsored by Entebbe Municipal Cancel Aired at Sunday between 9- 10:00 Pm

Such a Political Program Educates the Masses about the Need to empower themselves Politically in order to Empower themselves Economically, the show is a radical exposition of the Ugandan Political life and an illustration of Gaps which probably need to filled up the role of community Participation in the in the Political Endeavour towards an Economic empowerment

The role of active community Participation would in matter of Politics obvious engage them in decision Making right thinking and Economical upheaval of the country

The famous Sunday omunatebe show is sponsored by Entebbe Municipal Council

4.5 Culture and the Media

Entada ya Buganda

This is a famous Program, which illustrates the greatness of the Buganda Kingdom and lovish lands Namely the Crown Land an Mallo Land, People who win competition are given Buganda Kingdom an attempt to fight Poverty through Land ownerships.

Tourism sector

Cbs Radio was basically a radio aimed at developing the Tourism both Buganda land and other relayed areas]

The radio has particular sports for in encouraging people to visit the Buganda Royal Tombs this has basically attracted political Programs

that Educates Listeners about the need to empower themselves Economically the show is a radical exposition of the Ugandan Political life and an illustration of gaps which probably need to be filled up the role of community Participation in the Political endeavor towards an Economical Development

The role active community are engaged in active political Endeavour to decide for themselves the future of their country an Political setup this decision Making Princess is very Active and rewarding in any Political endeavor

4.7 Health

Cbs is notable for mobilizing children and Adults to strictly follow the Immunization schedule, and Adults to strictly follow take their children for for Healthcare

Other Program Aired include may others the HIV AIDS awareness campaing among other likely Programs

Gender Equality

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

In conclusion, Central Broadcasting Services is located at Bulange Mengo in a Kampala suburbs, the city of Uganda.

C.B.S is a Radio owned by Buganda kingdom and employs about fifty employees, including presenters and non-presenters.

Lessons learnt

In fieldwork study with Central Broadcasting Services, the researcher learnt a number of lessons these include.

Setting up contacts, working relationship and initializing conversation with stakeholders, partnership system was also part of the lesson learnt.

Masterminding discussion items with supervisors and other stakeholders on poverty alleviation was also another lesson learnt during the fieldwork.

Prioritizing and analyzing problems faced by the community plus identifying and explaining causes and effects of different problems was equally learnt during the fieldwork study.

APPENDIX

The percentage of the Poor between 1990 to 2004 in the World.

Region	1990	2002	2004
East Asia and Pacific	15.40%	12.33%	9.07%
Europe and Central Asia	3.60%	1.28%	0.95%
Latin America and the Caribbean	9.62%	9.08%	8.64%
Middle East and North Africa	2.08%	1.69%	1.47%
South Asia	35.04%	33.44%	30.84%
Sub-Saharan Africa	46.07%	42.63%	41.09%

QUESTIONNAIRE

Greetings!

1. Do you think Radio is informing and Educating about poverty alleviation,

If so how?

What program do you produce?

(b) What does it talk about?

2. Has it to changed on peoples' lives?

3. What is the way forward on Radio Programs dealing with Poverty Alleviation?

Does radio face problems in its bid to alleviate Poverty?

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