

**COMMUNITY FM STATIONS AND POVERTY REDUCTION
IN KABALE MUNICIPALITY**

BY

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DECLARATION

I do hereby declare that this research presented is my original work and initiative and has never been presented to any institution of higher learning for any academic award. Therefore I am responsible for any errors and omissions.

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APPROVAL

I confirm that the work reported in this thesis proposal is carried out by the candidate under my supervision and submitted for examination with my approval.

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Date :.....*22-07-2014*

DEDICATION

This work is dedicated to my whole family, the Barisigara's who have all been therefore me in all aspects and given me tremendous support. Thanks you so much and may God richly bless you.

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I am greatly indebted to the contributions made by several people on this look to make it what it is.

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ACRONYMS

AIDS	Acquired Immune Defficiency Syndrome
CMCs	Community Multimedia Centers
HIV	Human Immune Virus
ICT	Information Communication Technology
I T	Information Technology
NAADS	National Agricultural Advisory Services
NGOs	Non Governmental Organization
PRSP	Poverty Reduction Strategy Paper
SACCOS	Saving Credit and Co-operative Societies
UBC	Uganda Broadcasting Council
VOK	Voice of Kigezi
WDR	World Development Report

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ABSTRACT

The study was carried out in southern division in Kabale municipality' in Kabale district on the of community FM stations towards poverty reduction. Rural development and urbanization are as a result of the incomes and savings generated from the lessons from radio programmes. This is increasing because of the more concentration of the community members and the sponsoring institutions.

The main objective of the study was to assess the role of community FM stations in poverty reduction. We look at poverty and its causes/indicators, the radio's effectiveness, challenges and solutions of community FM stations in trying to reduce poverty levels.

Exploratory research design was used to investigate the research problem. A sample size of 48 respondents was selected with the guide of stratified random sampling and simple random sampling. 40 respondents were the primary group and 8 respondents were the secondary group where the primary group was used for research findings. Questionnaires and observation were also used. Data was later analyzed by the use of qualitative and quantitative methods.

According to the findings application of radio programmes have reduced on poverty levels. However some constraints have interfered in this service delivery like illiteracy and delivery like difficulty in community mobilization, corruption and transport costs. Therefore, there is need to work hard and massive sensitization to be emphasized where constraints need to be solved.

CHAPTER ONE

THE PROBLEM AND ITS SCOPE

1.0 Background of study

Community FM station is very important in the context of poverty reduction and shaping economic and fiscal policies that are oriented towards poverty reduction especially the role of civil societies.

Prevalent in the context of ICTs and poverty reduction are multipurpose telecentres that combined with rural radio, provide typically phone, fax and computer/e-mail/Internet access in rural communities. They are set up with initial funding and aim at self-sustainable with time by offering commercial services and training. ICTs can be a strong health information dissemination tool for diseases like HIV/AIDS. In Zambia, for example, stigma is imaginatively addressed, the role of ARV drugs is better understood and youth have improved access to information through community-based telecentres (Gerster and Zimmermann 2003: 30). Prominent examples for telecentres are the UNESCO Community Multimedia Centres (CMCs).

The radio has also an important role in education, radio-backed training courses result in improved knowledge, attitudes and practices. Gerster and Zimmermann (Gerster and Zimmermann 2003:53) report that an overwhelming majority of people interviewed in their studies identified radio as the most appropriate and cost effective means of promoting information and communication for development.

Community FM stations are important, to target Gender-equality and empowerment initiatives especially women in ICT projects specifically to share resources and action strategies for women empowerment. On a community level experiences show, that community radios favour women to men, because radios require little skills to operate and broadcast. (Gerster and Zimmermann 2003:50)

In Indonesia Community Radio Primadona FM in Lombok Island has cooperated with the Cooperatives in the village to broadcast news and program about the Cooperatives and its activities. The initial idea is to inform on how the Cooperatives implement its activities in a transparent way. However, the program gave an important impact which is the increase of people trust and knowledge about the Cooperatives and the reduction in poverty

To understand the impact of Community FM station on poverty reduction, it is important to look at the nature of extreme poverty in poor countries. Poor countries are countries where more than one third of the population lives on less than one USD per day (World Bank 2000 cited by Kenny 2002:142-144). The main characteristics of poor people are: very low incomes, low standards of living, low investments and others.

Since the liberalization process in the media industry in 1994 in Uganda, there has been an experienced increase in the number of press and media outlets, especially in the broadcast media. Although print media still experiences difficulties in increasing readership, the Community FM stations maintain a strong and stable viewer base. Competition is stiff but most media are active and prospering. (Ibid)

In Uganda, the media plays a crucial role in improving the welfare of the people by highlighting issues like poverty, HIV/AIDS and increasing the level of public debate. The country continues to lack a Freedom of Information Act, needed to balance the playing field between the government and the press and to assist the press in fulfilling the role as a watchdog for government corruption. Since the end of Amin's regime in the mid-1980s, press freedom has improved. Journalists commonly work without harassment; however, occasionally reporters are pressured and even imprisoned.

The study looked at voice of Kigezi fm as a community FM station in relation to poverty reduction. Community FM station is a type of radio service that caters for the interests of certain areas, broadcasting material that is popular to a local audience but is overlooked by more powerful broadcast groups.

The term has somewhat different meanings in the United Kingdom, the United States, Canada and Austria. In the United Kingdom, the idea for originating community radio came in part from the situation of many illegal pirate radio stations having been established by the influx of Afro-Caribbean immigrants in cities such as London, Birmingham, Bristol and Manchester in the 1970s. Therefore, "community radio" remains synonymous with "pirate radio" for many people there, but despite the intentions being similar, the results are vastly different. (vok@inmul.com)

In Uganda the government used community radios for civic education on the rights of the people. Having a significant impact on livelihood strategies, it has increased local business and agricultural productivity, resulting in the formation of civic organizations and more constructive dialogue with local officials. (UNESCO 1996). Other researchers lists an increase in life expectancy, lower infant mortality, schooling outcomes and better functioning markets (Djankovetal. 2001 cited by Kenny 2002: 151.)

Community Radio V.O.K fm started in January 2000, by two young entrepreneurs, Engineers Ivan Mbabazi Batuma and Godfrey Mutabazi. It started with experienced staff especially those who had worked for long period with radio Uganda now UBC. It is located 300mtrs from the main taxi/bus park at plot 50 Mbarara road.

It started as commercial radio broadcasting in mainly local Rukiga and Rufumbira languages. Its main objectives were for entertainment, news,

community access to information, job creation for the youth in Kabale region to reduce poverty.

It covers 12 districts of Western Uganda, Kabale, Rukungiri, Ntungamo, Insigiro, Mbarara, Kiruhura, Ibanda., Bushenyi. Kasese, Kanungu, Kisoro, and Kamwenge.

1.1 Statement of the Problem

The poverty levels in Kabale have led to a reduction in people's standards of living. Some people can only afford the basic needs where most cannot afford good education. This is as a result of increased costs which has led to illiteracy and unemployment among the youth in the region.

According to Explore South Western Uganda by Ediirisa, the under employment percentage of labour force has increase from 6% to 12% for age group between 19-39, 9% to 15% for age group between 40-49 and 8% to 9% for are group from 50 and above, this we should realize are particularly un productive age groups.

The arrival of community FM stations like Voice of Kigezi (VOK) has embarked on sensitizing local people in an effort to reduce on poverty levels. People have been sensitized through radio programmes like Orukiiko, Tigabagomwe, Ruhondeza etc. People are equipped with knowledge about agriculture and farming, saving methods education etc.

Alleviating poverty is one of the millennium development goals set by World Bank to be achieved by 2015. Therefore there is need to analyze the effectiveness and efficiency of community FM stations in the reduction of poverty.

1.3 Purpose of the study

The purpose of this study is to examine the role community FM stations play in poverty reduction in Kabale district, particularly in the Southern divisional of

Kabale municipality. This study aimed at discovering the role of community FM stations in sensitizing people in the fight to reduce poverty.

1.4 Objectives of the research

1.4.1 General objective

To assess the role of community FM stations towards poverty reduction in the southern division of Kabale municipality in Kabale district.

1.4.2 Specific objectives

- To assess the effectiveness of community FM station in socialization towards poverty reduction
- To explore the methods used by community FM stations towards poverty reduction
- To assess the challenges faced by community FM station in trying to reduce poverty and their solutions.
- To find methods that can improve community FM stations output on poverty reduction.

1.5 Research Questions

The following research questions have been prepared to guide the study

- To what extent have community FM stations helped in reducing poverty?
- What methods have community FM station used in poverty reduction programmes and how effective have they been?
- What are the challenges faced by community FM stations during these poverty reduction programmes and their possible solutions?

1.6 Scope of the study

Data for the study was collected in the area of Kabale municipality which is one of the constituencies in Kabale district. It comprised of central, northern and southern division sub countries.

Kabale district is found in the south- western Ugandan and borders Rwanda to the south and Dr Congo to the west.

The study area is part of Kigezi which forms part of the central African highlands, a fertile mountainous area with tropical rainforest ranging from 1200m to 24000pm altitude (yield 1968)

According to the analytical report of Uganda population and housing casus, it has about 40,000 inhabitants, 70% who constitute the business community mainly in the central division and the rest of the population are in the peri-urban and rural areas practicing substance farming. Uganda Bureau of Statistics (October 2006), 2002 Uganda Population and Housing census.

Kabale municipality was selected for this study because it houses many community FM stations including the case study, Voice of Kigezi. It's strategic location facilitated the research process in terms of collecting data and providing ideas and experiences on coverage which covers a population of about 12 million people which is equivalent to 400sq/km and programme development especially on poverty reduction like "Orukiiko" and feedback from the communities being served.

1.7 Significance of the study

- Alleviating poverty by 2015 which is a Millennium Development Goal set by World Bank to realize development through several programmes to eradicate poverty
- Identify vulnerable groups and see how their problems can be addressed in poverty reduction programmes.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

Thus chapter reviews and assess reports of prior studies, observations and opinions related to the designed study. It helps the researcher appreciate and understand the research that has already been done by different scholars in this field. Fraenkel & Wallen (1990). The review encompasses various writings and discoveries on community FM stations and how they have helped in poverty reduction.

Poverty has many dimensions. In addition to low income, being below poverty line, illiteracy , poor health, gender inequality and environmental degradation are all aspects of being poor (Deverajan and Reinikka,2003). These is a proportionately large youthful population among the poorest 20% in the urban areas in the central and western regions. Overall, women constitute the majority of the poor 51% with the female and children constituting the largest share of the poor. The poor female youthful population is more striking in the urban areas. In addition, it has been shown that due to unfair gender relations, women face difficulties in terms of access to and control of productive assets such as land, education and skills.

2.1 Role of community FM stations towards poverty reduction

According to a survey commission buy development Networks of indigenous voluntary Association (DENIVA) and Information Network (IN) May –June 2007 in Ugandan the developments of ICTs have increased income inequality within a country and thus relatively good education and special skills are require to make full use of it. An increases of ICT was due to various factors like the favorable policy environment reduction of tariffs on electronics, increase in use and availability of refurbished computers, affordable cost of new electronic equipment it is used in these FM stations and the increase in number of NGOs and private sector initiatives.

According to Giovanna Procacci in his essay on social economy and the government on poverty, he argues that neither neo-liberal economic policies or socialist interventionist policies have been aimed at eradicating poverty as such. Neo liberal economic policies focus on the creation of wealth or the economically fortunate parts of the population whereas social economic policies aim at making poverty manageable for government. The latter is, according to him, directed at designing potentially explosive elements of the poor by providing social welfare in all its various aspects, but to stop short of allowing freedom and independence for economically social allowing freedom and independence for economically poor people to choose for themselves whether or not and in which ways to improve on their condition of poverty.

Finally he concludes that "it is not poverty as the stigma of inequality that is combated but pauperism understood as a cluster of behaviors a carrier of difference."

According to Amartya Sen (1999:291) Freedom is concerned with processes of decision making as well as opportunities to achieve valued outcomes. In his book *Development as Freedom* Sen focuses on five individual freedoms of which individual political, social and economic freedoms are discussed in this dissertation in relation to rural development. He argues that the extent of individuals development sphere of self empowerment. Sen primarily addressed the importance of the individuals freedoms in relation to development in general but also points at the importance of public discussions the role of mass media in information exchanges the formation of values, popular political participation and the identification of development needs in particular. More implicitly Sen stresses the importance of information dissemination by highlighting the importance of education and health care to increase individual political, social and economical freedoms

According to Agnes Callamard (page 26) in *Media Development and Poverty Eradication*, poverty eradication entails fundamental reforms to promote broader political participation, to ensure accountability and transparency of government and to create a strong role for community groups in policy making. She adds that a free flow of information strengthens accountability and transparency, prevents corruption and increases the capacity of community groups to participate in policy making.

Chang Teck Peny (page 37) in Malaysia, poverty debate is shackled by Draconian laws. According to Mahathir Mohammed who banded for “Asian Values” and presided over a period of rapid modernization said that if people were handing innovative and in their belts, they would enjoy good prospects in life.

The governments view was that the role of the media was to support the official position and persuade people to change their attitudes. Further more the media has allocated some space for the disadvantaged individuals and families in various programmes.

In Bellagio Statement on Media Freedom and Poverty, Steve Buckley says community media has contributed to economic globalization and has enabled new international social movements to proliferate. But it also threatens to amplify the gross, symmetry in people’s access to information and communication. While enthusiasm for the liberating potential of the internet rose alongside its stocks market success and perhaps waned with it too. It also brought a wider awareness of the importance to access to knowledge and information that has in turn brought a renewed interest in tradition medium like radio (Ibid)

Tele-communication sector reforms have developed significant private investment in networks and community media. In the past few years a large

effect occurred in Africans tele-communication sector resulting in a flurry of reforms activities which put the continent at par with the developments in other regions (Jereme, 1999). Over the past decade. Africa make considerable progress increasing access and the number of telephones per capita increased from below 1% in 1990 to 5% in 2002 mobile technology penetrated widely in Africa. Fuelled by competition and the introduction of prepaid services, growth of mobile cellular and other wireless technologies in the past few years,.

2.3 Indications/causes of poverty

Economic liberation, distribution and poverty edited by Rob. Vas , Launce Taylor, Richard Pover de Barrow in the 1990s the study finds the structural shifts resulting from the reforms process like greater demand for skilled labour saving investments in modern economic sectors are major underlying causes of poverty leaving aside same expectations

According to Caroline M. Robb “Can the poor influence poverty”, the WDR 1990 place considerable emphasis on the lack of health and education as dimensions as well as causes of poverty, lack of material resources, ill health, low income and low consumption poor nutrition, powerlessness, vulnerability, lack of respect and dignity, lack of trust in formal institutions because of corruption and irrelevance.

2.4 Challenges faced by community FM station in trying to eradicate poverty among communities.

According to media development and poverty eradication by the United Nation, Education , Scientific and Cultural Organization (Pg 65) it say a media company is not fully independent unless its financially healthy, without sufficient financial resources a new as organization lacks the muscle to defend freedom of the press or free expression. The problem is that many governments have no expertise in the media field. They are afraid of dealing with media

companies and therefore leave it to grass root organizations and journalist unions.

According to the Broadcasting Council of Uganda, it is revealed that there is lack of co-ordination among the existing policies and guidelines in the various channels in communication so as to create a singular national framework under which the country is to operate. Secondly both electronic and print media are still elitists, urban centre and vertical in nature reducing rural communities to recipients rather than participants in sharing ideas, processing and disseminating information for development. Due to out of man broadcast stations, one of the major complaints against Community FM station is that little attention is given to journalistic excellence and the news and stories are to center around the interest of relatively a small section of the community. More of the above, the biggest challenge facing Community FM station / community FMs in Uganda is the impending transition of Uganda's politics.

According to Richard Gerster and Sonja Zimmeram Act 03 ICT, community FM stations can be an answer to many accessing problems in the local community face for example Radio Apac has enhanced community and dissemination of information with the results i.e. benefits in agricultural production, increased turn over of immunization, high voters attendance of elections, strongly reduce corruption and improve security but they are mainly affected by inadequate infrastructure and insufficient staff.

(<http://www.interconnection.org/radiapac/home.htm>)

2.5 Way forward of improving community FM stations

According to Charnai statement in up scaling pro poor ICT and practices, these are significant challenges in the transition to scaling up poverty reduction through the use of ICTs in national strategies. In terms of retaining local ownership, capacity building in local communities' sustainable development between models and defining the level of institutional and public sectors support is advocated for. National level advocacy is the key for uprising and in particular the younger generation should be reached. Global coalition advancing empowerments improvement and security of the people in poverty including gender equality, education, health and democracy are an effective and efficient channel recognizing the complementary roles of government, the public sector and civil society and buildings a Multi Stake holder Partnership (MSP) becomes a priority.

A truly participatory process involving substantive discussions about poverty reduction will be difficult to manage and may be fraught with tension. It will require with the less than a change in political culture by all sections of society, an essential of the process of the societal transformation” that is an integrate to development. Such information consultations should help play the ground work for a more structural discussion on how best to involve civil society. They will make it possible to identify and articulate the concerns of civil society and any apprehension there may be on the part of the government. (Civil society partition in Poverty Reduction Strategy Paper (PRSP_ Accra May 2000)

The analysis of the present media Broadcasting council in Uganda is hoped that the impending broadcast policy will address these imbalance and help stretch the relevance of a few privileged people. The success of the Community FM station will be judged by law it promoted political relevance, diversity in opinion and social cohesion.

2.6 Missing gaps

According to Mike de Villiers' article, in the book *Media and Development*, he says too often the lack of free and independent media or manipulating has caused increased poverty and suffering. The collapse of the former Yugoslavia, the ethnic killings that followed and the resulting impoverishment of large swathes of the population is the best known example. In the hands of the corrupt, media are equally powerful means of spreading misinformation and creating isolation, ignorance, inequality, violence and poverty.

According to Richard Gerster and Sonya Zimmerman October 2003 in the book, *IVCTs and poverty Reduction in sub-Saharan Africa*, the limitations of internet access in the region should be kept in mind when assigning pro-poor priorities in the next phase. The program creates a number of products using the internet as groups and connections. In today's Africa context access to the internet is very restricted. The one world radio members' survey shows that even with internet access, poor IT infrastructure, including the slow speed of downloads and the lack of training prevents members from using the audio exchange database effectively.

The poor have inadequate access to information, technology, expertise and resources. Communication is no longer limited to electronic radio or TV; digital technology can provide access to the disadvantaged in rural areas to telephones and fax services, emails internet and electronic database and libraries. This information should radiate out so that the poor can learn. There is therefore a need to focus research on design, test and learn from innovative Community FM station based strategies, supported by ICT on strategies and ways of increasing participation of the poor in governance, make use of market information and increase their access to a variety of resources to address the basic issues of poverty reduction.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter establishes methods, procedure, study area and technique used in conducting an effective study. It utilized the descriptive method of research that helps gathering information and data based on the role of community FM stations to towards poverty reduction in Kabale municipality, Kabale District.

It involved research design, sources of data, data gathering instrument, validation of the instrument, data collection, sampling procedure, data processing and data analysis

3.1 Research design

The research used the descriptive method where inquiry into the phenomenon provides reasons as to why that phenomenon exists the way it is. In this case, the two variables are community FM stations and poverty reduction and the research looked into their relationship.

3.2 Study population

The population under study included, people in their households in Southern division. According to the 2002 Uganda Population and Housing Census Report, November 2002, Southern division had a total population of 15,320 (3.3%) where 7,744 were males and 7,576 were females with in an average household size 41% and males over 100 and 102 females.

Table 1: Total population by wards, sex, number of households and average house hold size

Parish	Households	Male	Female	Total	Size
Karubanda	650	1,605	1,949	3,554	4.6
Kirigime	1,132	2,606	2,192	4,798,	3.6
Mwanjari	1,041	2,460	2,253	4,713	4.1
Rushaki	491	1,073	1,182	2,255	4.5
Southern division	3,320	7,744	7,576	15,320	4.1

Source: Field Data March 2014

3.3 Sampling

3.3.1 Sample size

The study targeted 48 respondents in southern division in Kabale municipality in Kabale district as a representative of the region. The 48 respondents were selected randomly irrespective of their occupation, age, status gender and position in society.

40 respondents were the primary target groups where 10 respondents were from each of the 4 wards to be used.

8 respondents were secondary target group to be selected randomly from Voice of Kigezi employees.

3.3.2 Sampling selections

I used stratified random sampling since there are 4 stratum; Rushaki, Mwanjari, Kirigime and Karubanda. It was possible to get separate estimates of population parameters without making additional sampling.

A simple random sample was taken from each stratum and the sub samples joined to form the total sample. This is used because of administrative convenience since the cost of conducting sampling is less for stratified random sampling.

3.4 Data collection methods

This research employed both primary and secondary data

3.4.1 Primary data methods

Data was collected using questionnaires, observation. Questionnaires were used because they eliminate response errors between the interviewer and the respondents and they also allow the respondent to make consultation in case of no immediate answers thus getting the right information.

Primary data was used because the researcher gets first hand information and it is a valuable source.

3.4.2 Secondary data

This was obtained from the already researched literature by researchers from publications, annual reports, radio programmes etc. It is a cheap source of information.

3.5 Data Analysis

Data was analyzed and presented using both quantitative and qualitative methods. Questionnaires and narratives were analyzed, where desired graphs, pie charts and tables were utilized. Similarities and differences that exist among people in southern division were looked at. Narrative analysis was considered because the narrative system suits the goals of research and there was less control in terms of both sampling and context of the narratives.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents the findings from the study and the discussions made according to the role of community FM station towards poverty reduction, its effectiveness in sensitization to the community members in poverty reduction, challenges faced by the community FMs and strategies in poverty reduction.

This chapter starts with looking at the socio- economic characteristics of the respondents in terms of their sex, age, marital status, education level and occupation.

4.2 Socio-economic characteristics of respondents.

The socio-economic characteristics of respondents were presented and analyzed in terms of sex, age, marital status, level of education and occupation as below

4.2.1 Sex distribution of respondents

According to the research findings from the community members, the sex was that most of the respondents interviewed were females who constituted 26(54%) while the male respondents were 22(46%)

Table 2: Sex dimensions of respondents

Sex Ratios	Frequency	Percentages
Males	22	46
Females	26	54
Total	48	100

Source: Field Data, March 2014.

The given unequal sex distribution was attributed to the fact that most women constitute the majority of the poor since they fall under the marginalized group. It has been shown that due to unfair gender relations, women face difficulties

in terms of access to and control of productive assets such as land, in addition to education and skills.

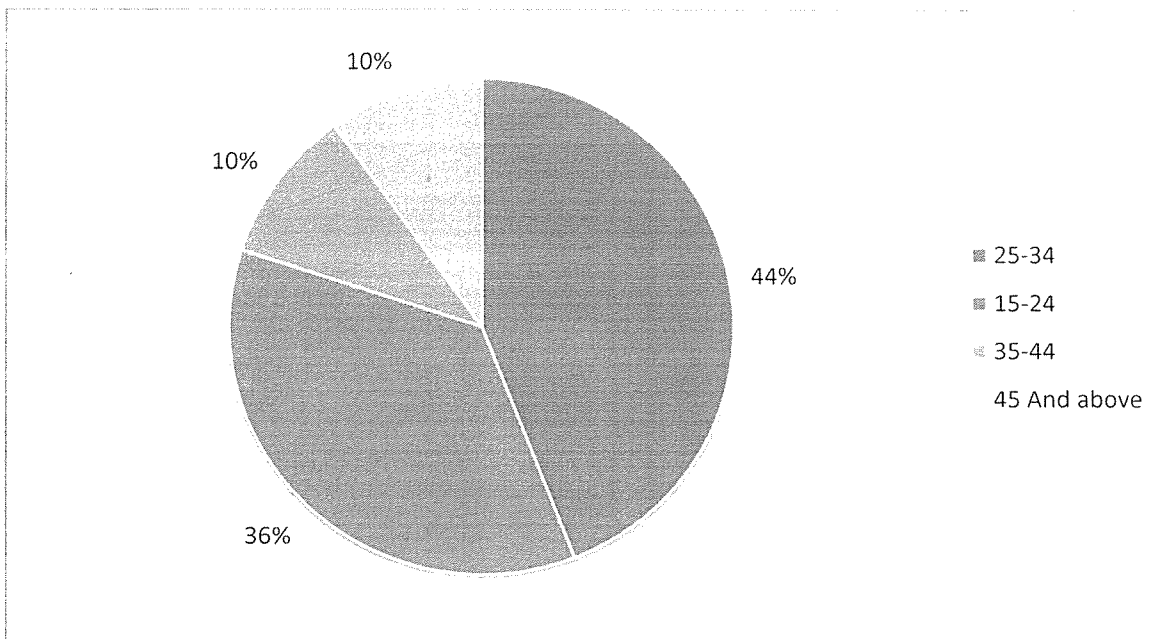
Male respondents on the other hand are bread winners of the household income and have access to property and assets. They are believed to be great thinkers, hardworking compared to the females.

However both the females and males have worked together to reduce poverty in Southern Division in Kabale Municipality

4.2.2 Age ratios of the respondents.

According to the research findings, most of the respondents were in the age range of 25-34 years, other respondents were in the age range of 15-24, 35-44 and 45 years and above.

Figure 1: Showing Age ratios of the respondents



Source: Field Data March 2014

Basing on the above pie chart and the findings it can be observed that the number of respondents decreased with the increase in years. This implied that

most respondents lied in the youth, working age groups and productive stages whose level of understanding and hard work was quiet high.

According to the findings, most respondents totaling up to 21(44%) were in the age bracket of 25-34 years. This age group is productive, very active arid strong to work hard and improve on their standards of living in poverty reduction and these certainly had families.

The respondent's ages 15-24 were 17(36%) were young and depending on their families since the majority were students.

The other set of respondents 35-44 years totaled to 5(10%) is relatively with a low percentage it being that they are in the retarding years which are unproductive mainly in the farming sector yet it's the main source of income in the region.

The least respondents were in the age bracket of 45 and above totaled to 5(10%) and these were quiet old than the other age groups in the study. However, their involvement in poverty reduction had reduced since most of them had retired and were vulnerable.

4.2.3 Marital status of the respondents.

The marital status of respondents include singles, married, divorced and others as shown below

Table 3: Marital status of respondents

Marital status	Frequency	Percentage
Single	15	31
Married	31	65
Divorce	1	2
Others	1	2
Total	48	100

Source: Field Data March 2014.

The above table shows most respondents were married totaling to 31(65%). These respondents have families to look after and the demand was so high. This requires hard work and commitment so as to improve on their incomes, investments and reduce on the expenditure to improve on the standards of living among the households.

The other category was totaling to 15(31%) who were singles. Most of these singles were single mothers, family heads and they have to support their dependants financially, economically and socially to reduce poverty levels in their households, while others were still in school.

2(4%) Respondents were divorced, separated and widowed. These ones had families in one way or the other but also had knowledge about poverty reduction issues but didn't have dependants to bother them with the situation.

4.2.4 Education Level of respondents

From the findings, it was learnt that most of the respondents had attained education as far as formal education is concerned.

Table 4: Education level of Respondents

Education level	Frequency	Percentage
Tertiary	33	69
Secondary	12	25
Primary	2	4
Others	1	2
Total	48	100

Source: Field Data March 2014

According to the research findings, most respondents had attained tertiary education 32(69%) meaning that they were educated. This category of respondents included teachers, house wives, incomes and sustainable economic growth with lower fertility rates. Besides these respondents have been informed about poverty reduction measures and programmes on voice of Kigezi

12(25%) respondents had attained secondary education. They had experience in reading and writing besides that, this category is composed of adults mainly although with little knowledge compared to tertiary, they face difficulties in applying the new methods of poverty reduction issues especially in agriculture since they were used to subsistence methods.

Respondents totaling to 2(4%) had attained primary level of education. These had attained primary level of education. These had little knowledge about the education system since they lived in poverty. There was no money to take them to a higher level of learning.

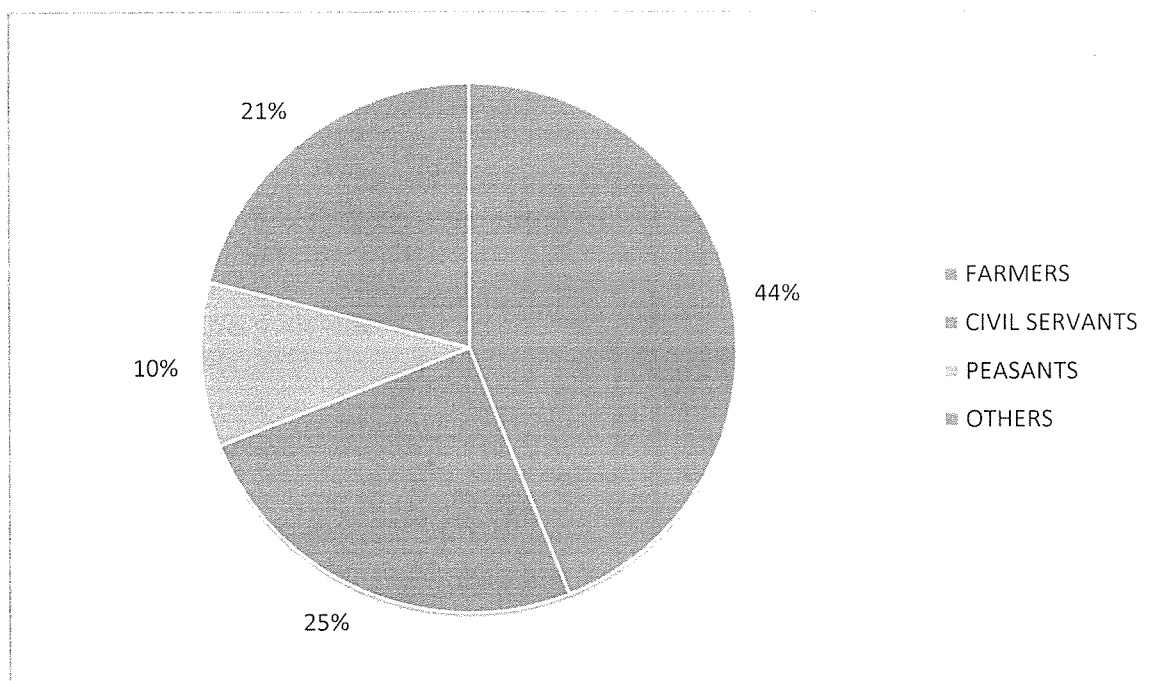
According to the study carried out, education levels matter in poverty reduction issues because the higher the level of education, the higher the level of sensitization, hard work and understanding

“One works hard when he or she has attained one some education because ‘it’s the corner stone of one’s understanding” one elder Mr. E.Bisamunyu said

However there is importance of education and healthcare to increase individual, political, social and economic freedoms. (Sen, 1999; 291)

4.2.5 Occupation levels of respondents

Figure 2: Showing Occupation of Respondents



Source: Field Data March 2014

The occupation levels of respondents were mainly farmers who constituted 21(44%). Most of the households income is from agriculture that largely

constitutes subsistence farming. Females are mainly in charge of digging while males usually clear bushes.

Respondents totaling to 12(25%) were civil servants who basically included teachers, local government employees and others. Most of these are quiet busy, reached old age and didn't see it necessary to concentrate on poverty reduction programmes but only listen to news and death announcements. Most of these programmes don't consider them especially the teachers.

The peasants who were 5 (10%) were too poor to even have their own radios since they can't afford to maintain them this means they depend on the farm owners on which they work and fellow farmer for agriculture knowledge.

The other category of respondents were 10(21%) who constituted students, business men etc.

4.3 Programmes on VOK about poverty reduction

Respondents have different favorite programmes to listen to and among them are those that tackle poverty eradication like Ruhondeza, Orukiiko and Tigabagomwe.

Ruhondeza airs from 06:00 am to 10:00am from Monday to Friday. This programme encouraged people to be early risers and start work early. It also teaches people on ways in which to tackle poverty and improve their standards of living.

"I used to oversleep in the mornings but the arrival of "Ruhondeza programme has made me an early riser and this has improved on my bakery business incomes. I feel guilty when am still in bed at 6:00 am"
Nisiima Catherine a bakery owner.

Orukiiko airs on Saturday from 09:00am to 12:00am while Tigabagomwe airs on Sunday from 02:00pm to 04:00pm. These two programmes bring in people who educate the public on farming, saving, politics and so many others things that affect the general community. These people are usually experts in the field, government officials or experience and successful persons. The main reason for this is to help sensitize the public on way to fight poverty.

4.4 How individuals have benefited from the radio programmes.

Table 5: Individuals benefits from the programmes

Responses	Frequency
Acquired agricultural skills	32
Acquired knowledge about saving	18
Acquired skills for small scale projects	9
More insights in business entrepreneurship	6
Life skills that empower hard work	5

Source: Field Data. March 2014

In Southern Division in Kabale District, individuals have benefited differently from the poverty reduction programmes on voice of kigezi.

32 respondents acquired agricultural knowledge through the massive sensitization with NAADS. This programme provides seeds and seedlings, farming equipments which have enabled the farmers to improve on their farming systems, how to grow high yielding crops from current sub- agriculture farming.

18 respondents acquired knowledge about saving from these radio porgrammes which has helped the fight poverty. This has been done especially through SACCOs like Kirigime SACCO that has been greatly encouraged.

9 respondents acquired developmental skills to carry out small scale projects like animal rearing, poultry keeping and rabbit rearing which have been sources of income to most of the households in the area of study thus reducing on poverty levels.

The other 6 respondents indicated that more insights in business entrepreneurship were obtained. A number of community members were engaged in small retail businesses like grocery shops, secretariat bureaus, second hand clothes and stationary shops.

The least category of respondents was 5 who had acquired life skills that empower hard work. Here we look at creativity and innovativeness that included informal sectors like watch repairing, saloon owners and street vendors.

4.5 How the government has sensitized the public through community FM stations.

The government has sensitized the public through different ways.

Table 6: How the government has sensitized the public

Responses	Frequency
Through NAADS	21
Through SACCO's	19
Government official sponsorship	14
Others	10

Source: Field Data March 2014

Through NAADS

Respondents 21 had responded to the radio announcements where government officials and responsible parties were hosted by the radio management to meet NAADS coordinators in their respective village groups and women groups to

receive farming equipment, seedlings and others. In the process AAMP (Area based Agricultural Modernization) was also introduced which produced extensive agricultural workers. Bakiga are believed to be agriculturalists growing sorghum, peas, millet and beans. It was of advantage to them especially the locals who depend on agriculture as their source of income.

“I acquired my first zero grazing cow in 1997 from PAP (Poverty Alleviation Project,) an NGO which helped the rural poor to start up something especial Lv in rural areas, currently I have more than 10 cows from that one and on a large scale farm” Mrs. Peninah Nalongo a house wife.

(b) Through SACCO's

19 respondents had formed saving groups among themselves in order to improve on the income levels and savings so as to reduce poverty like Kirigime SACCO, Mwanjari women group which is hired for catering services on functions, burial ceremonies and others.

(c) Government official's sponsorships

14 respondents indicated that the government official's sponsor most of the radio programmes in buying air time, through adverts, safety incase they host an important official like the president, ministers to mention but a few.

(d) Others

Other sensitization programmes by the government included promotion of NGO's that fight against poverty like AFRICARE Uganda, Africa 2000, CARE to mention but a few, education sponsorships to help unable parents, improvement on the infrastructural development and family planning.

4.6 Measures on how poverty reduction issues can be handled

Research findings show that there are both short term and long term strategies to poverty reduction by the local community, the government and donor funders who include NGO's, private Institutions and concerned agencies.

Table 7: Measures on how poverty issues can be handled

Responses	Frequency
Massive sensitization	25
Utilize planning skills and hard work	15
Provision of subsidized interests	4
4Reduction on taxes of imported machines	3
S3lash on the interest rate	3

Source: *Field Data March 2014*

25 respondents suggested massive sensitization as the best measure to reduce poverty levels in the area of study basically carried out by the Civil Society Organizations. These have expertise in translating complex materials into timely, accessible documents and in designing and delivering training courses especially targeted at non- technical audiences. This increases public awareness and the potential impact on the lives of the citizens.

15 respondents suggested that utilizing planning skills and hard work would be the other way of improving poverty since its through hard work and proper planning skills that lead to poverty reduction. This reduces on the unnecessary expenditures, shortfalls and overruns which are supposed to incorporate inputs from the various stakeholders.

Provision of subsidized interests with 4 respondents was the other measure suggested to reduce poverty. Respondents under this category believed that when a subsidized interest rate is given for the small loans given to them then they can save some money for up keep to improve on their livelihood.

Reduction on taxes of imported machines like transmitters, radio equipments, mixers to mention but a few and a slash on the interest rate with 3 respondents was the strategy with the least responses. The locus should be on

limited number of local tax bases and ensuring transparency and awareness by the tax payers plus local revenue departments. Tax revenue reforms include market dues, private tendering system, business and graduated tax.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

From the research findings, the presentation in most of the radio programmes on Voice of Kigezi has been improved, for instance sponsors have come up especially Multi National Companies, and active, innovative presenters have been employed to entice the community members to listen to these programmes.

5.1 Conclusion

It is indicated that there has been an improvement in the poverty levels compared to the past years in southern division. In addition the average asset ownership has seen marginal improvement. This reemphasizes strengthening the concerned efforts towards poverty reduction by both streamlining the existing government poverty reduction frameworks and empowering other stakeholders to make a significant contribution.

Based on the study findings, the effectiveness of community FM stations in sensitization of the community to reduce poverty was clearly addressed and poverty reduction programmes were enlightened to the community members.

Based on the study findings, challenges faced by community FM stations in trying to reduce poverty were also put across and the solutions to the challenges were highlighted to the community members.

5.2 RECOMMEDATIONS

On the basis of conclusion, the following is recommended

Voice of Kigezi is commercially based and most of the local people are poor to afford the services provided, being a community radio it should be more commonly a non- profit and noncommercial using licensed class band transmitters so that the rural community can also benefit.

According to the study findings, some groups were not considered when it came to these poverty reduction programmes like teachers. It should offer a variety of news and information programming geared towards the local area particularly those that are poorly served by other major media outlets arid the existing programmes.

Both the government and the community members should take serious action in preventing corruption since this shows indiscipline that leads to poverty. The government should cut back on the spending objectives which are not priorities like public administration in order to release resources to the highlighted productive sectors.

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APPENDIX I
A QUESTIONNAIRE FOR THE EMPLOYEES OF VOICE OF KIGEZI

KAMPALA INTERNATIONAL UNIVERSITY
COLLEGE OF SOCIAL SCIENCES AND HUMANITIES

I am Ndyabawe Pearl, a student at Kampala International University pursuing an undergraduate degree in Mass Communication. Am carrying out an academic study about “Community FM stations and poverty reduction”

The information given is mainly for academic purposes only and will be treated with the highest degree of confidentiality.

SECTION A: BIOGRAPHIC DATA

I. Name (optional)

.....

2. Sex

(i) Female

(ii) Male

3. Age

(i) 15-24

(ii) 25-34

(iii) 35-44

(iv) 45 and above

4. Marital Status

(i) Single

(ii) Married

(iii) Divorced

(iv) Others specify.....

5. Level of Education

(i) Tertiary

(ii) Secondary

(iii) Primary

(iv) Others Specify.....

6. What position do you hold at the radio station?

.....
.....
.....

SECTION B: RELATIONSHIP BETWEEN POVERTY REDUCTION AND COMMUNITY FM STATIONS (Voice of Kigezi)

7. (a) Is poverty reduction among the core values of Voice of Kigezi?

Yes

No

(b) If yes, how do you achieve the above objective?

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.....
.....

(c) If no, in which other ways does the community benefit from the radio?

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.....

8. What specific programmes discussion poverty reduction and how often do they air?

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9. How have those programmes affected the local community

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.....

10.what are the challenges faced while trying to carry out poverty reduction programmes?

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SECTION C: WAY FORWARD

11. What strategies /measures have you put in place to solve the challenges faced by community FM stations in trying to reduce poverty?

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.....
.....
.....

Any other comments to make?

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.....
.....
.....

Thank you for your co-operation.

**APPENDIX II:
A QUESTIONNAIRE FOR COMMUNITY MEMBERS**

**KAMPALA INTERNATIONAL UNIVERSITY
COLLEGE OF SOCIAL SCIENCES AND HUMANITIES**

I am Ndyabawe Pearl a student of Kampala International University pursuing an undergraduate degree in Mass Communication. Am carrying out an academic study about “Community FM stations and poverty reduction”

The information given is mainly for academic purposes only and will be treated with the highest degree of confidentiality.

SECTION A BIOGRAPHIC DATA

1. Name of Respondents (optional)

.....

2. Village

.....

3. Sex

(1) Female

(ii) Male

4. Age

(i) 15-24

(ii) 25-34

(iii) 35-44

(iv) 45 and above

5. Marital Status

(v) Single

(vi) Married

(vii) Divorced

(viii) Others specify.....

6. Level of Education

(v) Tertiary

(vi) Secondary

(vii) Primary

(viii) Others Specify

SECTION B. RELATIONSHIP BETWEEN COMMUNITY FM STATIONS AND POVERTY REDUCTION

7. What type of business are you engaged in?

.....

8. Do you have a radio?

(1) Yes

(ii) No

(a) If yes, do you listen VOK and why?

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.....
.....

(b) What are your favorite programmes on VOK?

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.....
.....

(c) If no, what are the sources of information accessible to you?

.....
.....
.....
.....

9. Have you ever listened to any poverty reduction programme on Voice of Kigezi?

(i) Yes

(ii) No

(h) If yes, what are these programmes?

.....
.....
.....
.....

(c) how have you benefited from each of the above programmes?

.....
.....
.....
.....

SECTION C. WAY FORWARD

10. Do you think the government is effectively utilizing the radio station to sensitize the public about poverty reduction?

(a) Yes

No

(b) If yes

(i) In which ways has the government done so?

.....
.....

(c) If no, what do you think the government should do?

.....
.....

