THE ROLE OF COMMUNITY MEDIA IN FIGHTING BEHAVIORIAL PROBLEMS
AMONG THE YOUTH: A CASE STUDY OF RWENZORI FM 89.7.

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DECLARATION

I SSEGAWA DENIS, hereby declare that the work in this research proposal is entirely my work except where stated and it has never been submitted at any award at this University or another one

Signed...

Date...

APPROVAL

This is to certify that the research dissertation for SSEGAWA DENIS, has been done under

My supervision and is ready for submission to the faculty of social science for the award of

Bachelor degree in mass communication of Kampala International University

Signature..

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Date......28/09/2018...........................

DEDICATION

This work study is dedicated to my father Mr. Destato Kamara, my mother Mrs. Mary Kunihira my sisters Ruth, Edrine, Jackeline, Angela my brothers Fred Jovenari and my entire family members for all the support they gave me throughout my academic times, also my academic supervisor Mr. George Mulungana Mukembo for all the guidance he gave me throughout my research period and all my friends for standing by my side during my studies especially Christopher, Myket, Simon, Kenneth

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WHO.........WORLD HEALTH ORGANISATION

FM............FREQUENCY MODULATION

HQ.............HEAD QUARTERS

I.V.............INDEPENDENT VARIABLE

C.M.............COMMUNITY RADIO

UCC............UGANDA COMMUNICATIONS COMMISSION

MOH............MINISTRY OF HEALTH

ABSTRACT

The aim of the study is to establish the role of community media in fighting behavioral problems among the youths with a clear focus on Ruwenzori FM. The study was guided by three Objectives namely; To examine the type of content broadcasted on community media, how it fights behavior problems among the youth, To exam the roles played by media towards fighting behavioral problems among the youths and To exam the challenges faced by community media in fighting behavioral problem among the youths. The questionnaires were analyzed through descriptive analysis and have been presented in forms of percentages and tables, a sample of 50 respondents. The researcher recommends that the radio station should ensure that message against behavior problems should be ran thought the day since all youths catch the after lunch showDue to its accessibility radio remains the major source of information to a majority of the population as compared to other medium like television which may not be easily accessed. Thus making it the suitable channel to be used to fight behavioral problems among the youths. Among all categories of radios, community radios play an important role in all aspects of community development therefore can be used as a tool to fight behavioral problems among the youths. This can be achieved through the development of suitable, inclusive and peaceful programs targeting all community members

CHAPTER ONE

1.0 Introduction
This chapter presents a discussion on the background of the study, statement of the problem, purpose of the study, research objectives, and research questions, significance of the study, conceptual framework and definition of key variables.

1.1 Background of the Study
According to Baran (2009) communication is a fundamental element in life that forms the foundation of human society. For effective communication to take place, it is important to use the right communication channel. For this reason, this will delve into exploring community radios as important tools used in communication to fight behavioral problems among the youths.

Among other electronic medium used in communication such as television and internet is radio. Studies by Myers (2008) and Baniya (2014) showed the big role played by radio in influencing listeners. Beyond its reach and its interactive nature, radio catches the interest of many audience mainly because of its feature and function (Myers; Baniya, 2014)

Its accessibility and audio capability enables it to reach masses in a short time. As alluded earlier, it also encourages interaction among the audience giving them a platform to air their opinions. According to Baniya (2014), radio functions as an educative, informative and an entertainment tool. These features and functions gives reasons as to why radios are used as the communication tools to masses (AMRC, 1998; Baran, 2009).

Radios can be divided into four categories; commercial radio, State-owned, International Radio and community radio (Myers 2008). This research study will focus on community radio as a communication medium that can be used to fight against behavior problems among the youths.

The characteristics of community radio make them stand out as they work within a specific community to meet their needs. They are established by the community, for the community and are required to work with the communities they exist in thus making them vital instrument in influencing social change and development at the grass roots level (Myers, 2008; Baniya, 2014; Javuru, 2011).

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A report from European council of ministers (2009) defines community media as the broadcasting whose ownership and management is representative of the community, which pursues a social development agenda.

According to theAfrican Charter on Broadcasting 2001, Community broadcasting is broadcasting which is for, by and about the community, whose ownership and management is representative of the community, which pursues a social development agenda

Community media can be generally defined as those which are independent, not-for-profit, and governed by and in the service of the communities they serve. They form an important "third pillar" of media, alongside commercial and public broadcasters, and are a crucial part of a healthy, pluralistic media sector. In most cases, community broadcasters are understood as privately owned radio and television stations, as opposed to the public media (which may also have local outlets, especially radios).

Myers (2011) provides a comprehensive definition of community radio as 'radio by and for the community, be it a physical community or a community of interest, with an emphasis on community ownership

Dahal (2013) defines community radio as having the following characteristics: 'community ownership, control and participation; non-profit orientation; and development-centered activities the author adds that a key function of community radio is to enable people to have a say in the decisions which affect their lives. Community radio, told in this way, can be seen as a panacea for segregation and exclusion.

. According to Ofcom (2004), communities served by community radio stations include people who live, work or undergo education or training in a particular locality, or people who have one or more common interests. As can be seen then, the communities served by community stations can be geographic, ethnic, cultural, social or other communities of interest.

Community media can be print or broadcast, as well as online and may publish in local languages.

Ruwenzori FM is a private local radio located on high street Ibanda Municipality Ibanda District Western Uganda, operating at a frequency of 89.7 it was started in 2006 to provide both local and national information to an audience within a radius of 150km and also promote development in those various parts of western Uganda in accordance to UCC 2012

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Behavioral problems can be defined symptomatic expression of emotional or interpersonal maladjustment especially in children (as by nail-biting, enuresis, negativism, or by overt hostile or antisocial acts)

Behavioral problems, also known as disruptive behavioral disorders, are the most common reasons that parents are told to take their kids for mental health assessments and treatment. Behavioral disorders are also common in adults. If left untreated in childhood, these disorders can negatively affect a person's ability to hold a job and maintain relationships.

According to the National youths council (2009) youths are persons aged between 15 years and 18 years. Like in other developing countries, Ugandan youths are faced with behavioral problems which are associated with excessive alcohol consumption, Violence, Drug abuse, fighting among others. This situation makes them vulnerable to school dropout, road accidents imprisonment. It also makes them become vulnerable to politicians who use them to cause havoc and instability Gustafsson(2013).

As confirmed by Apuke (2016) and Gustafsson (2013), the media plays a big role in influencing the decisions they make in life. It is therefore from this background that the study research was based on.

1.2 Statement problem

Data on youth emotional and behavioral problems from societies in Sub-Saharan Africa are lacking. This may be due to the fact that few youth mental health assessments have been tested for construct validity of syndrome structure across multicultural societies that include developing countries, and almost none have been tested in Sub-Saharan Africa. The Youth Self-Report (YSR), for example, has shown great consistency of its syndrome structure across many cultures, yet data from only one developing country in Sub-Saharan Africa have been included.

The Youth Self Report (YSR; Achenbach and Rescorla 2001) is one of the world's most widely used self-assessments of youth emotional and behavioral problems. The YSR is part of the Achenbach System of Empirically Based Assessments (ASEBA): a family of empirically-based quantitative instruments that are sensitive to sex-differences in psychopathology and also include scales such as the Child Behavior Checklist and the Teacher's Report Form (Achenbach and Rescorla 2001).

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Multicultural comparisons of YSR normative samples from over 20 societies have shown that the factor structure (Ivanova et al. 2007) and epidemiology (Rescorla et al. 2007) of emotional and behavioral problems are remarkably consistent across diverse societies from mostly developed and a few developing countries

According to the Anxiety Disorders Association of America, behavioral disorders are the most common psychiatric illnesses affecting the youths and adults. These include, conduct disorders like destruction of property, aggression to people and animals. They also include Delusions; these are false beliefs, such as thinking that someone is plotting against you. Hallucinations are false perceptions, such as hearing, seeing, or feeling something that is not there among others.

The youths have continued to be affected by the above behavior problems which arise from poor living and working environment, from chaotic homes, schools and also other socialization places like cinema halls, bars and night clubs. Amongst these include t including fighting, alcohol consumption, school dropout, driving recklessly, aggressiveness towards others, bad eating habits among others. All the above behavioral problems among the youths have been on a great increase and various broadcasting medium, including Ruwenzori FM have failed to come up with prevention measures. Therefore it is from this research study that the roles of media towards fighting behavioral problems among the will be discovered.

1.3 Purpose of the Study
The purpose of the study is to establish the role of community media in fighting behavioral problems among the youths with a clear focus on Ruwenzori FM

1.4 Objectives of the study
 i. To examine the type of content broadcasted on community media, how it fights behavior problems among the youth
 ii. To exam the roles played by media towards fighting behavioral problems among the youths
 iii. To exam the challenges faced by community media in fighting behavioral problem among the youths

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1.5 Research Questions

i. What type of content is broadcasted on community media and how does it contribute towards the fighting of behavior problems among the youths?

ii. What are the roles played community media towards fighting behavioral problems among the youths

iii. What are the challenges faced by community media towards fighting behavior problems among the youths?

1.6 Scope of the study

1.6.1 Content Scope
The study aimed at finding out the roles played by community media towards fighting behavior problems among the youths

1.6.2 Geographical scope
The study focused on employees at Ruwenzori FM and also some of the youths affected by behavioral problems in Ibanda municipality

1.6.3 Time scope
The study was accomplished in a period of two months that is August and September for all the work and the research to be concluded.

1.7Significance of the study
Many youths have suffered after effects of behavior problems, little is still known about the socio-economic factors that bring about these problems. Therefore this study will help community media to generate information that will help them intervene to fight against these problems.

It is hoped that the results of this study will further help raise concern for developing partners like MOH, NGOs and other stakeholders to prevent the problem. It is also hoped that the processes and ways through which the youths are initiated into these problems will be highlighted and this will result into planning of effective strategies that suit the needs of this special group of the youths.

1.8 Conceptual Frame work of the study

1.1 figure one

Radio
Television
Newspapers

Fighting
Aggression
Reckless driving

NGOs
MOH
Religious Denominations
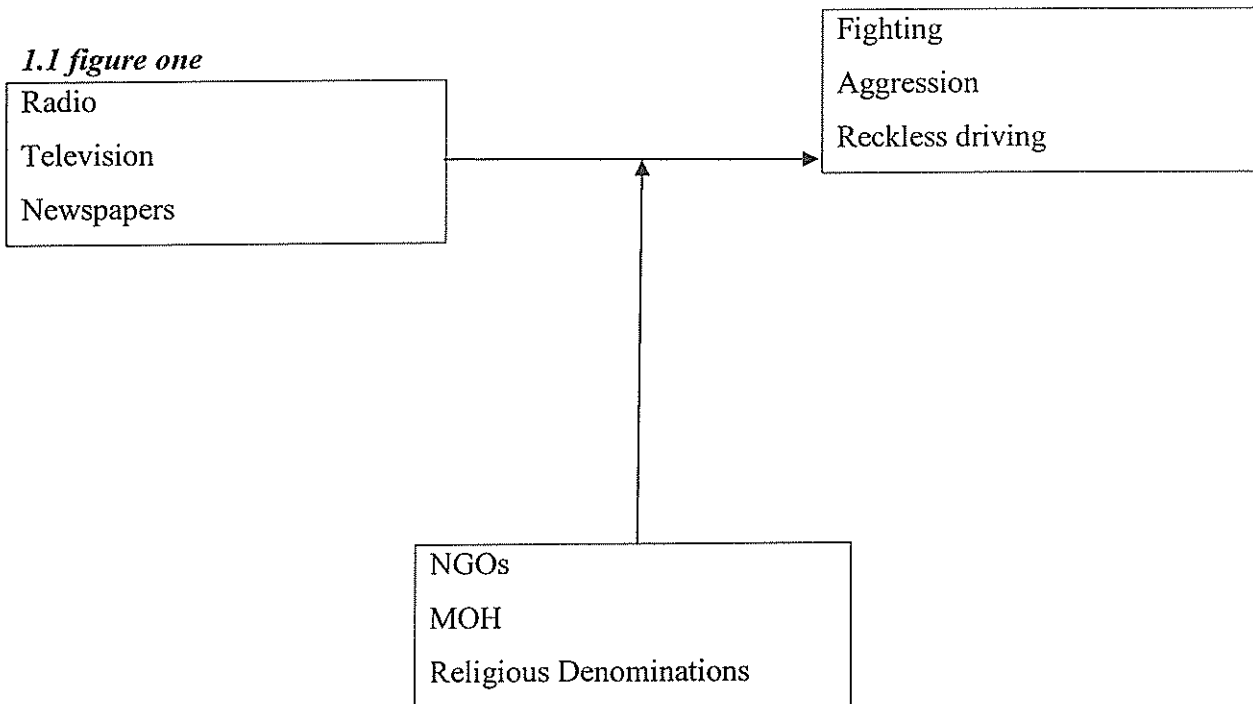
CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the literature of the study. It presents objective per objective, contains sources of the literature about the topic and the objectives of the study.

In this chapter, a review on how community media helps in fighting behavior problems among the youths is presented.

2.1 Community Media

Recently, Dahal (2013, p. 47) defines community radio as having the following characteristics: 'community ownership, control and participation; non-profit orientation; and development-centered activities. The author adds that a key function of community radio is to enable people to have a say in the decisions which affect their lives. Community radio, told in this way, can be seen as a panacea for segregation and exclusion.

Myers (2011, p. 5) provides a comprehensive definition of community radio as 'radio by and for the community, be it a physical community or a community of interest, with an emphasis on community ownership.

According to Ofcom (2004), communities served by community radio stations include who live, work or undergo education or training in a particular locality, or people who have one or more common interests. As can be seen then, the communities served by community stations can be geographic, ethnic, cultural, social or other communities of interest.

In many parts of the world, community media are a rapidly growing phenomenon. Community media usually characterized by community ownership and control, community service, community participation, a non profitable business model among others. Today, several community media, like radios, television, newspapers have been on a rise and the freedom of dissemination of information has been has been free to all people who can access these various community media platforms.

Community radio can play a significant role at the grass roots level for rural development. For instance, issues of poverty, agriculture, gender inequality, education, social problems among

others could be the focus for programming. In exploring the importance of sharing information locally and the opening up of wider information networks for farmers in Northern Ghana with reference to vernacular radio programs, Chapman et al (2003) found that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners' groups. Using the Most Significant Change (MSC) process, Walters et al (2011) assessed the impact of community radio in Indonesia and concluded that effective radio activities can make a significant change in a community's life

2.2 Behavior Problems

American Addiction centers Resource report (1989), behavioral problems, also known as disruptive behavioral disorders, are the most common reasons that parents are told to take their children for mental health assessments and treatment. Behavioral disorders are also common in adults. If left untreated in childhood, these disorders can negatively affect a person's ability to hold a job and maintain relationships (Perkins & Graham-Bermann, 2012)

According to BehaviorDisorder.org, behavioral disorders may be broken down into a few types, which include: anxiety disorders, disruptive behavior problems, dissociative problems, emotional disorders

Michael, 16 talks about having behavioral problems "my mum said that I was getting "out of control" when I was 14 years old. I was getting suspended for fighting and bunking off school. Looking back I was not happy and finding school work hard. I was having problems with some of the teachers at school. They said that I was causing trouble and I kept really losing my temper. I was feeling really frustrated with things and getting into fights with my dad who I don't see that much. (Bailey, S. and Shooter, M. (2009)

2.3 What content is broadcasted on community media to fight behavior problems among the youth?

According to Hart (2011), community radios are determined to mirror the characteristics for the communities to which they cater for. Therefore, the content and programming should respond to the needs and interests of the community for them to be successful

In line with Hart (2011), Fraser & Estrada (2001) submits that community broadcast stations take into account the preferences of the community they occur in when making decisions regarding the contents they air. Due to this, the content aired is defined by the cultures, languages, histories shared amongst the community members (Hart, 2011)

Sarr (2000), in agreement with Hart (2011) and Fraser & Estrada (2001) explains that in order for a community radio to be and remain beneficial to the community it serves, its community dimension has to be completely effective. Meaning it should be are presentation of its community in the broadcast contents. By reflecting the society it serves, ensuring the local audience relates and identifies with them makes the audience more receptive to the information they are broadcasting (Gustafsson, 2013)

On the contrary, due to different perceptions, socialization and cultures in community members, not all audiences will relate with some of the content broadcasted thus creating a rift and communication breakdown. This may result to some of the audiences changing to another station since the content may not be suitable for them(Gustafsson, 2013; Baran, 2009; AMARC, 1998).

This shows a content challenge most community radios experience. Regarding community radio ownership and content development, Costa (2012) urges that community radios initiated by donors should not be considered as community radios as they fail being 'for the people and by the people' as more power will be accorded to those donor organizations as opposed to the community the radio serves thus resulting to biased content that may cost the community its audience due to mistrust (Gustafsson, 2013; Myres, 2009).

In line with the aforementioned concerns on ownership, Mhagama (2015) emphasizes the importance community radio having checks and balances that ensure it upholds its content integrity despite the challenges that it may face such as donor relations who may wish to

influence their broadcast content and programs(Javaru, 2011; Fraser and Estrada, 2001; AMARC, 1998 and Tabing, 2002; Myres, 2008)

According to Myres (2008), radio content and programs structured in an interactive, entertaining and engaging have been noted to have a remarkable impact as they create room for dialogue and discussions around topics of interest. Ultimately this contributes to behavior change among the youths(Gustafsson, 2013)

A study conducted by Baniya (2014) noted that community radios in Nepal aired programs that included; education, socio-economic growth and politics as they were all an integral part of their lives and crucial development issues This is also replicated in Nairobi urban slums community radios(Ghetto Radio and Koch FM)where education and entertainment are combined to produce informative and appealing content that the youth resonates with (Gustafsson, 2013).

Popular culture in some parts is portrayed through music such as hip-hop, dancehall and is used by community radios to address communal interests and concerns such as peace and good behavior among the youths and identity. Through different genres of music, various target audiences are reached (Gustafsson, 2013).

News and topical discussions are also included (Gustafsson, 2013). The shows are interactive in nature with participation encouraged through text messages and other social media platforms. As stated earlier, the news and discussions structured in a manner that provides information on various initiatives that the youths can benefit in and at the same time ensure those in power are accountable for their actions. This is achieved through civic discussions hosted by the presenters

In Rwanda, entertainment was used to educate the youths. A radio drama 'Musekeweya' aired twice a week with the intention of facilitating the healing process of those affected by genocide. This shows how community radios can use drama content in post- violence among the youths, an example of behavioral to advance peace and reconciliation (Higiro, 2007).

2.4 Roles played by community media towards fighting behavioral problems among the youth?

Sefton-Green (2000a), young people are often conceived to be in a stage of becoming, and education is seen as a social investment that shapes the maturation process. However, it should be realized that not all out-of-school organizations for urban young people help them 'stretch and grow' (Halpern et al. 2000, p. 502). For Halpern et al. (2000), some programs can limit sense of young urbanites own possibilities, for instance, through providing lack of encouragement for young people to achieve their future aspirations.

Notably, community-based organizations are undertaking a considerable amount of pedagogic and emotionally supportive work carried out by formal educational institutions (Dimitriadis2001).

Developing this, it is argued herein that community radio, in both its traditional FM and online incarnations, is a place of young people sagentic creations and a place where young people can grow, while experiencing conflicting feelings of concern over what Halpernet al. (2000) describe as 'who and what 'they may become.

(Katz 1998), urban geographers have since started to pay attention to community organizations as important sites for young people to volunteer their time. More recently, Katz (2008,) referred to contemporary childhood as a 'site of accumulation', positing that responsibility for social production is now placed on the young person's family. Heeding Katz (2008), as a result of this gained responsibility, there has been an increased material and emotional investment in children by parents and a new urgency to ensure young people succeed. This view considers urban young people as both the producers and consumers of community radio, and synthesizes literature on how the space of community radio leads to progressive outcomes for these young people.

Youth Voice and Community Radio Perhaps the most prevalent theme in the discussion of community radio young people is that of youth voice. Although it is beyond the scope of this study to discuss pirate radio, the story of pirate radio in the 1960' s and the emergence of a new youth culture in an era of Cultural Revolution (Marwick 1998) is a great example of how radio has been used by young people for expression and communication (Theodosiadou 2010).

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In a climate with few channels for media communication and in an age of heavy government censorship to media output, such pirate stations 'challenged norms of acceptability' (Peters 2011, p. 282).

Boyd (1986) tells that: 'pirate radio, by its very nature, is anti-establishment and so may engender sympathy and support among the dissatisfied and rebellious'. The pirate era spanned a period that frequently saw the young generation rebelling against bureaucratic restraints. Participating in domestic pirate broadcasting and listening to the offshore stations were acts of resistance (Theodosiadou 2010). Yet, the desire to become known to, and popular with, the young public was another motive for engaging in pirate radio. Through pirate radio, people claimed the right to be heard instead of spoken to, as was typical in traditional mass media broadcasting (Deuze2006).

In summary, human communication was one of the most fundamental motives for radio pirates; they desired to find and define themselves through radio (Theodosiadou 2010). Such an example is valuable and informs some of the discussion here, but the key focus of this section is how contemporary community radio is used by young people for the exploration and exhibition of youth voice. Indeed, community radio stations have a history of giving voice to economically, linguistically or politically marginalized populations (Marchi 2009).

Marchi (2009) analyses a youth organization's struggle to start a low-watt community radio station. The project was envisioned as a way to encourage at-risk young people to become active media producers, gain technical skills, and to communicate about important social and political issues affecting the station's predominantly low-income and minority population. The majority of the studies within the literature focusing on youth voice do so in relation to such disenfranchised or disadvantaged members of the community.

A further potent exemplar of this is Podkalicka and Staley's (2009) discussion of Youthworx Media in Melbourne. The authors tell how this youth community media organization provides an opportunity for 'atrisk 'young people–who typically have very low levels of literacy–not only to have a voice, but also to be listened to. Inessence, community radio provides marginalized young people with a platform to vocalize matters of importance for them and their community, and in this process they gain experiential knowledge.

Indeed, in the view of Wagg (2004), through the production of a radio show, young people become active agents in the creation of their own texts, thus giving them a voice they are often deprived of in the school and family settings.

Wagg (2004) uses the case of CKUT Campus-Community Radio, which aims to create air space for marginalized communities, finding that 130 Young People, Community Radio and Urban Life The Author(s)Geography Campus 2015 John Wiley& Sons, young people are empowered through their participation in alternative media production.

Although not writing on the topic of community radio, Brown (2002) makes a similar finding in researching ART zone, a project that aimed to transform an underused beachside park into an environmental art installation through collaborate activism. For Brown (2002), providing disenfranchised young people with the opportunity to participate in mainstream cultural activities is integral to their empowerment and in finding their voices.

This vein of thinking relates to that of Sefton-Green (2000), who argues that 'those teachers and arts educators who ascribe value to creative activities are, in effect, valuing their students as people who have something to say'. In other words, community radio, as with certain other creative activities, has the potential to empower and give voice to disenfranchised young people.

Returning to the review of Wagg (2004), the author explicitly counsels that 'the air space of the radio medium affirms a worthy sense of self in the power derived from the vocalization of personal words, ideas, thoughts, and opinions'. This very closely corresponds to Weller's (2006b, p. 304) articulation that radio phone in foster 'participatory spaces', which permit formerly unheard young people to present their opinions to the listening audience. She tells that radio phone-ins are effective in adding prominence to the voices of young people, through allocating space for issues which are important to them.

All this relates to Kranich and Patterson's (2008) statement that 'youth media fills an important step in truly amplifying youth voice by connecting the many voices that have never had the opportunity to connect with compassionate teenagers'.

Glevarec and Choquet (2003), too, aver that young people locate a space on radio to express their own concerns and to learn about others' experiences. This reveals much about the potential of

the auditory space of the airwaves to act as a catalyst in the projection and reception of youth voice.

Discussing local radio, Algan (2005) considers the construction of a youth community in the Turkish city of Sanliurfa. Examining young people's attempts to overcome traditional restrictions and social norms through talk radio, she considers how such alternative media cross the boundary between 'media'and'ordinary' worlds to create a space for young people. The author notes how some young people in Sanliurfa pursue romantic relationships via song and message exchanges on the local radio.

Algan (2005, p. 86) makes the following valuable observation: Radio not only entertains and occupies them with numerous love stories, family situations and young people's heroic protests and resistances, but also informs them about the lives of others, about which they have no way of knowing in a big city like Sanliurfa.

To expand, by being a member of this listening community, young people come to hear familiar voices and find out about local events. More than this, young people can listen to discussions by their peers about how they resist the social restraints erected for them by their families and the wider society. In this scenario, radio functions as an alternative space for those young urbanites who have limited public spaces to meet and share stories about their social and cultural interests, and to pursue romantic relationships.

In a similar vein, Baker (2010) describes online radio as a' global square', where young people meet to communicate and exchange information beyond the spatial boundaries of traditional radio. As can be seen, through using their voice on the personal space of the radio, young people are–at various scales–responding to the complexities of youth.

Exploring youth voice from a language and literacy perspective, Green (2013) considers learning in relation to youth media production and civic engagement. The article's focuses on community radio station Youth Voices. Notably, the author describes the context of particular literacy events in an out-of-school setting, analyzing how literacy was learned and then developed. Green (2013, p. 324) tells that the literacy objectives of Youth Voices Young People, Community Radio and Urban Life, The Author(s)Geography Compass John Wiley & Sons Ltd are to 'educate, validate, and empower'

. However, she finds that instituting an all-encompassing space for young people presents many difficulties. To be clear, in contributing to discussions, the young participants offered an array of viewpoints and held diverse individualities and socio-economic backgrounds. It is noteworthy that, in a school setting, owing to the power and status distinctions among students, teachers and administrators(Mitra2009), it would be less likelyto see these young people learning and interacting together

(Green 2013). In this case then, community radio welcomes tensions that resultantly permit self development and subsequent opportunities. This is in opposition to formalized school settings, which, as Green (2013) says, 'silence or limit 'young people's opportunities to engage civically.

Thus far, perhaps with the exception of Green's (2013) abovementioned study, the notion of youth voice has been painted as a rosy conception. Certainly, media producers working with marginalized young people often presume that all self-expression is emancipatory (Trend1997). However, for Soep (2006), there is a need to go beyond voice in youth media production.

2.5 Challenges faced by community media in fighting behavioral problem among the youths

Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media

The wider nature of the operational area of community media poses the challenge of effective coordination of activities. Most community media station's local agents, CBPs serve as liaisons between listeners and the stations. The absence of these CBPs in these communities makes it costly for the youths to send their views and announcements to the station.

Most community media face challenge leadership difficulties. It has remained a big challenge to get a Station Manager (community media). The absence of such a figure has negatively affected

service delivery and management of these stations. Also, there is a high tendency of disappearance of radio programs after individual presenters leave the organizations. This is a result of the error of building programs around single individuals (e.g., James Kasiriv left a world express program on Ruwenzori FM and it has never been carried out since he left). Therefore the station could not meet its target of the social programs because of power outages. In 2008 the station was closed down due to political reasons. The mast was also brought down by storm leading to the closure of the station.

The bad nature of the road network also affect accessibility of radio services in terms of sending announcements to the station. This is worsened by the absence of the CBPs in most parts of the area.

Community media are often neglected by policy makers. One of the main reasons for this is the lack of a shared understanding of what community media are and how they can contribute to an active citizenship. CMFE responded to these challenges with what can be considered the 'normative dimension of communication'.

As eluded to earlier, Youth Voice and Community Radio Perhaps the most prevalent theme in the discussion of community radio young people is that of youth voice, the research will aim at finding out how this community media contribute towards fighting behavioral problems among the youths.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section describes the techniques that will be used to collect the required data for the study. It describes the introduction, research design, study area, population of the study; sample size and sampling procedures; data collection methods, data processing and data analysis.

3.2 Research design

This research is sought to describe and explain behavioral problems among the youths and validate the findings through concise logical reasoning. Was achievedthrough afield survey where questionnaires were administered in natural setting and through that the aim of the study was aired out. The questionnaires were analyzed through descriptive analysis andhave been presented in forms of percentages and tables. The study also involved interviews and content analysis from Ruwenzori FM

3.4 Study population.

The focus study population for this research was youth who are highly affected with behavioral problems like violence, fighting, and alcoholism, drug abuse among others. The study will include journalists at Rwenzori FM and also the listeners of the radio. It will also involve the affected group of people that is the youths.

3.5 Sample size

According to Kumar (2008) sample size fulfills the desires of efficiency, representativeness, reliability and flexibility of the field study. Therefore, the study considered a sample of 50 respondents, according to Kregcie and Morgan sample size determination table (1970)

3.6 Sources of data collection

3.6.1 Primary data

This is to be sourced by physical and visiting of the files and collecting data through variable tools from the field using questionnaires

3.6.2 Secondary data

This is to be sourced by reviewing of documented resources as newspapers, journals, reports, presentations, magazines and online publications that are well published to provide the researcher with the answers of the study. The researcher will visit local libraries for different literature on the study.

3.7 Data collection method

The researcher used various methods to collect data from the field. These include

3.7.1 Questionnaire

This is to be designed in line with the topic, objectives and hypothesis. They included both open and closed-ended questions. This instrument has been selected because it is efficient and convenient in a way that the respondents to be questioned have been given a fixed scale of response that will be followed that's; 5 (strongly agree), 4 (agree), 3(neutral), 2(disagree) 1(strongly disagree).

3.7.2 Documentary Review

This included detailed review of already existing literature. The tool is selected because it gives accurate, correct and historical data, which may be will use for future aspects.

3.8 Data processing and data analysis.

Data will be systematically collected. For the quantitative data questionnaires will be counted, edited, coded, tabulated and analyzed. The data will be entered and processed using the SPSS program and later presented using tables. Qualitative data from key informants will be transited and typed out in MS word. It will be analyzed using a thematic approach whereby key themes will be identified and data from different respondents will be classified.

3.9 Ethical considerations

Ethical approval was sought from the Kampala international university department of journalism and media studies. Ethical considerations will be maintained in research. The researcher will get clearance from and the interviewees. The identities of these interviewees will be treated with

Confidentiality and only revealed with their permission. Permission will also be sought from

Rwenzori FM and top local leaders.

3.10 Limitations of the study

Due to different behavior problems like alcoholism, some respondents will be drunk. Here, the researcher will inquire the names and address of those drunk respondents such that he will be able to approach them the next day when they were not drunk to get the valid and required information from those respondents.

The researcher is to be affected by the prevailing weather conditions i.e. the rain. It is true that the researcher is to be conducted during rainy season and it will became so hard for the researcher to find the respondents since they are to be in doors.

Another limitation the researcher may encounter is financing, some respondents may not be

Willing to answer the questionnaire and some may not be at their work stations meaning that the researcher may need to revisit these people in some cases.

CHAPTER FOUR

PRESENTATIONS, INTERPRETATION AND DISCUSSION OF THE STUDY FINDINGS

4.0 INTRODUCTION

This section presents the main findings of the study. It contains findings about how media contributes towards the fighting of behavior problems among the youth, the media content that help in fighting behavioral problems among the youths and the challenges faced by community media in curbing down these problems. The findings are based on information obtained from 50 respondents (youths 12-30 years who are affected by behavioral problems), media personnel (journalists) and local leaders. The results are presented in tables, frequency counts and degrees.

4.1 Demographic characteristics of respondents

This comprised of sex, age, level of education of the respondents. These characteristics were central in analyzing and understanding the factor variables that were identified. This examined the number of responses in the sample and putting those figures for easy analysis of information that was obtained during the study.

4.1.1 Sex of the respondent

Respondents	frequency	percentage
Males	35	70
Females	15	30

The community being comprised of both males and females, it is important that community media structure their programs with a mindset to not leaving out other community members and live up to its mandate of being a community media

From the table above, males respondents were more than female respondents, 70% and 30% respectively. This could be explained by the population dynamics of the area, cultures and the employment status of the area.

4.1.2 Age of the respondents

Age	Frequency	Percentage
15-30	25	50
31-41	15	30
+41	10	20
TOTAL	**50**	**100**

From the above table, the age of the respondents was categorized into 3 groups. 50% of the respondents were between 15-30 years of age, 30% were between the age of 31-41 and 10% above the age of 41. This implies the researcher was more interested in finding out the responses of the youths who are mostly under situations of behavioral problems.

4.1.3 Level of education

4.1.3.0 Table showing the level of education

status	Frequency	percentage
Primary	15	30
Secondary	20	40
College	10	20
University	05	10

From the content in the table above, more of the respondents (40%) had attended secondary level of education. However 30% of the respondents attended primary level, 20% reached college and the least of the respondents5% reached university level. The implication was that even the educated youths have different behavior problems and they keep a deaf ear to their effects.

4.2 Analysis on community media content meant to fight behavior problems among the youths

The first objective of the study was to investigate and analysis the content on community media that is meant to fight behavior problems among the youths

To find out on this, respondents were asked on whether community media more especially Ruwenzori's programming covering the period of July and August fighting behavior problems

among the youths. The main show of focus was an entertainment youth's program called 'the youth chat which happens Monday to Friday, 2pm -5pm. According to the respondents, the following were the results.

4.2.1 Table on content and programs listenership

Programs	Frequency	Percentage
Gospel shows	10	20
Property shows	05	10
Entertainment shows	25	50
News programs	10	20
TOTAL	**50**	**100**

From the table above, the youth chat is the most popular show among the youths with highest percentage of the respondents (50%%. This could be attributed to the youthful hosts of the show, the music played and the interactive and discussion nature of the show providing the youths a platform to avoid behavior problems.

### 4.2.2 Frequency of Ruwenzori FM listenership among the youths
Responses from the key persons also established that has tailored much messages in line with behavior problems in different languages local languages that day for the study. The station aired out behavior change promos fore example against alcohol consumption and most importantly the youth's targeted program of the youth chat to ensure that the majority of the youths gets the message.

The key informants also submitted that news programs on Rwenzori FM was also another platform where young people were encouraged to avoid such problems.

4.2.2 Figure on News reporting
Further, the respondent acknowledged the presences of messages that promote behavioral change among the youths in the asserted programs they listened to that day and not just in that program of youths chat. A majority 70% positively took note of such messages whereas 30% missed the message concerning behavior change from the programs

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30 %

70 %

0 0

No

Yes
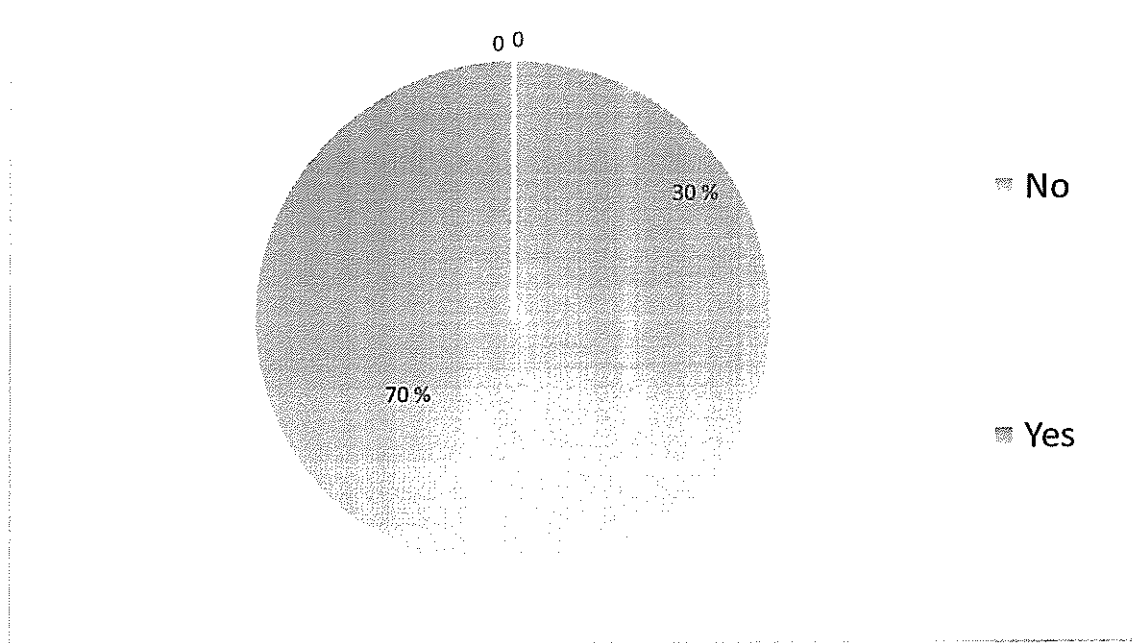
4.3 Roles played by community media in fighting behavioral problems among the youths

As it has been literally reviewed on as objective number two of the study, community media, Rwenzori FM in particular programs and broadcasts information that is against behavioral problems among the youths.

Sefton-Green (2000a), young people are often conceived to be in a stage of becoming, and education is seen as a social investment that shapes the maturation process. Developing this, it is argued herein that community radio, in both its traditional FM and online incarnations, is a place of urban young people sagentic creations and a place where young people can grow, while experiencing conflicting feelings of concern over what Halpernet al. (2000) describe as 'who and what 'they may become.

4.3.1 Community media ensures that the youth's Realistic Expectations be achieved

Respondents were asked if community media ensure that the youths have realistic expectations to be achieved towards their fight on behavior problems. The following figure represents the summery of their responses

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Table 2: Opinion on whether Community media ensures that the youth's Realistic Expectations be achieved

Response	frequency	Percentage
Agree	25	50
Disagree	10	20
Not sure	15	30
TOTAL	**50**	**100**

Source: Primary Data

The results in Table 2 shows that (50%) of respondents agreed with the statement that community media ensures that the youths expectations about what can be achieved upon fighting behavioral problems be achieved.(30%) were not sure whereas (20%) disagreed with the statement.

In summary, human communication was one of the most fundamental motives for community media; they desired to find and define themselves through radio (Theodosiadou 2010).Through this, community radio is used to communicate to young people for the exploration and exhibition of youth future expectations.

4.3.2 Whether community media promotes youth's involvement in media activities
Respondents were asked if the broadcast media promote participatory approaches. The responses are summarized in the table below

Table 3: Responses on whether community media promotes youth's involvement in media activities

Response	Frequency	percentage
Agree	25	50
Not sure	15	25
Disagree	15	25
TOTAL	50	100

The results in Table 3 above showed that (50%) of respondents agreed, (25%) were not sure and (25%) disagreed that community media promotes youth's involvement in media activities. This can be explained that most respondents do not consider much media activities which aim at discouraging the youth from involving themselves in behavioral problems such activities include marathons, seminars, and outreaches among others.

4.3.3.3 Whether community media informs and educates the youths against behavioral problems

Respondents were asked whether community media informs and highlights on how the youths can overcome the challenges that come under the state of behavior problems. The responses were summarized in the table below.

Table 3: Opinion whether community media informs and educates the youths against behavioral problems

Response	Number	percentage
Agree	30	60
Disagree	15	30
Not sure	05	10
TOTAL	50	100

The results in Table 3 showed that (60%) of respondents agreed that community media informs and educates the youths against behavioral problems and their effects in the community. However (30%) were not sure and (10%) disagreed that agreed that community media informs and educates the youths against behavioral problems and their effects in the community. This means that several youths receive different messages from the community media but have remained stubborn because of being addicted to some of them or have turned a deaf ear to the message.

4.4 Challenges faced by community media in fighting against behavioral problems among the youths

The last objective of the study was to find out the challenges faced by community media in

Fighting against behavioral problems among the youths. For this to be reached on, respondents were asked if community media face financial challenges in their effort to fight against behavioral problems among the youths. Thefollowing Datawas collected as analyzed below;

4.4.1 Financial challenges faced by community media
As respondents were asked whether community media faces financial challenges in their struggle to fight against behavioral problems, their responses are as follows;

Table 4: Opinion on whether community media faces financial challenges to fight against behavioral problems among the youths

Response	Number	Percentage
Agree	35	70
Not sure	10	20
Disagree	05	10
TOTAL	50	

Source: Primary Data

Results from Table 4 show that (70%) of respondents agreed that community media undergo financial challenges in their struggle against fighting behavioral problems among the youths (20%) of the respondents did not on the challenge whereas (10%)were not sure of whether community media face financial challenges towards the campaign of fighting behavior problems among the youths.

From this study, it can be concluded that community media faces financial challenges in their road to fighting behavioral problems against the youths as evidenced from the higher percentage of the respondents.

4.4.2Challenges concerning community media leadership
Respondents were asked whether community media lacks a good and well organized leadership which poses ineffective coordination towards the fight of behavioral problems among the youths. The response is summarized in the table below;

Table 5: Opinions on whether community media lacks an organized leadership to the its activities

Response	Number	Percentage
Agree	38	76
Disagree	10	20
Not sure	02	04
TOTAL	50	100

Source: Primary Data

From the table above, results shows that community media have got great challenges in their leadership. This is high lightened by the highest percentage (76%) of respondents agreeing with the statement. However (20%) of the respondents disagrees with the statement that community media have leadership challenges and (04%) of the respondents are not sure if community media faces challenges of poor leadership towards fighting behavioral problem among the youths.

CHAPTER FIVE

SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.0 INTRODUCTION

The main objective of the study was to establish the role community media toward fighting behavioral problems among the youth. The study focused on Rwenzori FM located in Ibanda District Western Uganda. It sought to answer the aforementioned objectives which include the content aired out on community media especially concerning the youths Ruwenzori FM in particular and with a keen interest on the youths chat program that is aired out on Monday to Friday 2pm to 5pm. It also looked at the roles played by community media towards the fighting of behavior problems among the youths and finally the challenges faced by community media towards fighting behavioral problems among the youths

5.1 Summery and discussion

5.1.1 Summery on the findings on how media content and programming help to fight against behavioral problems among the youths

From the study it was established that Ruwenzori radio indeed had tailored programs that catered for the youths and through the day, the station advocated for behavioral problem change among the youth trough behavior change promos, discussions that aired throughout the day. Despite the youth's audience listening at different time, the radio also focused on the youths and had a program called youths chat dedicated to engaging the youths. This particular show was listened to representing 50% thereby meaning that the program was ideal for reaching the youths with behavior change messages since it had the largest share of the young listeners.

5.1.2 Summery on the findings on the roles played by community media towards fighting behavioral problems among the youths

The findings of the study discovered that 60% of respondents agreed that community media plays a big role in fighting behavioral problems among the youth. Community media also emphasizes that the youths have expectations from community media towards the fight of behavioral problems among themselves as evidenced by a higher percentage of 50%. Community media provide a platform for participation by youths with a percentage of 60 %

5.1.3 Summary of Findings on the Strategies used by community Media in fighting behavioral problems among the youths

It was revealed from the findings of the study that 50% of respondents agreed that community media use strategies in fighting behavioral problems among the youths; 60% of respondents agreed that community media organize seminars, marathons, outreaches, canceling and guidance which aim at teaching and educating the youths against these behaviors disorders

5.2 Conclusion

Due to its accessibility radio remains the major source of information to a majority of the population as compared to other medium like television which may not be easily accessed. Thus making it the suitable channel to be used to fight behavioral problems among the youths. Among all categories of radios, community radios play an important role in all aspects of community development therefore can be used as a tool to fight behavioral problems among the youths. This can be achieved through the development of suitable, inclusive and peaceful programs targeting all community members

5.3 Recommendations

Based on the objectives of this study, the researcher fronts the following recommendations to the Ruwenzori FM fraternity to further improve the effectiveness of the radios decamping's against behavioral problems

Despite having a youth tailored program, the radio station should ensure that message against behavior problems should be ran thought the day since all youths catch the after lunch show

Secondly, emotional behavioral discussion/talks are the most preferred by the majority of the youths as a means of discouraging behavior problems in their community therefore more time should be imposed on educational than entertainment as it has been proved through the study

The radio should find ways of connecting with the youths and continuously empowering them through civic education on the dangers of behavior problems with in their community. This would be a way of sustaining a positive behavior change and making them productive members in the community. This can be achieved through the creation of open space where dialogues and topical issues are discussed and solutions provided thus demolishing behavioral problems.

5.4 Recommendation for further research

With the recent adoption of the global sustainable development goals and community radios being agents of development and change in the society, research should be done to establish the place and the role of community radios in building resilient communities determined to end poverty in rural area

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