THE IMPACT OF LIBERALISATION ON PUBLIC MEDIA CONTENT: A CASE STUDY OF UGANDA BROADCASTING CORPORATION (UBC TV)

BY

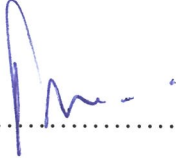TUMUSIIME JULIET

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A DISSERTATION SUBMITTED TO THE COLLEGE OF HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF A BACHELOR'S DEGREE IN MASS COMMUNICATION OF KAMPALA INTERNATIONAL UNIVERSITY

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DECLARATION

I, **TUMUSIIME JULIET** declare that, this dissertation is my own and has never been produced by anybody else for any award in any institution of higher learning.

Signature:..

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APPROVAL

This is to certify that this dissertation has been done under my supervision as a university supervisor and here by ready for submission to the college of Humanities and Social Sciences.

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MR. MATOVU MOHAMMED

SUPERVISOR

DEDICATION

I dedicate this research work to Eng. Gilbert Kimanzi, who worked so hard to support and guide me with the aim of seeing me attain quality education in order to serve society with confidence and live a successful and fulfilled life.

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LIST OF ACRONYMS

BBC   British Broadcasting Corporation

FM   Frequency Modulus

IMF   International Monetary Fund

SAPS   Structural Adjustments Programs

SPSS   Statistical Package for Social Scientists

UBC   Uganda Broadcasting Corporation

UBS   Uganda Broadcasting Services

UTV   Uganda Television

WACB   World Association of Community Broadcasters

WB   World Bank

TV   Television

UCC   Uganda Communications Commission

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ABSTRACT

The study on the impact of liberalization on public media content was conducted at Uganda Broadcasting Corporation, Kampala. The study was guided by research objectives which included; establishing the types of the programs aired by Uganda Broadcasting Corporation (UBC-TV); examining the quality of media content being produced by UBC-TV; and establishing the impact of liberalization of the media in the society.

On establishing the types of the programs aired by Uganda Broadcasting Corporation, the study found that News and current affairs dominate the weekly programs by 28.7%, followed by Entertainment 28.2%, Commercials and advertisements follow with 25%, Educational programs (agriculture, health, environment etc) with 18.3%, Culture & religion 9.4% and business 5.4%.

On the examining the quality of media content being produced by UBC-TV, the study found that UBC programs are so educative, informative and interactive. However, the respondents disagreed and strongly disagreed respectively with the statement that enough research is made before program production. However, the respondents doubted the amount of time put into researching on the programs and this undermines the quality of the programs. The respondents also believe that UBC does not represent opposing views from the citizens and this undermines the aspect of objectivity of the TV station.

On establishing the impact of liberalization of the media in the society, the study revealed that liberalization has led to pluralism of the media, quick information dissemination, and improved program quality among others.

CHAPTER ONE

INTRODUCTION

1.0 Background to the Study

Mass communication through the print and the electronic media has not been spared by the post-Cold-War wind of change that is sweeping across Africa and the rest of the world According to Wilcox (1974: 37), in 1974 over 70 percent of all the newspapers that were printed in Africa were government-owned; in the same year, almost all radio and television stations were owned by government. In the changing socio-economic climate, however, a state monopoly of the mass media in many Sub- Saharan African countries is now a thing of the past (see for instance, Bourgault 1995) Where for example, there used to be only one or two newspapers owned by the government or the ruling party, there now exists a plethora of privately owned competing newspapers and other publications; and where there used to be only one sycophantic radio and TV station owned by the government, there now exist several radio and TV stations, many of them privately-owned commercial broadcasters.

The general philosophy behind the liberalization of the mass media is what has come to be called 'the freedom of speech'. According to Lichtenberg (1990: 6), freedom of speech engenders at least two main points:

(a) that people should be able to communicate without interference

(b) that there should be many people communicating, or at least many different ideas and points being communicated

Although this spirit of free speech and liberalization has caught up with the media in Africa, there are, as Bourgault (1995: 68) says, "ominous clouds on the horizon" This appears to be in a sense true with regard to the liberalization of the mass media in Africa. According to Carver (1996: 5), "freeing the airwaves" means the liberalization of broadcasting law and the licensing of private broadcasters. This generally means breaking of the government

monopoly in communication whether of news, advertisements, sports news and the like. This kind of liberalization has taken place in Kenya, like in many other Sub-Saharan African countries.

In Uganda, the inception of liberalization in media industry in 1993; directing specification on Uganda Broadcasting Corporation, has come with a number of changes and challenges in the programming standards designed for public service broadcasting. The pressure to commercialize is slowly causing a shift in the paradigm in the sense that the longest serving public broadcast media house is losing its public service values and principles (Lwanga 2002); to compete with the private broadcast houses such as Wavah Broadcasting Services and Nation Television among many. This chapter provides a general background from both globally researched material and Ugandan perspectives, in a bid to define the statement of the problem to study.

Public service broadcasting the world over is undergoing continuous change as technological developments such as satellite broadcasting and cable television make it easier for market based broadcasting organization. Against a background of global trends of liberalization and privatization, public service broadcasters are faced with the challenge of having to compete with private media houses for audiences and revenue in order to sustain public broadcasts, keep the pace on general operations, and maintain a positive and reliable brand image (Blumler 1992). In Uganda, Uganda Broadcasting Corporation, the public service broadcaster has for sometime been engaged in competition with the numerous private commercial broadcasting houses that have been established since the liberalization of the airwaves in 1993. The station itself is part of a conglomeration that is composed of FM radio stations that bear commercial qualities as well. These include Star FM, Green Channel, Blue Channel, Gulu FM and Kabale FM. It also takes to spots advertising and the

transmission of fully sponsored programs of different genres and objectives (Baguma et al., in Muthoni 2000).

Uganda Broadcasting Corporation is the public broadcaster of Uganda, which was founded as a result of the "Uganda Broadcasting Corporation Act, 2004" that merged the operations of Uganda Television (UTV) and Radio Uganda. It started broadcasting on November 16, 2005 (Olupot 2011). From the time of its inception, Uganda Broadcasting Corporation then, Uganda Television (UTV), was and is mandated to foster development by promoting the country's economic and social advancement through public service broadcasting (Balikuddembe 1992).

The station, then Uganda Television (UTV) followed the BBC model / theory as articulated by Reith in his 1924 book, 'Broadcast over Britain'. In this model, traditional public service values include "programming for diversity, citizenship, minority and national identity" (Reith 1994). Reith therefore outlines three basic functions of public service broadcasting: to inform the public on political, economic, social and cultural developments within society; to educate or enlighten the people of the nation as a whole; and to entertain them with programs of high standards and good taste. From the Ugandan perspective, according to Balikuddembe (1992), there is a fourth function: mobilization. The present study is an investigation of how Uganda Broadcasting Corporation fulfills these functions amidst competition with the private commercial media houses.

1.1 Statement of the Problem

Uganda's liberalization of the airwaves in 1993 was not without effect. It came along with changes, and among them is a shift in the paradigm in public media content presentation. Media programming has been influenced by many factors, key to which is media ownership. Public service broadcasting in

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Uganda, just like elsewhere in the world, is exposed to the harsh realities of having to compete with the private commercial broadcasters for revenue and audiences, as well as cope with inadequate government funding, a factor that encourages an attempt to maximize sales volumes, at the expense of the traditional public service broadcasting values and principles; coupled with lack of a clearly defined vision of their new role in a pluralistic world (Baguma et al., Muthoni 2000). The prevailing competition to build audiences also poses the threat of homogenizing Uganda as a people. The description of such situations as above, clearly show a dire need to figure out a viable and lasting solution; otherwise the brand image of the dilapidated Uganda Television will remain the freshest reality to the citizens, and the establishment of the younger Uganda Broadcasting Corporation, which is meant to be a replacement will remain a myth. Needless to say that bias is inevitable and if unchecked, kills the objectivity of media content. Thus the related effects of liberalization and or commercialization automatically compromise the minimum basic quality of the media content as expected and or mandated of a public broadcast entity (Balikuddembe 1992; Kiyaga 1997). This study therefore is obligated to find out the role played by media liberalization on the quality of programming in Uganda's public broadcasting media house UBC and its implications on its public service mandate.

1.2 Purpose of the Study

The study sought to establish the relationship between liberalization and public media content in Uganda, and thus identify whether the phenomenon has caused a change on the style of presentation and or public programming as well as the extent to which that change has impacted on the audiences.

1.3. Objectives of the Study

1.3.1 General Objectives

a) This study focused on the effects of liberalization on the nature of programming in Uganda Broadcasting Corporation (UBC-TV).

1.3.2 Specific Objectives

a) To establish the type of programs aired by Uganda Broadcasting Corporation.

b) To examine the quality of the programs being produced by Uganda Broadcasting Corporation

c) To establish the impact of liberalization of the media on the Ugandan society

1.4. Research questions

a) What types of programs are aired by Uganda Broadcasting Corporation?

b) What is the quality of the programs being produced by Uganda Broadcasting Corporation?

c) To what extent has liberalization caused an impact on the Ugandan society?

1.4.1 Hypothesis

There is no relationship between liberalization and public media content in Uganda Broadcasting Corporation.

1.5. Scope of the Study

1.5.0 Geographical location

The research was conducted at Uganda Broadcasting Corporation which was born in 1963 as Uganda Television (UTV), one year after Uganda's independence. The Parliament passed the Uganda Broadcasting Corporation Act that established the Uganda Broadcasting Corporation in 2005. This

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transformed UTV and Radio Uganda into the now existent Uganda Broadcasting Corporation. The Corporation started its activities on the 16th of November 2005. The main aims of the Corporation are to develop the media establishment into a public national broadcasting center of excellence, for the purpose of providing electronic media and consultancy services that educate and guide the public. It also aims at achieving and sustaining comprehensive national radio and television coverage. UBC still remains 100% owned by the government although not 100% financed by it. The Corporation realizes its income from the sale of TV and Radio airtime and rental of its technical facilities. UBC's move to attain a common carrier status will ensure issues of national importance transmitted as one so that other commercial broadcasters obtain their live link from UBC.

Uganda Broadcasting Corporation is physically located on Plot 17/19 Nile Avenue Kampala, Uganda.

1.5.1 Content Scope

This study focuses on media *liberalization* as the independent variable (IV), and *public media content* as the dependent Variable (DV)

1.5.3 Time scopes

This study took approximately three (03) months; that is from April-June, 2014.

1.6 Significance of the Study

Beneficiaries to this study are anticipated to include scholars, academics and future researchers alike.

The findings are anticipated to help the government develop a more liberal based media in Uganda as expected, following the inception of liberalization; so that the private media feels free enough to operate and serve the interests of

their clients and or communities' needs. This may call on the government to relax laws on the media.

On a more practical level, it is hoped that findings of this study will provide empirical and authentic information that will influence Uganda Broadcasting Corporation's programming towards the planning and production of programs in and or for national interest. Therefore, the staff of Uganda Broadcasting Corporation is anticipated to make use of this study.

The findings of the study will contribute to the existing literature in the field of broadcasting, particularly on the liberalization of the electronic media and its challenge to public service broadcasting institutions.

1.7 Definition of operational terms

Media liberalization refers to a trend that has emerged that ultimately determines and therefore directly or indirectly affects the course of the in-house style of the broadcasting and may cause a change in the media content or the nature of programming.

Media programming refers to the basic guideline, in which the broadcasting house conducts the collection, selection and production as well as dissemination of media content, supported with justifications from the staff team as to why the set programming runs the way it does.

Media content in media production and publishing, **content** is information and experiences that provides value for an end-user/audience in specific contexts. Content is "something that is to be expressed through some medium, as speech, writing or any of various arts." Content can be delivered via many different media including, but not limited to, the internet, television, and audio CDs, books, magazines, live events, such as conferences and stage performances etc.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter explores ideas and views of other persons in relation to the topic identified by the researcher. The literature is vital and enables the researcher to investigate further. The literature was mainly taken from other secondary sources of data.

2.1 Concept of media liberalization in Uganda

With liberalization and adoption of the free market policy, the number of media outlets covering print, broadcast, and new media – exploded. In the early 1990s, Uganda had one radio station and one TV station: Radio Uganda and Uganda Television, both state-owned/operated. By April 2007, the number of privately-owned radio and television stations had increased to 145 radio stations and 12 TV stations, in addition to pay-to-view satellite television channels. In fact, the rapid increase in the number of privately registered radio stations prompted a government suspension of registration of new stations until the airwaves could be better organized. Radio and TV (broadcast media) have both benefited from international broadcasts and faith-based programming. In addition, radio hosts a number of vernacular broadcasts according to the 2007 BBC report.

Liberalization of media services in Uganda was part of the wider Structural Adjustments Programs (SAPS) of the World Bank (WB) and the International Monetary Fund (IMF) that begun in 1987 (Kiyaga 1997). The whole purpose of liberalization was to introduce competition into markets that were previously only served by the public sector. This trend according to (Murdock 1994) has happened in various degrees to the broadcasting sector in Europe, America and Africa.

The print media in Uganda, which had suffered under previous regimes was revived and under the new liberal media policy, topping seventy new registered publications by the late 1990s (BBC report 2007). The establishment of *The Daily Monitor,* an independent daily in 1992 signaled the introduction of the primary counterweight to the government-owned *The New Vision,* and together the two newspapers represent the two most widely read newspapers in Uganda. The New Vision Printing Corporation also publishes four vernacular language newspapers, one of which, *Bukedde,* is a daily while the other three; *Etop, Orumuri* and *Rupiny* are weeklies. In 2004, the corporation introduced a tabloid, *The Sun. The Daily Monitor,* on the other hand, introduced one of the first newspaper websites in Africa (Kajoba 1998).

2.2 Theoretical scope

The study will be guided by **Libertarian Theory** of the media (Free Press). The Libertarian Theory originally came from liberal thoughts in Europe from the 16th Century. The Libertarian Theory describes societies that provide media with unrestrained freedom, especially from government control, so that they are free to report a variety of views. There is no control or censorship. Under a libertarian media system, ownership of the media is mainly private (Biagi 1999).

The Libertarian theory or free press theory believes that an individual should be free to publish what he or she likes and to hold and express opinions freely. It is based on the concept of "free market place of ideas" which held that good ideas would inevitably drive out bad ones if both were guaranteed free expression. The theory does not however obliterate the laws of defamation, sedition, obscenity and invasion of privacy. It believes that human beings including journalists are rational and have the ability to differentiate between right and wrong. The theory exists mainly to check on governments or its

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functionaries and therefore must ideally be free from government control Biagi (1999).

The clearest expression of the libertarian principle can be found in the first amendment to the American Constitution, which upholds on freedom of speech or of the press. This is a good example of the theory at work. Biagi (1999) further adds that, under the Libertarian Theory, the media's purpose is to inform, entertain, sell, and serve as a "watchdog", keeping the government in check. Libertarian Theory involves some innate distrust of the role of the government and the state, and a belief that everybody has rights to information. The theory also sees people as rational enough to decide what is good or bad and hence the press should not restrict anything. Even negative contents may provide audiences with knowledge. Libertarian thoughts are exactly the opposite of the Authoritarian Theory (Belmont 1999).

The libertarian theorists are against the authoritarian thoughts. International trade and urbanization undermine the power of a rural aristocracy which leads various social movements raise includes the Protestants reformation, that demands individual's freedom and their own lives and free thoughts. Liberalism means information is knowledge and knowledge is power. Libertarianism is free from any authority or any control or censorship. Libertarianism is an idea of individualism and limited government which is not harmful to another (Wadsworth 1999).

Libertarian theory sees people as good enough to find and judge good ideas from bad. The theory says people are rational and their rational thoughts lead them to find out what is good and what is bad. The press should not restrict anything because even negative content may give knowledge and can make better decision from the worst situation. The libertarian thoughts are exactly against or opposite to the authoritarian theory which means that the

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authoritarian theory says "all forms of communication works under the control of the government or elite like king".

2.3 Types of programs aired by Uganda Broadcasting Corporation

It was in 1962 that the commercial division was set up to cater for personal announcements in the then Uganda Broadcasting Services (UBS) such as death announcements, lost property and other personal issues (Wamala 1992). It was considered essential for people to communicate with each other on personal matters, thus the introduction of the commercial section was more in the public interest than purely for commercial motives.

Major broadcasts included news in over 22 languages; developmental programs like agriculture, health and the environment; religious programs such as prayers, sermons and songs of praise; local drama, school broadcasts as well as foreign music (Balikuddembe 1992). In more general terms, there were programs on *Radio Uganda* to supplement school education or to take core responsibility for instruction with the classroom teachers' assistance. There were also out-of-school programs to reach adults with basic literacy and numerous skills as well as more advanced distance education programs at a higher school and university level (Kiyaga 1997). In addition, there were programs to teach health, agriculture and nutrition issues as well as programs to effect family planning decisions (as population control measures) to the ever-increasing population. The populace was provided with informal education, adult training and more information diffusion programs (Wamala 1992).

Educational programs are those programs geared towards creation of awareness amongst the populace on matters of public concern, with the overall aim of improving their lives (Jjuuko 1998). Such programs tend to focus on issues such as agriculture, health, and the environment, among others. News and current affairs programs are informative programs on current issues in the

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country and the world at large. They include news bulletins in all the local languages, talk shows and highlights. Entertainment programs include all sorts of amusements such as drama, local and foreign music, sports, folk songs and others. Commercial programs are those programs produced and aired to acquire revenue. McQuail (1994) observes that content in such programs is geared towards the direction of business consumerism. In the present study commercial programs include: commercial spots, personal announcements and infomercials.

2.4 Quality of media content being produced by public service media

Public service broadcasting the world over is undergoing continuous change as technological developments such as satellite broadcasting and cable television make it easier for market-based broadcasting organization (Blumler 1992). Against a background of global trends of liberalization and privatization, public service broadcasters are faced with the challenge of having to compete with private broadcasters for audiences and revenue in order to sustain public broadcasts (Blumler 1992).

It is argued that the media, especially public service broadcasters have a key role to play in development and in enhancing public dialogue (Curran and Gurevitch 2000; McQuail 2000). This view stems from Habermas' (1989) concept of the public sphere. He contends that "media institutions on the one hand are the source of symbolic production and may be used as a means of social control; on the other hand, the media have emancipatory potential owing to their ability to enhance public dialogue about important social, economic and political issues" (1989:303).

McQuail (1994) emphasizes universality of service, diversity, editorial independence, social responsibility and accountability, cultural quality and

identity, public financing and none -profit operations, as key aspects of public service broadcasting.

Governments recognizes the pivotal "public service role" of broadcasting in feeding information to fragile societies. For example in Uganda, media campaigns on health issues, agriculture and environmental issues and the radio has often been deployed and proven useful (Kayanja 1995).

Thus, private commercial broadcasting stations operate for profits by monopolistic concerns, and are heavily dependent on product advertising for revenue. The aim and underpinnings of private stations exerts considerable influence on content in the direction of political populism as well as support for business consumerism and free consumerism (Curran 2000; McQuail 1994). McChesney (2C00) contends that neo-liberal policies have assisted in the realm of a global commercial media market-based broadcasting. This has become a foreboding world for public service broadcasters.

These trends are accompanied by a parallel restructuring of consumption, and most important is the fact that the new market-oriented systems address people (audiences) predominantly through their identity as consumers, both of the communication and information products they buy, and of the products promoted by advertisers who finance these institutions and most of the new services. In the process, the system marginalizes and displaces their identities as citizens (Murdock 1992). In most cases, informational needs of the citizens especially minority groups are usually disregarded in commercial broadcasting. These should be represented rather than being suppressed.

McQuail (2000) observes that where media are run on commercial basis, the media's view of what is in the public interest tend to equate 'public interest' with what interests the public. This shifts the responsibility for norms, ethics

and values and so on to society. In this regard he emphasizes that the whole dispute lies at the heart of a debate over liberalism and collectivism that has raged for the entire 20th century affecting all spheres of public life. Whilst in Uganda the universality of these services is far more difficult to reach, *Radio Uganda's* infrastructure is to a certain extent more broadly spread, covering over 90% of the country, and a diversity of programs via a variety of languages underline its importance in ensuring the population's universal access to information (Balikuddembe1992: 54-57). In contrast, the greatest number of commercial stations, broadcast within a radius of about 150 kilometers of Kampala, the capital city (Baguma et al., in Muthoni 2000).

Keane (1991) views public service programming as a broad commitment to provide and to protect mixed and complimentary program schedules. It includes a commitment to certain minorities and to covering as much as possible, different genres of program making. Hence, public service broadcasting is driven by higher aspirations than solely to provide entertainment. It can also be argued from the Keane perspective that public service broadcasting is the attempt to make popular quality programs. "It does justice to human experience; it deals with more than stereotypes; it adds to the quality of people's lives; and, its program genres reflect the complexity of human beings" (Keane1991).

The public media stations in sub-Saharan Africa have been a reliable medium for public affairs and civic education, although they often reflect mostly the government view of current affairs. This tradition of informal education on public affairs may not be continued by the new private stations, many of which appear to be averse to serious civic content. The public stations have been the major channels for educating the people on such social issues as family planning, gender equality, agricultural development and even inter-ethnic harmony. The orientation to accept new development ideas has often entailed

use of didactic informal discussion, demonstration or dramatic entertainment formats. There is abundant evidence that a great deal of learning and teaching has been made possible by both the serious and entertaining content of public stations, especially where the programs are packaged for specific development objectives (Mwangi 1995).

2.5 The impact of liberalization of the media on the society

The movement for deregulating broadcasting and thereby allow private entrepreneurs to own and operate radio and television stations is very strong and persistent in sub-Saharan Africa. When the World Association of Community Broadcasters (AMARC) met in Dakar, Senegal, in January 1995 for its 6th World Congress, the theme of "Waves for Freedom: Examining the Role of Community Radios in the Democratization Process" provided the framework for robust discussions of various aspects of the movement for broadcasting liberalization, with due attention paid to the technology issue (Topic 1995). The only way to counteract the pervasive top-down structure is to empower independent local media to guarantee freedom and creativity of expression (Mwangi, 1995).

In spite of the limitations of the new private stations in Africa, they portend great hopes for democracy, media freedom, social mobilization and subtle challenge to the monopoly of state-controlled broadcasting. Each individual country and indeed individual station has to address the challenges in the context of its understanding of the functions and responsibilities of private broadcasting.

Broadcasting liberalization is one of the elements in the evolving structures of media pluralism. Though broadcasting came through government and thus has had a very long history of public service all across the region, it is increasingly becoming privatized in many countries that allowed private entrepreneurs to

own and run their own stations. This will necessarily change the roles of broadcasting within the contexts of education and culture (Mwangi 1995).

Though the broadcast media came later than the print media in tropical Africa and in some countries do not date back more than 10 years, they have become an integral part of the people. They are now extensions of the individuals and their communities. Radio has penetrated even the most remote villages in the region. Television penetration and impact are not adequately captured in the empirical data of the number of sets in use, or bought every year.

In sub-Saharan Africa, there is an uncoordinated attempt by local broadcasters to incorporate elements of traditional communication into broadcasting formats. Thus in Nigeria, radio and television are being used extensively for announcing deaths and funerals, while in Cameroon they are employed to send personal messages into the hinterland. Because these are paid announcements, the private stations will maximize their use (Topic 1995). In Africa, more of the rich culture of the people needs to be incorporated into contemporary broadcasting. The private stations will expectedly not leave the promotion of African culture to the public stations (Topic 1995).

Since January 1990, the wind of multi-partyism and media pluralism has been sweeping through most countries of sub-Saharan Africa, to the point that democracy is now accepted as a new civilization or the second independence. Wholesome pessimists might have agreed with Huntington (1984:217) that African countries "are by reason of their poverty or the violence of their politics, unlikely to move in a democratic direction." Recent experiences show that the seeds of democracy have sprouted in most countries. What is needed now is the mechanism for sustenance. In this, the private stations need to join hands with other social structures to promote political stability and encourage the nascent culture of political democracy. The private stations can help bring

massive internalization of elementary democratic norms, and take the democratic movements to the grassroots. Political stability and democracy can only be sustainable if they are home grown. This is one of the tasks of the private stations to tackle. Some of the public stations have been constrained by their historicity and thus have been largely "their masters' voices" (Mwangi, 1995).

CHAPTER THREE
METHODOLOGY

3.0 Introduction

This chapter included the methodology of the study which entails research design, geographical location/area and population, sampling design, data collection methods and instruments, data analysis and processing and the limitations of the study.

3.1 Research Design

The study employed the *descriptive survey* design, specifically the *descriptive comparative* and *descriptive correlation* strategies. Descriptive studies are *non-experimental* researches that describe the characteristics of a particular individual, or of a group. No other method of observation would provide this general capability. Consequently, very large samples were feasible, making the results statistically significant even when analyzing multiple variables. Many questions were asked about a given topic, giving considerable flexibility to the analysis.

3.2 Area and population of study

The research was conducted in one area i.e. UBC which is found in Kampala, Uganda's capital city. The city is divided into five regions that oversee local planning: Kampala Central, Kawempe Division, Makindye Division, Nakawa Division and Rubaga Division and it has an approximate population of four million people. The research took a period of two months. The area was basically chosen because the researcher is familiar with the area and is able to speak the most common languages in the area of the study.

3.3 Sample size

The sample size of 100 respondents were chosen and this included; 50 UBC viewers, 30 journalists, 5 media analysts, 5 political leaders, and the 10 government officials. The responses got from these respondents were generalized to the whole population in the area of research.

Table 1: Category of the respondents

Type of respondents	Sample size	Percentage
UBC viewers	55	
Marketers	15	
Editors	10	
Managers	5	
Government officials	15	
Total	**100**	**100**

3.4 Sample framework

The researcher intends to use purposive sampling technique since it ensures that the only predetermined and chosen respondents are approached, hence getting relevant, correct and adequate information.

Researchers also regard a sample of 100 as adequate irrespective of population (Bailey, 1994). Also according to Roscoe 1975, sample sizes of between 30 and 500 are appropriate for most studies. However, though this sampling technique is chosen, it has a weakness that inadequate information can sometimes be given because the selected respondents may be less informed on the topic of research.

3.4.1 Sample technique

Random sampling technique was used; where the size of the respondents was predetermined before the research was conducted to avoid bias. A sample size

of 100 was arrived at and was randomly selected. Stratified random sampling was used. After that, systematic random sampling was used and this later gave the actual sample size. Quantitative data collection was then used and this involved editing, encoding, and later tabulation of the collected material.

3.5 Data collection instruments
The following data collection instruments were used:

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

(ii) Documentary Review
This included detailed review of already existing literature. The tool was selected because it gives accurate, correct and historical data, which may be used for future aspects. The sources of information here were libraries, data banks, news papers and other published information that could readily be available for use as regards the topic of research.

(iii) Interviews
This involved face to face interaction between the researcher and the participants through open discussions. Just like Babbie (2003) argues that interviews can be of two ways; so was the interview strategy for this study conducted namely:

Structured interview in which the responses by the participants were brief and specific. Unstructured interviews were also utilized, where the responses were long, elaborate and not specific; the interviews were conducted in groups, as well as on individual basis; and the purpose for holding individual interviews is to aim at getting independent answers. The researcher carried out interviews with the selected respondents using the interview guide because it was the most appropriate method which could be used to study the attitudes, values, beliefs and motives of the people. It also portrayed an element of flexibility.

3.6 Source of data collection
The researcher collected data from both primary and secondary sources.

i. Primary Data
This was accessed by visiting physical sources as well as visiting of the files and collecting data through variable tools. The respondents were got by first determining the number of the respondents and then took a physical visit to seek consent of the respondents to have them answer the set questions in the questionnaire. This was followed by stratified random sampling techniques shortly after the respondents were approached for selection.

ii. Secondary data
This was sourced by reviewing of documented resources such as newspapers, journals, reports, presentations, magazines and online publications. This is done in order to first identify the existing information on the topic of research and to understand how much the respondent knows about the research topic in order to avoid lies.

3.7 Data processing and analysis
Audrey J. Roth argues that "data processing is concerned with classifying response into meaningful categories called codes." Data processing starts by editing the schedules and coding the responses. Editing, Coding and tabulation

techniques are used in the data processing exercise. Data processing is the link between data collection and analysis.

The Statistical Package for Social Scientists (SPSS) was used for the analysis of data in this study. Different statistical techniques were used namely: Data on profile of respondents was analyzed using simple frequencies and percentage distributions. Frequencies and Percentages were used on the variables. Item analysis helped the researcher to identify the strengths and weaknesses in the variables from which conclusions were derived. The following numerical values and response modes were used to interpret the means;

Mean range	Response range	Interpretation	
3.26 - 4.00	strongly agree	Very good	(4)
2.51 - 3.25	Agree	Good	(3)
1.76 - 2.50	Disagree	Poor	(2)
1.00 - 1.75	Strongly disagree	Very poor	(1)

3.7.1 Editing
Editing is the process whereby the completed questionnaires and interview schedules are analyzed in the hope of amending recording errors or at least deleting data that are obviously erroneous. Editing was done to improve the quality of information from respondents. The researcher filled out a few unanswered questions. However, the answers which were filled were deducted from the proceeding answers or questions.

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

response given into categories for easy interpretation. For each question, a list of probable answers was prepared.

3.7.3 Tabulation
According to Moser and Kalton, "data once edited and coded are put together in some kind of tables and may undergo some other forms of statistical analysis." In the same manner, data was put into some kind of statistical table showing the number of occurrences of responses to particular questions with percentage to express data in ratio form.

3.8 Ethical procedure
Before going to the field, the researcher began by getting an authorization letter from the Head of Department of Mass Communication meant for the respondents; and this enabled the researcher attain adequate information from the respondents. During the process of data collection, confirmation was given to the respondents in that the researcher assured the respondents that the reason for the research was only for academic purposes and that no information was given to any individual, institution or organization outside the purpose stated in the authorization letter.

3.9 Limitations of the study
The study was limited by financial constraints. The study required numerous movements, commuting among other things; the researcher had a tight budget to meet all these expenses. This delayed the completion of the study since the researcher would at some point pause the study to source for funds.

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

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

CHAPTER FOUR
PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

This chapter presents the findings of the research as well as their analyses and interpretation. Where necessary, aids such as tables are used to illustrate the meaning of the data presented. The findings presented in the tables and figures are further explained, to give the reader a clearer and or simpler understanding of the phenomenon under analysis.

4.1 Variance between targeted and actual respondents

The researcher targeted a total of 100 respondents, selecting, 55 UBC viewers, 15 Marketers, 10 Editors, five managers, and 15 Government officials. However, not all the targeted responded; the actual sample responses were 90 out of the targeted 100, hence a response rate of 90%. This is indicated in Table 2 below;

Table 2: Variance between targeted and actual respondents

Category of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UBC viewers	50	55.6	55.6	55.6
	Marketers	13	14.4	14.4	70.0
	Editors	10	11.1	11.1	81.1
	Managers	5	5.6	5.6	86.7
	Government officials	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

Source: Primary data, 2014

4.2 Demographic characteristics of the respondents

Demographics can be defined as the physical characteristics of a population such as age, gender, marital status, and educational background. The socio–demographic characteristics measured in this research are gender, age, and the level of education.

Table 3: Demographic information of the respondents

Background information	Category	Frequency	Percentage
Gender	Male	52	57.8
	Female	39	42.2
	Total	**90**	**100**
Age	20-29	27	30
	30-39	34	37.8
	40-49	13	14.4
	50-59	10	11.1
	60+	6	6.7
	Total	**90**	**100**
Education level	Primary	17	18.9
	Secondary	17	18.9
	Diploma	16	17.5
	Degree	28	31.1
	Masters	10	11.1
	PhD	2	2.2
	Total	**90**	**100**
Marital Status	Single	21	23.3
	Married	47	52.2
	Widow	13	14.4
	Widower	9	10.0
Religion	Protestant	38	42.2
	Catholic	28	31.1
	Muslim	18	20.0
	Others	6	6.7
	Total	**90**	**100**

Source: Field data, 2014

The field data in Table 3 shows that out of 90 respondents of the study, 52 of them were male (representing 57.3%) and 39 were female (representing 42.2%).

This shows that there was unfair gender representation because men dominated the workforce where the study was conducted.

Table 3 also indicates that the ages of the respondents were divided into five categories; (20-29, 30-39, 40-49, 50-59 and 60+ years of age. The study found that: 27 (representing 30%) of the respondents were between 20-29 years of age; 34 (representing 37.8%) were between 30-39 years; 13 (representing 14.4%) were between 40-49 years of age; 10 respondents (representing 11.1%) were between 50-59 years, and 6 respondents (representing 6.7%) were 60 and above years old. This shows that all the different ages of the respondents with the knowledge of the research were captured in the study.

Furthermore, table 3 also shows that educational level of the respondents. The study established that the respondents' level of education ranged from primary, secondary, diploma, university degree, and masters to PhD. Of these, 17 (representing 18.9%) of the respondents had primary school level of education; another 17 (representing 18.9%) of the respondents acquired secondary school education; and 16 (representing 17.5%) had diplomas. In addition to that, majority (28 respondents) (representing 31.1%) had bachelors degree; 10 (representing 11.1%) had masters degrees; and only 2 (representing 2.2%) of the respondents had PhD.

Table 3 also includes the respondents' marital status. The study found that the respondents were either single, married, widows or widowers. The table reveals that of the 90 respondents, 21(representing 23.3%) of them were not yet married; the majority (47) of the respondents (representing 52.2%) were married; 13 of these respondents (representing 14.4%) were widows and the remaining 9 (representing 10%) of the respondents were widowers.

Table 3 finally shows the religious affiliations of the respondents. It was found that the majority (38) of these respondents (representing 42.2%) are Protestants; 28 (representing 31.1%) were Catholics, 18 (representing 20%) were Muslims, and 6 (representing 6.7%) did not fall under the listed category of the respondents. These other respondents were either born again Christians or traditionalists.

4.3 The types of programs aired by UBC-TV

Table 4: Types of programs aired by UBC-TV

NO.	Type of program	Weekly airtime – Percentage
1	News and current affairs	21.2
2	Educational (agriculture, health, environment etc)	18.3
3	Entertainment (sports, music, films etc)	20.7
4	Business	5.4
5	Commercials and advertisements	25
6	Culture/religion	9.4
	Total	**100**

Source: Primary data, 2014

Table 4 shows the types of programs aired by UBC-TV. The findings were generated from a documentary data tool i.e. the UBC program schedule obtained by the researcher. (see Appendix F). The findings revealed that: different programs are aired at UBC-TV and these programs have different schedules and amount of time allotted to them. For example, it was found that commercials and advertisements dominate UBC programs (25%) for the period January to April 2014.

Commercial programs are defined in this study as those programs produced and aired to acquire revenue. McQuail (1994) observes that content in such programs is geared towards the direction of business consumerism. In the present study, commercial programs include: commercial spots, personal announcements and infomercials. Programs in the 'others' category include: station promotions, continuity announcements and musical interludes. It was found that, normal and or regular programs take 45 minutes where as commercials take 15 minutes in every one hour program.

It was also found that Educational programs (agriculture, health, environment, etc) have equally a fair airtime allocation at the station. It is allotted 18.3% of the total airtime of the programs aired. For the case of this study, educational programs are defined as those programs geared towards creation of awareness amongst the populace on matters of public concern, with the overall aim of improving their livelihoods. Such programs tend to focus on issues such as agriculture, health, and the environment, among others. Such programs include: *Jifunze Kiswahili* (18:25-18:30 everyday); Young Entrepreneurship (Monday 10:00-10:30); Education Magazine (Thursday 20:00-20:30) among others.

Furthermore, the study found that Entertainment (sports, music, films etc) take equally a big share of the daily programs at UBC-TV. The item analysis made, shows that entertainment programs have a longer time stretch than many other programs. It has 20.7% of the total airtime. For this study, entertainment programs include all sorts of amusements such as drama, local and foreign music, sports, and folk songs among others. In UBC program schedule, such programs include among others, Explosive Hits (13:30-14:00 everyday); Sports Galore (Monday 17:00-18:00); Cartoons (Tuesday-Wednesday 17:00-18:00).

The study also shows that Business programs take 5.4% of the total programs. Business programs are those programs that deal with prices of goods and services in the market, stock exchanges, forex rates etc. Such programs include among others, Business today (9:00-9:30) Monday-Friday; Farmers' Basket (Monday 10:30-11:00).

News and current affairs programs take 21.2% of the total programs at UBC-TV. The study also found that culture/religious programs translate into 9.4% of the total program time. News and Current Affairs programs are informative programs on current issues in the country and the world at large. They include news bulletins, talk shows and highlights. Such programs includes among others, breakfast news between (6:00-6:30); Good morning Uganda which is between (7:00-7:30); UBC News Journal between (13:00-13:30); UBC Leero between (19:00-19:30); UBC tonight between (20:00-20:30). These programs run from Monday-Friday same time.

Programs discussing issues relating to culture and religion include among others, In Touch Ministries (Monday 11:00-12:00); Families Talk show (Monday 14:30-15:00); Soul Touch (Sunday 16:00-17:00).

4.4 The quality of media content produced by UBC-TV

Table 5: The quality of media content produced by UBC-TV

NO.	Category	Percentages			
		Strongly disagree	Disagree	Agree	Strongly agree
1	The programs are so educative	13.3	17.8	26.7	42.2
2	The programs are informative	13.3	20.0	38.9	27.8
3	The programs are well balanced and objective	16.7	17.8	37.8	27.8
4	Enough research is made before program production	33.3	51.1	15.6	0.0
5	Opposing views are allowed at UBC	40.0	21.1	24.4	14.4
6	The programs reflect community interests	8.9	11.1	46.7	33.3
7	The audiences like the programs	23.3	22.2	37.8	16.7
8	The programs are interactive in nature	10.0	16.7	30.0	43.3
9	Development programs are aired	14.4	17.8	26.7	41.1

Source: Primary data 2014

Table 5 shows the quality of media content being produced by UBC-TV. The study revealed that the respondents strongly disagreed, disagreed, agreed and strongly agreed with the statements provided. For example, on the statement that UBC-TV programs are so educative, majority (42.2%) of the respondents strongly agreed and 26.7% agreed that UBC-TV programs are educative to viewers. The same respondents also strongly agreed (27.8%) and agreed (38.9%) to the statement that UBC-TV programs are informative. Furthermore, the respondents also agreed and strongly agreed (37.8%, 27.8%) respectively to the statement that the programs are well balanced and objective. This shows

that the only public TV station's programs are professionally produced in an impartial and objective manner.

Table 5 further shows that 33.3% and 51.1% of the respondents disagreed and strongly disagreed respectively to the statement that enough research is made before program production. The respondents however doubted the amount of time put to researching on the programs and this undermines the quality of the programs. The majority (40%) of the respondents also strongly disagreed to the statement that opposing views are allowed at UBC-TV. The respondents believe that UBC-TV does not represent opposing views and this undermines objectivity of the TV station. However, the respondents 46.7% and 33.3% of the respondents agreed and strongly agreed respectively that UBC-TV programs reflect community interests. This means that the content of the programs reflect societal events. Related to that is the fact that 37.8% and 16.7% of the respondents agreed and strongly agreed respectively, that the audiences like the programs. The respondents also agreed and strongly agreed (30.0% and 43.3% of the respondents that UBC-TV programs are interactive in nature. Finally, 26.7% and 41.1% of the respondents agreed and strongly agreed respectively, that development programs are aired at UBC-TV. The responses generally show that UBC-TV programs are of good quality, since they (programs) attract the viewership of the community members.

4.5 The impact of liberalization of the media on society

Table 6: The impact of liberalization of the media on society

NO.	Category	Percentages			
		Strongly disagree	Disagree	Agree	Strongly agree
1	Pluralism of the media	27.8	4.4	26.7	41.1
2	Easy media access	16.7	17.8	33.3	32.2
3	Concentration of media messages	21.1	28.9	34.4	15.6
4	Quick information dissemination	6.7	5.6	34.4	53.3
5	Equal representation of the masses	7.8	1.1	32.2	58.9
6	Promotion of cultural identities	5.6	32.2	26.7	35.6
7	Increased community participation on content production	26.7	32.2	21.1	22.2
8	Reduced government control	24.4	32.2	21.1	22.1
9	Improved program content quality	13.3	43.3	43.3	0.0

Source: Primary data 2014

Table 6 shows the impact of liberalization of the media on society; and the findings revealed that the respondents strongly disagreed, disagreed and at some point agreed and strongly agreed with the statements provided. The respondents for example agreed and strongly agreed to the statement that liberalization led to pluralism of the media. This means that the media now represents divergent views as opposed to the times before 1993 when the media was purely state owned. It was also found that 33.3% and 32.2% of the respondents agree and strongly agreed respectively to the statement that liberalization has led to easy media access. This means that many people can now have access to the media as contrasted to the time before liberalization when only few people would have access to the media. Liberalization was also seen to have led to concentration of media messages by 34.4% and 15.6% of

the respondents respectively. This means that the same or related messages are disseminated by the media because there is concentration of media ownership. UBC for example serves as the best example here since it runs both TV and many other radio outlets under one umbrella and a central management system.

In addition to the above, 53.3% and 34.4% of the respondents strongly agreed and agreed respectively that liberalization has led to quick information dissemination. Since there are many media houses in Uganda, 'information trade' has become so competitive that each medium wants to be the first to break the news. This makes it easy for information to travel at a very fast speed so as to have their listeners/viewers tuned. The respondents (32.2% and 58.9%) of the respondents also agreed and strongly agreed to the statement that liberalization of the media had led to equal representation of the masses. Now that there are many media in Uganda, they all exist to serve a given population. For example, state owned media serve the interest of the government, public media serve both the interest of the government and the citizens, community media serve the interest of the community, and private media serve the interests of their advertisers and the listeners.

Table 6 further shows that liberalization of the media in Uganda has led to the promotion of cultural identities. This was noted by 26.7% and 35.5% of the respondents who agreed and strongly agreed with the statement that: liberalization and promotion of cultural identities. This is manifested on the broadcast of cultural related issues like talk shows that prohibit certain morals that were traditionally seen as 'not fitting' for Uganda like homosexuality, prostitution, child sacrifice among others.

However, the respondents strongly disagreed and disagreed (26.7%, 32.2%) respectively, that liberalization has increased community participation on

content production. The respondents did not believe that the community members are involved in content production. This means that the community members are just 'consumers' and not 'producers' of media programs and they are not consulted and or involved at all in the production of many media programs. On the issue of whether liberalization has reduced government control on the media, 24.4% and 32.2% of the respondents strongly disagreed and disagreed respectively to the statement. This response shows that the government has not relaxed its control over the media even when the air waves have been liberalized. When the media were liberalized in 1993, many laws instead sprung up, like The Press and Journalist Act 1995, Electronic Media Act, 1996, Uganda Communications Act 1997 among others, all directed at 'cowing' the media in Uganda. Finally, 43.3% of the respondents agreed that liberalization of the media has improved program content quality. But, the same number (43.3%) nonetheless oppose the statement that liberalization of the media as led to improved program content quality. This was further supported by 13.3% of the respondents who strongly disagreed that there is improvement in program content quality. The respondents are divided over the matter, although others deny improvement in program content quality, a good number (43.3%) believe that quality of the content has significantly improved.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter is concerned with the summary of the study, conclusion and recommendations.

5.1 Summary of the study

The study was conducted at Uganda Broadcasting Corporation, Kampala. The study was guided by research objectives which included; establishing the types of the programs aired by Uganda Broadcasting Corporation(UBC-TV); examining the quality of media content being produced by UBC-TV; and establishing the impact of liberalization of the media on society.

On establishing the types of the programs aired by Uganda Broadcasting Corporation, the study found that commercials and advertisements dominated the weekly programs at (25%), followed by entertainment at (20.7%), educational programs (agriculture, health, environment, etc at 18.3%, news and current affairs (21.2%), lastly culture/religion (9.4%) and business (5.4%).

On the examining the quality of media content being produced by UBC-TV, the study found that the station's programs are so educative, where majority (42.2%) of the respondents strongly agreed to that effect and (26.7%) agreed that UBC-TV programs are educative to viewers. The same respondents also strongly agreed (27.8%) and agreed (38.9%) to the statement that UBC programs are informative. Furthermore, the respondents also agreed and strongly agreed (37.8%, 27.8%) respectively to the statement that the programs are well balanced and objective. This shows that UBC programs are professionally produced in an impartial and objective manner.

The respondents disagreed and strongly disagreed respectively to the statement that enough research is made before program production. The respondents doubted the amount of time put into researching on the programs and this undermines the quality of the programs. The respondents believe that UBC-TV does not represent opposing views and this undermines objectivity of the public media house.

On establishing the impact of liberalization of the media on society, the study revealed that liberalization led to pluralism of the media. This means that the media now represents divergent views as opposed to the times before 1993 when the media was purely state owned. It was also found that 33.3% and 32.2% of the respondents agree and strongly agreed respectively to the statement that liberalization has led to easy media access. This means that many people can now have access to the media as contrasted to the time before liberalization when only few people could have access to the media.

In addition 53.3% of the respondents strongly agreed that liberalization has led to quick information dissemination. Since there are many media houses in Uganda, 'information trade' has become so competitive that each medium wants to be the first to break the news. This makes it easy for information to travel at a very fast speed so as to have their listeners/viewers tuned.

However, the respondents strongly disagreed and disagreed (26.7%, 32.2%) that liberalization has increased community participation on content production. The respondents did not believe that the community members are involved in content production. This means that the community members are just 'consumers' and not 'producers' of media programs and that they are not consulted and or involved at all in the production of many media programs.

5.2 Conclusions

From the data that the researcher conducted, the researcher concluded that; liberalization has improved the quality of the station's programs although doubts still linger on the quality of these programs.

This study has demonstrated that though UBC-TV still maintains certain public service principles and values, it is clearly headed for commercialization. This is shown by the rise of commercialized programming and a fall in education and development programs. Limitations in the form of finance and other resources have compromised the roles and character of public service TV programming. The majority of programs currently aired by UBC-TV are evidently geared towards attracting advertisers rather than serve the public interest. In addition to the above discourse, the influence of sponsors on program production, narrow the scope of the TV's performance in as far as public service principles and values are concerned. Sponsors of programs in education, information, current affairs or entertainment, dictate their content and design. This compromises numerous aspects such as professionalism, goals and objectives of those particular programs, hence barring them from reaching the target audiences.

The study finally rejects the hypothesis that there is no relationship between liberalization of the media and the quality of the media content. The study established that there is a relationship between liberalization and the quality of the media content.

5.3 Recommendations

From this research, a number of short-term recommendations emerge:
More airtime needs to be added on educational related programs. The study established that News and current affairs and entertainment take the biggest share of the total airtime allocated for programs at UBC-TV. However, the

researcher suggests that entertainment time is too much compared to only 18.3% of the total time given to educational programs.

The study also recommends that UBC-TV should become objective and non partisan since it is a public broadcaster. It should contain opposing views especially from opposition politicians because these views may prove to be constructive in the long run. Pluralism of the media is paramount for development purposes and constant improvement of the media house, if it is to stand the test of competition.

Whereas advertising and sponsorship bring in a considerable amount of revenue, it should not take a central place that undermines the listener's interest in TV programming. Advertisements on TV must be balanced with educational and developmental programs, and must be limited to specific and stipulated times. This stipulation should not be during prime-time viewing, as this will result in mass audience high-cost programming in peak times and low-cost programming at other viewing times. Similarly, subtler ways of program sponsorship must be adopted to reduce programming from being advertiser or sponsor friendly.

Furthermore, therefore, there is need for the Media Council guided by the Uganda Communications Commission (UCC), to map out solid policies that will systematically guide UBC-TV in its programming in a new order. These policies should include among other things, the percentages of programs to be produced under each of the genres, as well as guidelines on the production and presentation of public service TV programs. The Media Council should maintain a close relationship with the public, broadcasters, journalists and civic organizations to debate and make recommendations on finance, structural and technical aspects of broadcasting in Uganda.

The study recommends that UBC-TV must immediately embark on audience research throughout the country, the importance of which the station may have not considered for some time. It is through research that information on audience message consumption, signal distribution and several other factors can be obtained.

5.4 Areas for further research

Given the time and other limitations of the study, the researcher suggests that more research be done on the impact of liberalization of the media and media development in Uganda.

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APPENDIX A
KAMPALA INTERNATIONAL UNIVERSITY
INFORMED CONSENT

I am giving my consent to be part of the research study of Ms. Tumusiime Juliet that will focus on "the impact of liberalization on public media content: Case study of UBC-TV."

I shall be assured of privacy, anonymity and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if asked for.

Initials: _____

Date: _____

QUESTIONNAIRE TO EDITORS

Table 1: Profile of the Respondents

SECTION A

1) Gender

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-29 ☐   (b) 30-39 ☐

(c) 40-49 ☐   (d) 50-59 ☐

(e) 60+ ☐

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) Diploma ☐   (b) Degree ☐

(c) Masters ☐   (d) PhD ☐

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

6) What do you know about liberalization of the media?

....

....

7 a) Do you think liberalization has an impact on the quality of media programs?

i) Yes ☐ (ii) No ☐

b) If yes or No, why?

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

8) Which program(s) do you like by UBC-TV?

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

9) Why do you think the government liberalized the media?

....
....

10) How you rate UBC programs?

i) Very good ☐
ii) Good ☐
iii) Fair ☐
iv) Poor ☐
v) Very poor ☐

Direction 1: Please write your rating on the space before each option which corresponds to your best choice. Kindly use the scoring system below:

Response Mode		Rating	Description
Strongly Agree	(SA)	4	Very Satisfied
Agree	(A)	3	Satisfied
Disagree	(D)	2	Somewhat dissatisfied
Strongly Disagree	(SD)	1	Dissatisfied

No.	Indicator	SD (1)	D (2)	A (3)	SA (4)
	Dominant programs aired by UBC-TV				
	Educational (agriculture, health, environment, and others, please specify)				
	News and current affairs				
	Entertainment (sports, music, films etc)				
	Commercials and advertisements				
	Culture				
	Others (please specify)				
	Quality of media content being produced by UBC-TV	SD (1)	D (2)	A (3)	SA (4)
	The programs are so educative				
	The programs are informative				
	The programs are well balanced and objective				
	Enough research is made before program production				
	Opposing views are allowed at UBC-TV				
	The programs reflect community interests				
	The audiences like the programs				

		SD (1)	D (2)	A (3)	SA (4)
	The programs are interactive in nature				
	Development programs are aired				
	The impact of liberalization of the media on society	SD (1)	D (2)	A (3)	SA (4)
	Pluralism of the media				
	Easy media access				
	Concentration of media messages				
	Quick information dissemination				
	Equal representation of the masses				
	Promotion of cultural identities				
	Increased community participation on content production				
	Reduced government control				
	Improved quality of programs				

APPENDIX C
QUESTIONNAIRE TO MARKETERS

Table 1: Profile of the Respondents
SECTION A
1) Gender

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-29 ☐   (b) 30-39 ☐

(c) 40-49 ☐   (d) 50-59 ☐

(e) 60+

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) Diploma ☐   (b) Degree ☐

(c) Masters ☐   (d) PhD ☐

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

SECTION B
6 a) Do you find UBC-TV easy to market?

i) Yes ☐   (ii) No ☐

b) If yes or No, why?

....

....

....

7 a) Do you think liberalization has negatively impacted on the viewership of UBC-TV?

i) Yes ☐   (ii) No ☐

b) Give reasons.

....

....

....

8) What competition does UBC-TV face in the market?

....

....

9) Assess the performance of UBC-TV since liberalization in 1993?

....

....

SECTION C

Direction 1: Please write your rating on the space before each option which corresponds to your best choice. Kindly use the scoring system below:

Response Mode		Rating	Description
Strongly Agree	(SA)	4	Very Satisfied
Agree	(A)	3	Satisfied
Disagree	(D)	2	Somewhat dissatisfied
Strongly Disagree	(SD)	1	Dissatisfied

No.	Indicator	SD (1)	D (2)	A (3)	SA (4)
	Dominant programs aired by UBC-TV				
	Educational (agriculture, health, environment, and others, please specify)				
	News and current affairs				
	Entertainment (sports, music, films etc)				
	Commercials and advertisements				
	Culture				
	Others (please specify)				
	Quality media content being produced by UBC	SD (1)	D (2)	A (3)	SA (4)
	The programs are so educative				
	The programs are informative				
	The programs well balanced and objective				
	Enough research is made before program production				
	Opposing views are allowed at UBC				
	The programs reflect community interests				
	The audiences like the programs				
	The programs are interactive in nature				
	Development programs are aired				
	The impact of liberalization of the media on society	SD (1)	D (2)	A (3)	SA (4)
	Pluralism of the media				
	Easy media access				
	Concentration of media messages				
	Quick information dissemination				
	Equal representation of the masses				
	Promotion of cultural identities				
	Increased community participation on content production				
	Reduced government control				
	Improved quality of programs				

APPENDIX D
QUESTIONNAIRE TO MANAGERS

Table 1: Profile of the Respondents

SECTION A

1) Gender

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-25 ☐   (b) 25-30 ☐

(c) 30-40 ☐   (d) 41-50 ☐

(e) 50-60 ☐   (f) 61-70 ☐

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) Diploma ☐   (b) Degree ☐

(c) Masters ☐   (d) PhD ☐

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

6) What do you know about liberalization of the media?

....

....

7 a) Do you think liberalization has an impact on the quality of public media programs?

i) Yes [   ]   (ii) No   [   ]

b) If yes or No, why?

....

....

....

8) Which program(s) do you like by UBC-TV?

....

....

....

9) As a manager, why do you think the government liberalized the media?

....

....

10) How you rate UBC-TV programs?

i) Very good   [   ]

ii) Good   [   ]

iii) Fair   [   ]

iv) Poor   [   ]

v) Very poor   [   ]

Direction 1: Please write your rating on the space before each option which corresponds to your best choice.   Kindly use the scoring system below:

Response Mode		Rating	Description
Strongly Agree	(SA)	4	Very Satisfied
Agree	(A)	3	Satisfied
Disagree	(D)	2	Somewhat dissatisfied
Strongly Disagree	(SD)	1	Dissatisfied

No.	Indicator	SD (1)	D (2)	A (3)	SA (4)
	Dominant programs aired by UBC-TV				
	Educational (agriculture, health, environment, and others, please specify)				
	News and current affairs				
	Entertainment (sports, music, films etc)				
	Commercials and advertisements				
	Culture				
	Others (please specify)				
	Quality of media content being produced by UBC-TV	SD (1)	D (2)	A (3)	SA (4)
	The programs are so educative				
	The programs are informative				
	The programs are well balanced and objective				
	Enough research is made before program production				
	Opposing views are allowed at UBC-TV				
	The programs reflect community interests				
	The audiences like the programs				
	The programs are interactive in nature				

		SD (1)	D (2)	A (3)	SA (4)
	Development programs are aired				
	The impact of liberalization of the media on society	SD (1)	D (2)	A (3)	SA (4)
	Pluralism of the media				
	Easy media access				
	Concentration of media messages				
	Quick information dissemination				
	Equal representation of the masses				
	Promotion of cultural identities				
	Increased community participation on content production				
	Reduced government control				
	Improved quality of programs				

APPENDIX E

QUESTIONNAIRE TO UBC-TV VIEWERS

Table 1: Profile of the Respondents

SECTION A

1) Gender

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-29 ☐   (b) 30-39 ☐

(c) 40-49 ☐   (d) 50-59 ☐

(e) 60+ ☐

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) Diploma ☐   (b) Degree ☐

(c) Masters ☐   (d) PhD ☐

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

6) Have you heard of liberalization of the media in Uganda?

b) Yes ☐   No ☐

c) If yes, state what you know about liberalization of the media

....

....

7) Do you think liberalization of the media is good?

b) Yes ☐   No ☐

c) Why do you say so?

....

....

8) Do you think UBC-TV has improved on quality of its programs since liberalization?

b) Yes ☐   No ☐

c) If yes, how?

....

....

....

9) Do you have a specific program that you like aired by UBC-TV?

b) Yes ☐   No ☐

c) If yes, which one, and if No, why?

....

....

....

10) How you rate UBC-TV programs?

i) Very good   ☐

ii) Good   ☐

iii) Fair   ☐

iv) Poor   ☐

v) Very poor   ☐

11) For how long have you been watching UBC-TV programs?

....

Direction 1: Please write your rating on the space before each option which corresponds to your best choice. Kindly use the scoring system below:

Response Mode		Rating	Description
Strongly Agree	(SA)	4	Very Satisfied
Agree	(A)	3	Satisfied
Disagree	(D)	2	Somewhat dissatisfied
Strongly Disagree	(SD)	1	Dissatisfied

No.	Indicator	SD (1)	D (2)	A (3)	SA (4)
	Dominant programs aired by UBC-TV				
	Educational (agriculture, health, environment, and others, please specify)				
	News and current affairs				
	Entertainment (sports, music, films etc)				
	Commercials and advertisements				
	Culture/religion				
	Others (please specify)				
	Quality of media content being produced by UBC-TV	SD (1)	D (2)	A (3)	SA (4)
	The programs are so educative				
	The programs are informative				
	The programs are well balanced and objective				
	Enough research is made before program production				
	Opposing views are allowed at UBC-TV				
	The programs reflect community interests				
	The audiences like the programs				
	The programs are interactive in nature				

		SD (1)	D (2)	A (3)	SA (4)
	Development programs are aired				
	The impact of liberalization of the media on society				
	Pluralism of the media				
	Easy media access				
	Concentration of media messages				
	Quick information dissemination				
	Equal representation of the masses				
	Promotion of cultural identities				
	Increased community participation on content production				
	Reduced government control				
	Improved quality of programs				

APPENDIX F

UBC Program Schedule

UBC TV PROGRAMME SCHEDULE JANUARY TO APRIL 2014

Monday – Thursday

TX TIME (HRS)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
6:00 – 6:30	Breakfast News	Breakfast News	Breakfast News	Breakfast News
6:30 – 7:00	Keep Fit	Keep Fit	Keep Fit	Keep Fit
7:00 – 7:30	Good Morning Uganda	Good Morning Uganda	Good Morning Uganda	Good Morning Uganda
7:30 – 8:00				
8:00 – 8:30				
8:30 – 9:00				
9:00 – 9:30	Business Today	Business Today	Business Today	Business Today
9:30 – 10:00				
10:00 – 10:30	Young Entrepreneurs	The Adventure of Lala Du (Drama)	**Pearl Flava (RPT)**	Initiative Africa)
10:30 – 11:00	Farmer's Basket (Rpt)			700 Club
11:00 – 12:00	In Touch Ministries	Spotlyt (Rpt)	Turning Point (RPT)	Access Art
			Health Facts (Rpt)	Documentary
12:00 – 12:30	LUNCH CRUZ	LUNCH CRUZ	LUNCH CRUZ	LUNCH CRUZ
12:30 – 13:00		JUDITH BABIRYE (RPT)		
13:00 – 13:30	UBC News Journal	UBC News Journal	UBC News Journal	UBC News Journal
13:30 – 14:00	EXPLOSIVE (HITS)	EXPLOSIVE	EXPLOSIVE	EXPLOSIVE
14:00 – 14:30	Tank Trailers	Christian Focus (Rpt)	Platinum Weddings	Da Beat (RPT) /
14:30 – 15:00	Families Talk show	Documentary		
15:00 – 15:30		PARLIAMENT (Currently no Parliament)	PARLIAMENT	PARLIAMENT
15:30 – 16:00	GIRL DECIDE (RPT)			
16:00 – 17:00	Soul Touch (Rpt)			
17:00 –18:00	SPORTS GALORE	CARTOONS	CARTOONS	TAKE ME HOME
18:00 – 18:25	UBC HABARI	UBC HABARI	UBC HABARI	UBC HABARI
18:25 – 18:30	Jifunze Kiswahili (start April 1st	Jifunze Kiswahili	Jifunze Kiswahili	Jifunze Kiswahili

18:30 – 19:00	STAY ALIVE	UBC LEERO	**JICHO LA VIJANA (start April)**	Life Talk
19:00 – 19:30	UBC LEERO	ASK YOUR MINISTER	UBC LEERO	UBC LEERO
19:30 – 20:00	COME ALIVE		**RAISING VOICES**	Education Magazine
20:00 – 20:30	UBC Tonight	UBC Tonight	UBC Tonight	UBC Tonight
20:30 – 21:00	BUSINESS MATTERS	HEALTH FACTS	Road safety	PEARL FLAVA (Rpt)
21:00 – 21:30	The Favorite (Soap)	The Favorite (Soap)	Farmers Basket	A Talk Show by Electoral Comm starts Mid March)
21:30 – 22:00			Money Talk by UBA	
22:00 – 22:50	UBC @ 10	UBC @ 10	UBC @ 10	UBC @ 10
22:50 – 23:00	EXPLOSIVE (HITS)	EXPLOSIVE	EXPLOSIVE	EXPLOSIVE
23:00 – 23:50	MATTERS OF POLICY	Education Forum	CRIME GIGHTERS	ASK YOUR MINISTER (Rpt)
24:00 – 01:30	UBC @ Midnight	UBC @ Midnight	UBC @ Midnight	UBC @ Midnight
01:00 – 02:00	RTV	RTV	Movie	AFRICAN BANG EXPRESS

Friday – Sunday

TX TIME (HRS)	FRIDAY	SATURDAY	SUNDAY
6:00 – 6:30	Breakfast News		Prayer Time
6:30 – 7:00	Keep Fit	Keep Fit	Glory to Glory
7:00 – 7:30	Good Morning Uganda	PIP TOPS	
7:30 – 8:00		Cartoons	Pastor Brian Damba
8:00 – 8:30			DIVINE MOMENTS
8:30 – 9:00		Kids News	Turning Point
9:00 – 9:30	Business Today	Come Alive	In Touch Ministries
9:30 – 10:00		Spotlyt	
10:00 – 10:30	Business		700 Club
10:30 – 11:00	Life talk	Horizon Vibe	One cubed / Story Teller café (X-tian)
11:00 – 12:00	CRIME FIGHTERS (Rpt)		Soul Touch
12:00 – 12:30	LUNCH CRUZ	Omnibus Repeat of "the favorite" (Soap)	YOUR KITCHEN
12:30 – 13:00			MUTUNDWE FELLOWSHIP
13:00 – 13:30	UBC News Journal		EXTREME CLASSICS
13:30 – 14:00	EXPLOSIVE		DOCUMENTARY: YOUR PARLIAMENT
14:00 – 14:30	GROUND ZERO	EXTREME CLASSICS	
14:30 – 15:00			A moment with J

			Babirye
15:00 – 15:30	The Adventure of Lala Du (Chinese drama)	GIRL DECIDE	FAMILIES SHOW
15:30 – 16:00		SDA TODAY	
16:00 – 17:00	Islamic Dawa /Focus	**PEARL FLAVA**	PLATINUM WEDDINGS
17:00 –18:00	FULL THROTTLE (Motor Sport)	Seize the Day (Rpt)	EDUCATION FORUM
18:00 – 18:25	UBC HABARI	**WEEKLY FOCUS**	UBC HABARI
18:25 – 18:30	Jifunze Kiswahili		
18:30 – 19:00	YOUR ENVIRONMENT		GLORY CHURCH
19:00 – 19:30	UBC LEERO	UBC LEERO	UBC LEERO
19:30 – 20:00	**Young Entrepreneurs**	PASTOR KIGANDA	MY COUNTRY
20:00 – 20:30	UBC Tonight	UBC Tonight	UBC TONIGHT
20:30 – 21:00	**DISTRICT PERSPECTIVE**	PPU / VPPU	CHRISTIAN FOCUS
21:00 – 21:30			SACCO MATTERS
21:30 – 22:00	Kingdom Church – Pastor Kiganda	A week in Parliament (starting April)	
22:00 – 22:50	UBC @ 10	UBC @ 10	UBC @ 10
22:50 – 23:00	UG DANCE PARTY	DA BEAT	FOOTBALL EXTRA
23:00 – 23:50			
24:00 – 01:30	UBC @ Midnight	UBC @ Midnight	UBC @ MIDNIGHT
01:00 – 02:00	UG DANCE PARTY	Da Beat	AFRICAN BANG EXPRESS

APPENDIX G
RESEARCH BUDGET

The study is estimated to cost 400,000/= arrived at as follows:-

ITEM	COST (UGHS)
Stationary and other related costs	90,000
Transport	200,000
Communication	50,000
Photocopy	20,000
Typesetting and binding	50,000
Internet	15,000
Subsistence	25,000
Miscellaneous	35,000
Total	400,000