THE ROLE OF ELECTRONIC MEDIA IN PROMOTING THE RIGHTS OF PERSONS WITH DISABILITES IN UGANDA (CASE STUDY KAYUNGA DISTRICT)

BY

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TABLE OF CONTENTS

Page

Declarations Iv
Approval..... v
Dedication..... vi
Acknowledgement..... vii
List of Tables..... viii
List of Abbreviations ix
Definition of Terms xi
Abstract xii

CHAPTER ONE: INTRODUCTION

1.1 Background..... 1
1.2 Statement of the Problem..... 2
1.3 General Objective..... 2
1.3.1 Specific Objectives..... 2
1.4 Significance of the Study..... 3
1.5 Scope of the Study..... 3
1.5.1 Geographical Scope..... 3
1.6 The Conceptual Framework..... 4

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction..... 5
2.1.0 The Media and PWDs Rights 5
2.1.1 Institutional Framework for Disability Rights..... 6

2.1.2 The Rights of PWDs in Uganda..... 9

2.1.3 The State of Disability in Uganda..... 9

2.1.4 Limitations of International Legal Framework.....10

2.2.0 The Extent of Use of Electronic Media 11

2.2.1 PWDs and Existing Media strategies 11

2.2.2 The Disability Communication Platforms 12

2.2.3 Limitations of Media in Promoting PWDs Rights 12

2.3.0 Level of awareness of PWDs Rights.....14

2.3.1 PWDs Level of Awareness..... 14

2.3.2 Media Practitioners Level of Awareness on PWDS Rights.....15

2.3.3 Awareness Activities.....15

CHAPTER THREE: METHODOLOGY

3.1 Introduction..... 16

3.2 Research Design..... 16

3.3 Study Area Located..... 16

3.4 Study Population 16

3.5 Sample Size..... 17

3.6 Data Collection Method 17

3.7 Data Collection Instruments..... 17

3.8 Data Analysis..... 17

3.9 Research Procedure..... 18

CHAPTER FOUR: PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1 Introduction.....19

4.2 The Electronic Media Coverage in Promoting the Rights of PWDs.....19

4.3 The Legal and Policy Challenges in Promoting PWDS Rights..... ..24
4.4 The Use of Electronic Media as a Strategy in Promoting the Rights of PWDs.....27
4.5 Awareness of PWDs Rights in Uganda by Media Practitioners.....29

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction..... 31
5.2 Summary..... 31
5.2.1 The Electronic Media Coverage on the PWDs Issues..... 31
5.2.2 Legal and Institutional Challenges..... 31
5.2.3 The Use of Electronic Media in Prompting PWDs' Rights..... 31
5.2.4 Awareness of PWDs Rights by Media Practitioners..... 31
5.3 Conclusions..... 33
5.4 Recommendations..... 33
References..... 34

Appendices:

Questionnaires 37
Interview Guides..... 44
The Plan/Budget 51
Kayunga Map:..... 52
Recommendation Letter..... 53

DECLARATION

I, **Kyebakoze Suleiman Madada** declare that this research report is my own initiative after my personal research in the field for the period of 2 months and I wish to reiterate that this report has not been presented to any institution for any such award of a degree/masters or any other academic award.

Sign:.....

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Date...31/07/2009.....

APPROVAL

This dissertation entitled "*The Role of Electronic Media in Promoting the Rights of PWDs*" was done under my supervision and has been submitted to Kampala International University for examination with my supervision.

Sign……Signed…….. Date……3 AUG 2009……

MR. ONGODIA SIMON PETER

SUPERVISOR

DEDICATION

I do dedicate this dissertation to the disabled fraternity in Uganda in a bid to help them understand their rights. Electronic Media in Uganda if well utilised to the benefit of PWDs, have high potential of enhancing the rights of PWDs.

ACKNOWLEDGEMENT

I wish to express my gratitude to my supervisor Mr.Ongodia through whose guidance this report has been compiled.

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Since I cannot thank you all in person, may all who in one way or another helped me complete this work ever know that your efforts were highly appreciated. .
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LIST OF TABLES AND FIGURES

Figure 1: Respondents' response on media coverage in PWDs issues 20

Table 1: Relevancy of covered issues to PWDs' rights..... 22

Table 2: Respondents opinions on the existence of legal mechanisms 24

Figure 2 Effectiveness of legal and institutional benchmarks 26

Figure 3: Use of electronic media in promoting PWDs' rights..... 27

Table 3: Awareness of PWDs rights by the media practitioners 29

LIST OF ABBREVIATIONS

AIDS	-	Acquired Immune Deficiency Syndrome
AU	-	African Union
CHOGM	-	Common Wealth Heads of Government Meeting
CSO'S	-	Civil Society Organizations
DPO'S	-	Disabled Persons Organizations
HIV	-	Human Immune Virus
IDPC	-	International Disabled People's Conference
IMF	-	International Monetary Fund
KAJA	-	Kayunga Journalists Association
KCEP	-	Kampala Community Empowerment Project
KDDP	-	Kayunga District Development Programme
KDPBA	-	Kampala Disabled People's Business Association
LGA	-	Local Government Act
MoFPED	-	Ministry of Finance, Planning and Economic Development
MGLSD	-	Ministry of Gender Labour and Social Development
MOE&S	-	Ministry of Education and Sports
NDP	-	National Development Plan
NGO's	-	Non-Governmental Organizations
NUDIPU	-	National Union of Disabled Persons of Uganda
OAU	-	Organization of African Unity
PEAP	-	Poverty Eradication Action Plan
PWD's	-	Persons With Disability
TV	-	Television
UBC	-	Uganda Broadcasting Corporation
UBOS	-	Uganda Bureau of Statistics
UN	-	United Nations
UNAB	-	United National Association of the Blind
UNAD	-	United National Association of the Disabled
UNDHR	-	United Nations Declaration of Human Rights

UNISE	-	Uganda National Institute Special Education
UPE	-	Universal Primary Education
USE	-	Universal Secondary Education
VODU	-	Voice of the Disabled in Uganda
WBS	-	Wava Broadcasting Service

DEFINITIONS OF TERMS

Human rights: means entitlement enjoyable by all human beings, inherent dignity, worth equal and inalienable rights of all members of the human family.

Disability: is defined as permanent and substantial functional limitation of daily life activities caused by physical, mental or sensory impairment and environmental barriers resulting in limited participation.

Persons with Disabilities include those who have long term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on equal basis with others.

Media: includes conventional print and electronic devices, Newspapers, magazines, radio, T.V, Internet and others, Braille tactile, large prints, argumentative and alternative modes and formats of communication to cater for the special needs of PWDs.

Electronic media: in this study limited to radio plus T.V broadcasts.

Radio: include public address systems used in rural communities for purposes of communication, in addition to the standard definitions of radio.

ABSTRACT

This report presents the results from a study about *the role of electronic media in promoting the rights' of PWDs in Uganda, a case of Kayunga District.* The result of the research was obtained among various participants that the study engaged. Generally, 50 individuals including members of Parliament, Local Government Councilors, Disabled People's organizations, PWDs themselves and Electronic Media Practitioners were involved in providing data through the questionnaires, interviews, observations and documentary reviews. Factor analysis, cross-tabulations, and examination suggest that orientations toward disability are associated with contempt even within media houses. In particular, media houses in Kayunga District do not respond to the demands for the rights of PWDs through programme reporting on airwaves. For instance, 42% of the respondents held that media coverage of PWD issues was rare. The media therefore, is seen to playing limited role of inclusion of PWDs rights in the mainstream society. As regards the study objective of effectiveness of legal and institutional framework, an analysis revealed overwhelming evidence that both instruments of promotion of PWD rights were none effective. On aggregate 29 (58%) and 33 (66%) out of 50 for legal and institutional framework respectively said that the benchmarks were ineffective. On the question of awareness of PWD rights by media practitioners, the findings revealed that were well aware of not only PWD rights but their own rights as well. On the contrary, however, their awareness of disability issues is not followed by actions. The report explores the findings and suggests recommendation course of actions to be taken and directions for future research. These include, legal audit should be done to evaluate the applicability of certain laws, monitoring and facilitation of institutions that deal directly with media houses. Also sensitization of the media fraternity on the importance of reporting disability issues. On top of this, there should be sponsorship of programmes by stakeholders on matters of disability.

CHAPTER ONE

INTRODUCTION

1.1 Background

There is increasing global attention on rights of PWDs particularly and of minorities in general. This is in tandem with the universal realization that observance of people's rights or good governance is the cornerstone for development. United Nations definition categorizes Persons with Disabilities (PWDs) to include those who have long term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on equal basis with others (Pointon & Davies 1997). The generally accepted categories include difficulty in hearing; difficulty in speaking and conveying messages; difficulty in moving around and using other body parts; difficulty in seeing; strange behavior; epilepsy; leprosy; loss of feeling and multiple disabilities. The leading causes of disability include congenital or peri-natal disturbances (mental retardation, somatic hereditary defects and non-gender disorders, communicable diseases, functional psychiatric disturbances, alcoholism, drug abuse, wars and civil strife, trauma, injury, accidents and malnutrition (UNDP:2006).

There are diverse approaches by relevant authorities and stakeholders in respect of enhancement of PWDs rights and full realization of their potentials, including media. According to (Morris 1991) media refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.

The media is misperceived a vital tool for promotion of PWDs rights because of its ability to have a wide outreach. It is also effective because of its flexibility; both the elite and illiterate PWDs can be reached through appropriate media.

In Uganda however, despite the robust media policy regime which has enabled establishment of over 100 Frequency Modulation (FM) radios and in excess of 20 Television stations; government owns a motley one T.V station being run as a corporation and one radio station. This implies that access to media is at discretion of individual media houses with little if not

prompting from central government. In effect, the universally acclaimed Uganda government commitment to PWDs emancipation is therefore precariously poised under this dispensation. On account of this, the proposed study is imperative to ascertain if the media fraternity has rallied government call to support and engender disability concerns in all their policies and activities.

1.2 Statement of the Problem

The international community and governments are working at all levels to ensure the promotion and protection of rights of PWDs. To this end, various legal and policy instruments have been put in place to accentuate the enjoyment of rights by PWDs. However, given the global policies, ratification of human rights treaties and universal poverty reduction programmes like the Millennium Development Goals (MDG), there are many constraints limiting other sections of the global community such as PWDs to have equal opportunities. Simply put, many PWDs in Uganda do not enjoy their full rights. There are non implementation of policies and laws, negative attitudes, lack of awareness of the rights of PWDs, employment discrimination, and physical inaccessibility, unequal opportunities in education, health and micro finance initiatives.

The media though regarded as the voice of voiceless, has no specific programmes and efforts especially, the electronic media to compellingly reach out to PWDs as a category to amplify their rights. Given that electronic media in Uganda and in particular, radio as the major source of information (47.8%) outside the word of mouth communication, Television (0.7%), print media (0.6%) (Uganda National Population and Housing Census, 2002) It is against that background that this study was tasked to determine the extent of involvement by electronic media in the promotion of PWDs' rights in Uganda.

1.3 General Objective

The main objective of the study was Assessment of Media and Persons with Disabilities Rights in Uganda (Kayunga District).

1.3.1 Specific Objectives

i) To establish the Legal and Policy initiatives in promotion of PWDs' rights;
ii) To determine the extent of use of electronic media in promotion of PWDs' rights;

iii) To ascertain the level of awareness of Media Practitioners in promotion of PWDs' rights.

1.4 Significance of the Study

Rights of PWDs are high on global and national development agenda as demonstrated by the policy and legal framework. Therefore it is anticipated that, findings of this study will benefit PWDs community, and activists in drawing strategies of using electronic media to raise issues of PWDs. Also the government of Uganda would benefit in coming up with media interventions to promote disability issues. Academicians and researchers would have additional knowledge regarding media and disability issues.

1.5 Scope of the Study

1.5.1 Geographical Scope

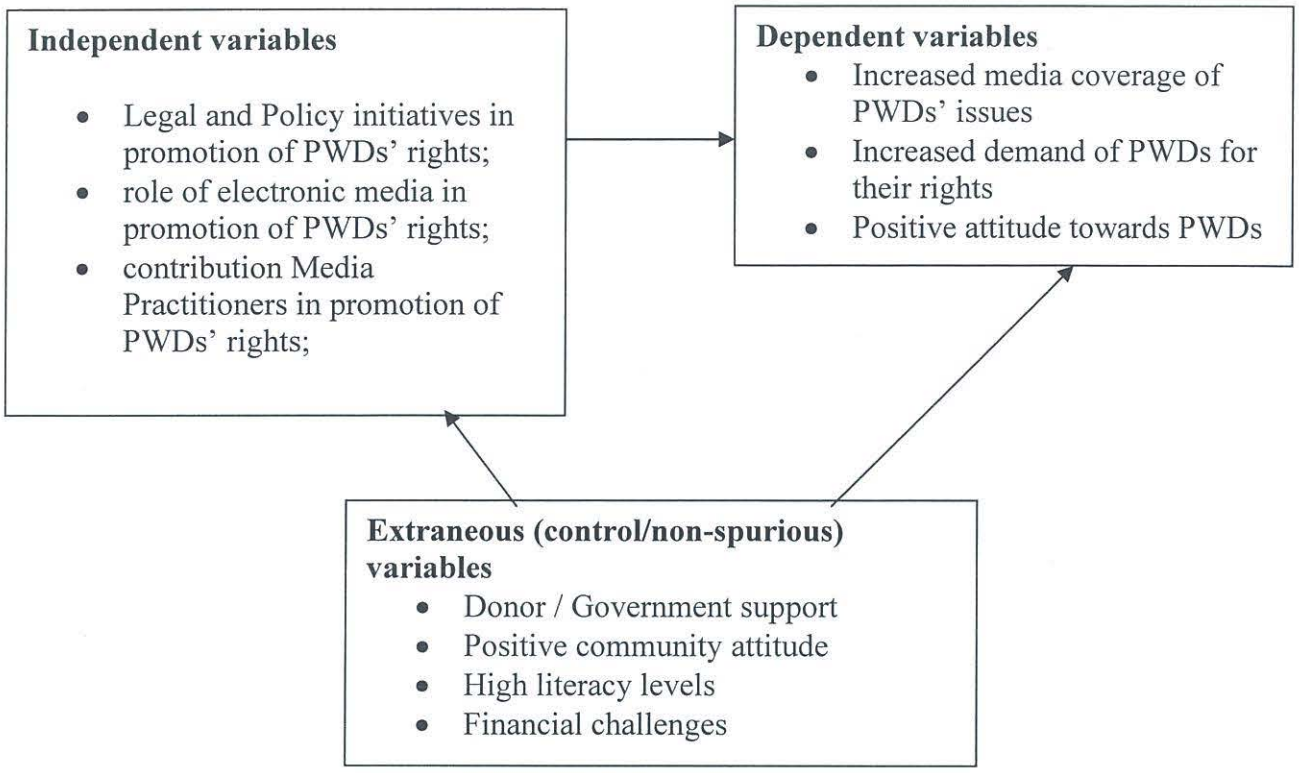
The study was carried out in Kayunga District. It is one of the 4 districts where government is piloting Community Based Rehabilitation (CBR) programmes for PWDs: the others are; Busia, Tororo and Butaleja. It is about 70 kms out of Kampala city, on the Eastern side of the capital.

1.5.2 Content Scope

The study concentrated on the periods 1986-2008, a period when disability issues have been brought out. Emphasis was also put on the category of disability with difficulty in hearing and seeing (deaf and blind), with the attention focused on radio and television as most appropriate disability-media categories chosen.

1.6 The Conceptual Framework

Figure 1: Conceptual framework showing the relationship Media and Promotion of PWDs' Rights



The conceptual framework reflects rights of PWDs as the dependent variable governed by availability of a condusive legal and policy framework; use of electronic media; and contribution Media Practitioners in promotion of PWDs' rights as the independent variables. Once these conditions are favorable, they translate into increased coverage of PWDs issues; increased demands by PWDs for their rights; increased participation of PWDs; and positive attitudes towards PWDs as the dependent variables on outcomes. The independent variables are further influenced by other factors, which were not within the scope of this study and thus were not given prominence (extraneous variables). These include donor support, positive community attitudes, high literate levels, and adequate finances. These implicitly and explicitly, boost the independent variables. For instance, when there are adequate finances, it is possible to pay for airtime on radio for articulation of PWDs, issues. Similarly, when attitudes towards PWDs are positive, the community can challenge the media to include PWDs issues on their programmes.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section dealt with a review of related literature which was useful in enhancing the understanding of the role of the media in promoting the rights of PWDs. The review of related literature was done alongside the study objectives which were: to establish the Legal and Policy initiatives in promotion of PWDs' rights; to determine the extent of use of electronic media in promotion of PWDs' rights; and to ascertain the level of awareness of PWDs' rights. From each of these objectives, relevant themes were generated to guide a systematic flow of the literature review. The themes were: policy and legal frame work, media and PWDs rights ,level of awareness of PWD rights, existing media strategies, media limitations, the challenges including non-implementation of policies; and lack of awareness on PWDs rights;

2.1 The Media and PWDs Rights.

Media refers to channels of communication. These are ways where messages are transferred from the source to a receiver. As affirmed by United Nations General Assembly resolution 60/251 establishing the new Human Rights Council, Media have a powerful influence on human behavior in that they promote tolerance and respect for freedom of expression. Media is a prime mover in social change, in that it shapes opinions and beliefs and has often been regarded as a mobility multiplier (Rao 1963).

The media is divided into two media include Print media (news papers, journals, magazines, books among others and broad categories namely print and electronic media. The print includes electronic media, radio, television, internet and other forms of education.). According to UN charter on PWDs rights (2007), media also include alternative formats and modes of communication like Braille, tactile, large prints, argumentative to cater for the special needs of PWDs. To effectively communicate, you need to understand your audience and choose the most appropriate medium of education. Therefore communication challenges in promoting PWDs rights must be sorted out in accordance to the different categories of disability for instance the medium of communication for the deaf is different from that of the

blind and that of multiple disabilities like deaf, blind. UNESCO – Mc Bridge report (1980) about communication challenges notes:

> All individuals and people collectively have inalienable right to a better life which how so ever conceived, must ensure a social minimum nationally and globally. There must be a measured movement from disadvantage and dependence to self reliance and the creation of more equal opportunities since communication is interwoven with every aspect of life, it is clearly the ut-most importance that existing communication gap be rapidly narrowed and eventually eliminated

This study objective literature review below is meant to find out the effectiveness of the current institutional framework.

2.2 Institutional Framework for Disability Rights

There is a comprehensive premise for operationalisation of rights of PWDs from international to local levels. From this perspective, there is little excuse for national governments failure to ensure equalization of opportunities. For instance, the United Nations, Convention on rights of PWDs (2007) article 21 states that:

> All states parties shall take all appropriate measures to ensure that persons with disabilities can exercise the right to freedom of expression and opinion, including the freedom to seek, receive and impart information and ideas on equal basis providing information intended for the general public to persons with disabilities.

This reinforces the UNESCO Declaration on Democratization of communication {1980} recommendation 31 on freedom of speech, of the press and of information. It provides that "in the realization of human rights, the media should express all infringements, wherever they occur, support those whose rights have been neglected or violated". Similarly, the 2002 Declaration of Principles of expression in Africa, which pronounced: *freedom of expression as an individual human right is the means of ensuring respect for human rights and freedom.*

In addition to the above, there are other PWDs related Rights for example the Universal Declaration of Human Rights (1948) Article 25 states that *everyone has a right to a standard*

of living adequate for the health and well being of himself and his family including food, clothing, housing and medical care and the rights to security in the case of sickness or disability". On the right to associate, Article 19 of (UNDHR) specifically is passionate that *everyone has the right to freedom of expression and opinion including the freedom to seek receives and imparts information.* Additionally, there are a number of subsequent universal conventions related to universal rights including specific rights to persons with disabilities: These include the International Covenant on civic and political rights 1966; the international covenant on economic, social and cultural rights 1966; the declaration of the rights of persons with disabilities 2000; the Alma Ata Declaration of 1978 emphasizes inclusion of rehabilitation approach into primary health care; the International Labour Organization Convention No. 159 and recommendation 168 on vocational rehabilitation and employment of PWDs; the world programme of action 1963 advocates for full participation of PWDs in the development process; the world declaration on education for all 1990; the Vienna world conference on Human rights stipulates promotion of PWDs rights; and the Standard Rules on Equalization of Opportunities 1993 (The Constitution of Uganda 1995).

The most recent is UN Convention on the rights of PWDs (2007) to promote, protect and ensure full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities and protect respect for their inherent rights.

Article 21 UN Convention PWDs rights (2007) on freedom of expression and opinion.

> All states parties shall take all appropriate measures to ensure that PWDs can exercise the right to freedom of expression and opinion including the freedom to seek receive and impart information and opinion on equal basis with others and through all forms of communication of their choice.

This article further categorically provides for ways of actualizing the contention: providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost; accepting and facilitating the use of sign languages, Braille argumentative and alternative communication and all accessible means, modes and formats of communication of

their choice by PWDs in their official interactions; urging private entities that provide services to the general public including the internet, to provide information and services in accessible and usable formats for PWDs; encouraging the mass media including providers for information through internet to make services accessible to PWDs and recognizing and promoting the use of sign language.

On continental level, Article 16 of African Charter on Human and Peoples Rights (1981) states "Every individual shall have the right to enjoy the best attainable state of physical and mental care (Halies). Article 20 is on freedom of expression and opinion. This is reinforced by 2002 Declaration of principles on freedom of expression in Africa, *"freedom of expression as an individual human right is the cornerstone of democracy and the means of ensuring respect for human rights and freedoms".*

In the Ugandan context, the constitution guarantees the protection of freedom of expression under Article 29 (1) *everyone shall have the right to freedom of speech and expression which include freedom of the press and media.* And Article 41 guarantees the Right of access to information:

> Every citizen has a right of access to information in the possession of the state or any other organ or agency of the state except where the release of the information is likely to prejudice the security or interference with the right to the privacy of any other person.

More impressive is Section 20 which is definitive on access to information Act (2005). It reiterates that: *Where a person with disability is prevented by that disability from reading,* viewing or listening to the record concerned in the form in which it is held by the public body

concerned the information officer shall that persons so requests take reasonable steps to make the record available in a form in which it is capable of being read, viewed or heard by that person.



Picture 1: The Researcher also State Minister for Elderly and Disabilities welcoming a Team of Visitors from Gibun Woori who had come to study about Uganda's affirmative Action Policy on PWD's

2.3 The Rights of PWDs in Uganda

The Government of Uganda is doing its best in the areas of poverty reduction, good governance, promotion of Human Rights, vulnerable groups, women, youth, workers and PWDs are represented in Parliament and Local Councils. In terms of freedom of speech including freedom of press, Uganda has embraced the liberalization and privatization policies. For instance, from one radio and TV station as was in 1986 there are now over 150 Radio stations and 30 TV stations increased. There are also thousands of registered Civil Society Organisations (C.S.Os) and freedom of worship. The country is reputed as one of the leading countries with friendly disability regime, established National Policy on PWD (2006). Persons with Disability Act (2006), National Disability Act 2003, a signatory to UN Conventions on rights of PWDs (2007).

Sadly, the PWDs do not benefit equally from these interventions. Negative attitudes of the community and some health staff, unfriendly infrastructures and equipment designs, lack of instructional materials, braille or personnel who don't know sign language limit the prospects of PWDs in accessing health services.

2.4 The State of Disability in Uganda

According to the Uganda Population and Housing Census report, 4 out of every 25 persons in Uganda are disabled. Prevalence rate in 2002 was higher than 11% compared to the 1991 census. The prevalence of disability increased with age from 2% among children aged less than 18 years to 8% among the elderly. Geographically prevalence increased; Central Region from 1.0% to 3.1%, Eastern Region from 1.2% to 3.6% and Northern 1.9% to 4.4%. The most commonly observed disability are loss and limited use of limbs 35.2%, Spine injuries 22.3%, hearing difficulties 15.1%, seeing difficulties 6.7%, difficulty in speech and conveying messages 3.9%, mental retardation 3.4%, mental illness 3.6% and others at 9.6%. (UBOS: 2002). In the areas of health services Government of Uganda has put in place Uganda National Minimum Health Care Package (UNMHCP), regional referral hospitals, built new and updated existing health centers.

2.5 Limitations of International Legal Framework

Although the international legal framework provide helpful benchmarks for states to benchmark their practice in actualizing rights of PWDs; they have limits. This is because of the lack of international agencies for enforcement of the International Conventions. Also, global liberalization and privatization policies being enforced by UN agencies, IMF, World Bank, World Trade Organization undermine the global efforts of affirmative action for marginalized groups. Capitalism is driven by profit maximization and cost containment. The media, which could be the voice of voiceless, has in turn become the voice of the powerful. To support the view that ideological trends undermine enlightenment of the masses, a famous

quotation from Karl Marx is informative: "the media is a powerful ideological weapon for a voluntary submission of the masses to the capitalistic tendencies".

On the continent, the African Union (AU) former organisation of African unity is faced by institutional and financial challenges impacting negatively on implementation and enforcement of Charters and Declarations by its member states. Regional conflicts, political instabilities, undeveloped democratic culture and financial limitations greatly undermine regional efforts on Human Rights.

2.6 The extent of use of electronic media

Under this study objective, the research reviewed literature of the existing strategies of communication to promote PWD rights.

2.6.1 PWDs and existing media Strategies

New letters, pamphlets, books, emails. Many NGOs operate and distribute newsletters for example UNAD news, by UNAD, Sight savers news by Sight Saver, UNAD News by UNAB.

Books like the Disability of movement in Uganda by Alex Ndeezi, 2004. Many disabled peoples organisations have opened website, apply emails.

However, the concern of this study was to dig out the most appropriate strategies of communication as well as establish why despite existing efforts the rights of PWDs were still violated.

Almost all reports on disability point out societal negative attitudes and lack of awareness, on disability concerns, illiterate and poverty 'as the major challenge of PWDs. Therefore, what seems to be missing is the application of Radio and Television in the promotion of Disability concerns.

2.6.2 The Disability Communication Platforms

The disabled fraternity in Uganda organized the first ever disability conferences in the Commonwealth as a run-in to the Commonwealth Heads of Government Meeting (CHOGM). The International Disabled Peoples Conference in the Common wealth *"Promoting Disability Rights"* November 2007 Hotel Africana Kampala, Uganda was one of such events aimed at promoting communication channels for PWDs. The study reviewed their budget to find out the role of the media and how much was allocated to the electronic media.

The conference, under the theme: *"Promoting Disability Rights. The inclusive way of transforming common wealth societies to achieve political, economic and human development'*, was in itself a wake up call in the promotion of the rights of PWDs in the country.

According to the initial budget, the total cost was 405,139 US$ by then equivalent to 668, 479,613 Uganda Shillings. Publicity/media was budgeted at 27,008 US$ or 44,563,500 UG shillings.

Publicity/media included video coverage web page, press conference T.V. coverage, posters, banners, conference magazine, leaflets, and exhibition tents. The biggest item of media budget was television with a cost of 9,300$ or 15,345,000, radio seemed to have missed out completely.

And what was the contribution of the media to the success of the first ever international disability conference in common wealth heads of government meeting.

2.6.3 Limitations of media in promoting PWDs rights

The study was mindful of the limitations of the media in promoting disability rights. In a developing country like Uganda lack of communication infrastructure, unreliability of electricity, low literature levels limit the effective use of the media.

The nature and category of disability also noted as another limitation, since for example, the deaf persons cannot use radio yet blind persons cannot watch television.

Further, accessibility and availability of media where as over 90% of the American households can access either radio or T.V or both. In Uganda majority of the population depend on word of mouth communication. Among forms of media radio coverage 47.8%, T.V. 0.7% and print media 0.6%. Majority of PWDs are poor, illiterate and live in rural areas. This makes communication process to PWDs and sharing of information among themselves more complicated.

Media institutional framework, ownership and management are other limitations to the promotion of PWDs rights in Uganda. Except for Uganda Broadcasting Corporation, Radio and T.V. partly privatised all the others, over 100 radio stations and 30 televisions are privately owned. Their editorial policies are geared towards the proprietors' goals and interests. The majority of media staff are unprofessional and below ethical standards. Electronic Media Act (1996) and ethnical code of conduct demand Uganda Media practitioners to Act responsibly.

Elsewhere in the World Media has been regulated to meet National interests. For example in German laws require that programmes respect human dignity and promote unity.

In Italy broadcasters are scrutinized according to principles of objectivity and comprehensiveness. License holders must devote 20% of their weekly broadcast time to local news and non commercial programmes of interest to the community.

South Africa Broadcast Act prohibits discrimination broadcasting.

In Uganda media practitioners many times violate the legal provisions for example PWD Act 2006. Section 31 (1) No persons shall, publish display, circulate cause or permit to be published, circulated or displayed an advertisement or notice that indicates or could reasonably be understood to indicate an intention to do an act that is unlawful under the provisions of this Act.

In many occasions, journalists have applied disability unfriendly language in their course of work yet they go unpunished. Perhaps ignorance of PWDs rights by the media people may be the cause.

2.7 Level of awareness of PWDs Rights

Rights of PWDs have been extensively discussed in section 2.1 of this chapter: It has also been noted that inspite of international PWDs' conventions, regional treaties, conducive national policy and legal environment, there is still a misconception, myths, prejudice and negative attitudes held by society, exclusion and abuse of PWDs on top of these PWDs themselves have low self esteem and confidence.

2.7.1 PWDs Level of Awareness

Communication barriers among certain categories of disability like the deaf keep them ignorant of their rights. William Ahimbisibwa programme officer of KDDP Mbarara remarks. (UNAD News July 2005).

> *'While we appreciate government of Uganda for spending billions of shillings to create awareness on HIV/Aids to its citizens, it is saddening to note that the deaf people have been left out'.*

High levels of illiteracy among PWDs limit the ability to read and comprehend information. Awareness carried out through print media newspapers, journals and magazines does not benefit the PWDs. Even in cities like Kampala, it is reported that 63.8% of deaf persons are either illiterate or semi illiterate (concern-ILCEP and UNAD/UDA baseline survey 2005).

2.7.2 Media practitioners level of awareness on PWDS rights.

Professor Stout of the American University school of Commerce, places the importance of knowledge of the journalists in reporting public issues, like human rights. Good journalism is premised on correct, clear, complete, concise and accurate information. Reporting on the PWDs rights, the media person should be legally knowledgeable, professionally alert, with high degree of social responsibility and holding high journalism ethnical considerations.

Accordingly, stout (1960) had the following statement to make in response to practitioners level of awareness on the rights of PWDs;

> *"That is what is wrong with to much public affairs reporting being ill-informed about ratifications beyond single communities or events"*

The study gauged the level of awareness among selected journalists. How they understood disability issues, was their understating of international and local legal framework for PWDs rights?

2.7.3 b) Awareness Activities

As a way of raising awareness disability activities have ear marked days to disabilities efforts. For instance 3rd December of every year is the International Disability day. The International day of the blind/cane day? On such occasions, PWDs hold public processions, theatre performances and petitions to parliament. They pick themes relevant to the desired campaign. For example 2006, theme of the day was ***"promoting access to information and communication technology for persons with disabilities".***

Further, in 2006, the first ever international awareness day of the, of deaf was held in Uganda under theme *"Promoting Human Rights of the Deaf through sign language"* During the week the first ever sign language dictionary was launched by Kyambogo University. How are these existing awareness strategies promoting the rights of PWDs?

CHAPTER THREE
METHODOLOGY

3.0 Introduction

This chapter examined the mode of collecting data, how data was managed, analyzed and interpreted to achieve reliable and desired results. Specifically the following were covered, research design, study area, study population, sample size, sampling techniques, data collection methods and instruments. Both qualitative and quantitative research methods were used to achieve both the depth and breadth of the effectiveness of electronic media in disability issues.

3.1 Research Design

The study employed a case study design. The intention was to have a multiple source of evidence in a selected area and concentrated coverage.

3.2 Study Area Located

The study was conducted in Kayunga District, about 70 kms from Kampala, in the central region of Uganda. Kayunga District is one of the poor districts in which government in conjunction with Norwegian Association for Disabled (NADs), currently running Community Based Rehabilitation (CBR) programmes for PWDs. The district is a multi ethnic with all tribes of Uganda found there.

It also covered UBC plus Radio Simba stations located in Kampala and UBC T.V. and WBS stations both located in Kampala. UBC radio and T.V. was selected because of National Nature. Simba radio and WBS T.V. were considered because of their popularity in Kayunga District.

3.3 Study Population:

This included political leaders at national level and Local Governments, Civil Servants, Disabled Peoples Organisations (DPOs), PWDs themselves, electronic media practitioners, and development partners (donors).

3.4 Sample Size

The study was based on a sample of respondents that included 5 members of parliament with two of whom were MPs with Disabilities, 5 Kayunga District councillors, 2 officials from the National Council for Disability, 2 staff members of Department of Elderly and Disability (MGLSD), 5 Kayunga District staff, 2 officials of NUDIPU, 2 officials of local NGOs operating in Kayunga District, 10 PWDs, with 6 of whom were from Kayunga District, 10 media persons, as follows, 2 were from Kayunga Journalist Association (KAJA), 5 from Radio stations and 3 from Television, 2 development partners, 1 Kayunga District Information Officer, 1 District Education Office, 1 official from Sight Savers Uganda, for difficulty in seeing and 1 from UNAD.

3.5 Data Collection Method

The study employed a number of methods to collect appropriate data. This included documentary analysis, plans and budgets of MGLSD, interviews, questionnaires and observation were applied to different respondents as indicated in the population sample size above.

3.6 Data Collection Instruments

Documentary analysis guidelines were developed to pick out relevant information related to the media role. Interview guide/schedule and observation check lists, and a carefully worked out questionnaire was applied.

3.7 Data Analysis

To analyse data, meetings with experts in the areas of human rights and electronic media, 2 Focus Group Discussions, 1 at Kayunga District, selected team and 1 at MGLSD offices at the national level, were conducted.

Further, in the process of collecting data and compiling raw data, constant constructions were undertaken and information useful to effective data analysis recorded.

Quantitative data was sorted into categories, after which a frequency count was made, finally tabulated, and presented graphically in percentages. Quantitative data was analysed by content analysis where responses were recorded verbatim or by word of mouth

3.8 Research Procedure

The researcher obtained a letter of introduction from K.I.U. Department of Graduate Studies explaining the purpose of the study and requesting the Chief Executive Officers (CEOs) of the institutions to be visited to grant permission for the research to be undertaken.

Further, the researcher politely requested respondents, participation in the study with a promise of confidentiality.

CHAPTER FOUR
PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

This chapter dealt with presentation of findings on the study about the role of electronic media in promoting the rights of PWDs in Uganda, with specific reference to Kayunga District. They are presented alongside the study objectives which were: to examine effectiveness of the media in promoting the rights of PWDs in Kayunga District, in order to determine the challenges encountered in integration of PWDs issues in media houses. While doing so policy and legal approaches to enhancement of the rights of PWDs entry into electronic media were cross examined, in both the extent of its coverage and strategies employed, as well as the level of awareness by PWDs themselves on their rights in areas of electronic media. The findings were derived from the responses to the questionnaires, interviews, observations and documentary reviews which were the main instruments for obtaining information from the respondents, namely: Officials from MGLSD, MOE&S and Kayunga District; MPs, Donors, NUDIPU, Journalists, Radio and TV operators, political leaders and all other stakeholders in the District and those dealing in the areas of disability issues.

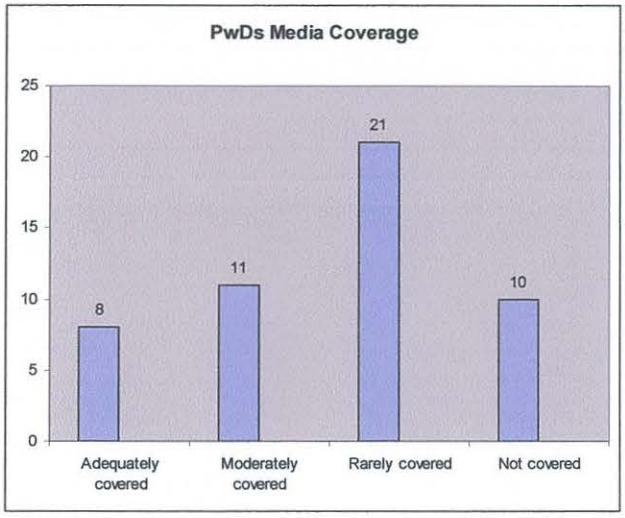
4.1 The Electronic Media Coverage in Promoting the Rights of PWDs

Through this objective, the researcher sought to ascertain what respondents considered the most salient issues that the media raised and/or promoted in relation to the rights of PWDs in Kayunga District. Under this variable, various dimensions were gauged such as review of radio and TV programs, based on their popularity. The study discovered that, the programs centred majorly on political, social and entertainment related issues such as talk shows, on both socio-political matters and musical entertainment respectively. the evidence was

overwhelming as the majority of respondents as well, noted limited coverage given to issues relating to disability – only invariably discussed in categories of socially vulnerable people, which was not specified to PWDs i.e. even the poor but able and less privileged persons were included in this category. Thus the programs were not clear-cut on the issues PWDs and therefore full of inadequacies and inconsistencies as regard to specific programs promoting the rights of PWDs in the District.

Figure 1: Respondents' response on media coverage in PWDs issues

N = 50



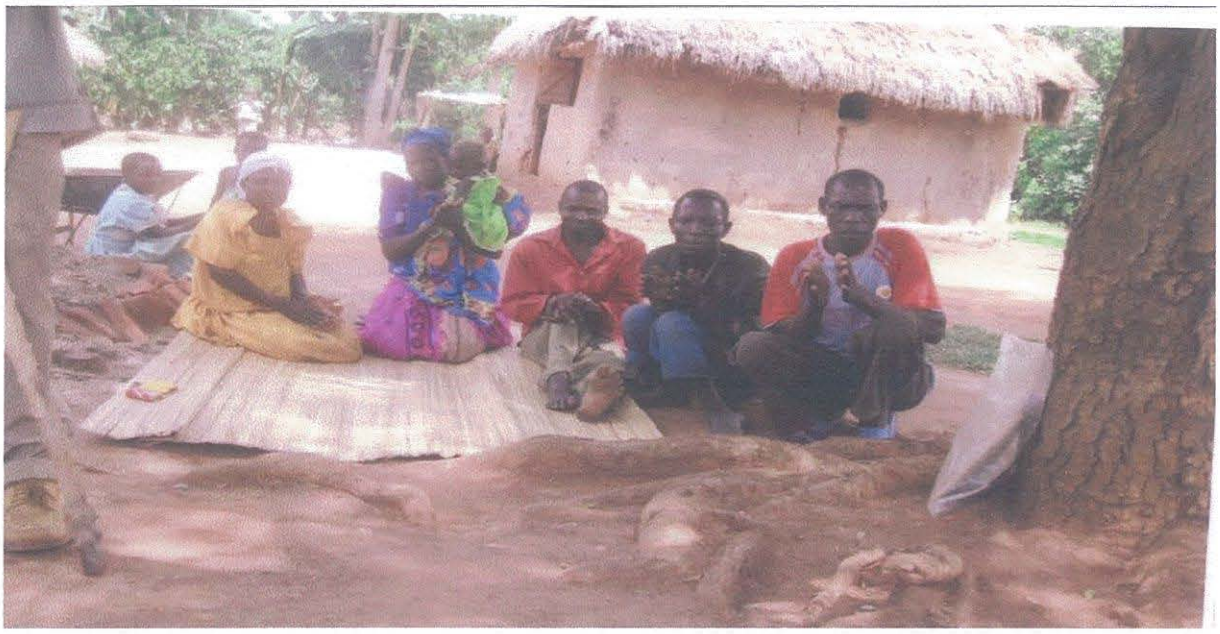
As indicated in Figure 1 above, the media coverage on issues of disabilities was least acknowledged by the community. For instance, 42% of the respondents held that media coverage on PWDs issues was rare because they rated it as rarely featuring on both radio and TV Programmes, and only 22% of them nonetheless, noting that disability issues were moderately covered. However, the irony though, is that out of 50 respondents, only 8 observed media coverage on PWDs issues; representing 16%, while, 20% vehemently denied PWDs received any attention on neither radio nor TV. The study inclination therefore, follows that of a general limited coverage of PWDs issues in the media given the community's views.

It is then quite easily agreeable that the media in Kayunga District, offers little attention to issues of disabilities, which is ironically unusual given the plight of PWDs who face double vulnerability of; being marginally poor and yet disabled at the same time.

Moreover, there is no policy framework compelling media houses to cover any issues of salient need of which disability is one. The effect of free market enterprising that as well, applies in media businesses proportionately compounds the problem. Motivated by profit maximisation, most media houses in Kayunga District are therefore, business oriented entities that see no immediate benefit from covering disability issues which are less attractive to the clientele (listeners and viewers). That view is fully supported by the views of one of the respondents who claimed that:

> "... for radios and TV's to survive in business, they have to offer entertaining programmes that attract the attention of the listeners (and/or viewers). This gives them more appeal to the public than if they covered those less-arousing topics. The larger public appeal is then used by the media house as a bait to lure programme sponsors based on the (perceived) coverage"

The nearest to policy framework addressing issues of PWDs visa vie media coverage is in the National for Disability Act of 2003 that mandates the Council to bring PWDs, issues to the attention of Government, NGOs, private sector and individuals so as improve the lives of PWDs. Also the access to information Act 2005, is a good law however issues of disability are left to the hands of private media houses to determine what best suites their broadcasting interests, regardless of social and humane undertones.



Picture 2: A group of PWDs interacting in Busana Sub county Kayunga District. During such occasions, PWDs share experiences which serves as additional medium for transmission of information.

Further, under media coverage, the study was tasked to ascertain whether or not the seldom coverage of PWDs issues was based on the promotion of the PWDs rights. The table belows details the respondents' opinions in regard to the relevancy of the coverage, which albeit was limited.

Tables 1: Relevancy of covered issues to PWDs' rights

Issues Covered	Respondents Frequency	Percent Average
PWDs' social; relations i.e. marriage	09	18
PWDs reported criminal cases	07	14
PWDs begging escapades	13	26
PWDs idleness	11	22
PWDs rights	04	08
PWDs plights	06	12
Total	**50**	**100**

The table 1 above shows the percentage and frequency of respondents on their views about what is covered most and least in the media that somewhat relate to the PWDs issues.

Accordingly, the data obtained show that most radio and TV programmes reportedly dealt and/or dwelt on matters that depicted PWDs in negative light. For example the majority observed that radio and TV programming was intermittently immersed in airing the life styles of PWDs that 'rotated' around begging as was vindicated by 26% and immediately followed by their reported idleness at 22%. The others such as PWDs social life received percent frequency of 18% on air, while criminal activities involving PWDs assumed a frequency of 14%. However, the most astonishing of all observations relates to the rights and plight of PWDs, which accordingly, received the least media attention at 8% and 12% respectively.

The above data offers convenient postulation and manifests that of lukewarm coverage of the rights of PWDs as such offering less promotion of the same. This is because all matters reported on the media – i.e. begging, idleness etc, - served less to promote the rights of PWDs in Kayunga District, but only offers an opportunity for those bent on demeaning the PWDs' rights a chance to tirade them on radio and TV stations.

Owing to the above scenarios, it can be therefore, observed that the role of media in promotion of the rights of PWDs is at its best limited: the trivialised nature of reporting given to PWDs issues by radio and TV stations and subsequent reporting of irrelevant topics on PWDs that are less positive to disability fraternity are of vivid elaboration of the neglect of PWDs, issues by the electronic media. Moreover, given that media is a primary mover in social change, driven forward by irresistible technology and that media shapes opinions and beliefs of the public (MC Quils), it is rightly argued that, the less role played by the media on

PWDs issues, makes the postulation – less media promotion of PWDs' rights – a more valid argument and further, given Wilber Schram positions that regards media as a mobility multiplier (Lerner) and as a magic multiplier. Hence, the study rationally befittingly, infers that the role of media in as so far as articulation of the rights of PWDs in Kayunga District is still limited.

4.3 The Legal and Policy Challenges in Promoting PWDs Rights

As reviewed in the literature, there existed a lot of legal and institutional framework both at national and international levels on the support and promotion of rights of PWDs especially in regard to access to fair attention by the media fraternity. The study therefore, posed questions relating to the legal and institutional mechanisms to ascertain the level of support. The data following represents the availability or lack of it in areas of promoting PWDs rights.

Table 2: Respondents Opinions on the Existence of Legal Mechanisms (N = 50)

Existence of laws and institutions	**Yes**		**No**		**Total No/%**
	No.	**%**	**No.**	**%**	
Laws	40	80	10	20	**50/100**
Institutions	35	70	15	30	**50/100**
Other	21	42	29	58	**50/100**

Data from the field

The above data table is quite representative on the opinions of the respondents about the existence of laws and institutional structures that are in place to enforce the media coverage of PWDs' issues. It can be noted that under the existence of law out of the total of fifty respondents, 80% observed that laws aimed at promoting the rights of PWDs existed. They

cited various legal benchmarks in the law books such as the constitution, statutes, and policy documents as evidence of the existence of laws. However, 20% did not agree with the opinion that laws existed, cited the inadequacy in legal frameworks; for example a law that would enforce the radio and TV stations to air the issues of PWDs. Even if this law had to exist, it would taken away the forces of liberalisation that hitherto allows free market forces (freedom of press and speech) to operate thus allowing the media house to have leverage in making their programming based on marketability.

The existence of institutions was also clearly noted as was supported by 70% of the respondents against 35% who did not agree with the existence of the institutions – that could perhaps be attributed to the lack of their effectiveness as was identified in the subsequent data. Various institutions were cited to backup their claim, which among others included; the parliament, Local Councils, the Uganda Communications Commission (UCC), the Media Centre among others.

Others suggested that other mechanisms of enforcing the promotion of PWDs rights within the media also existed. For example 42% of the respondents, observed, whereas 58% did not see any other means of promoting the rights of PWDs other than the ones that existed within the legal and institutional frameworks. The statement by one of the respondents was a clear testimony of the above:

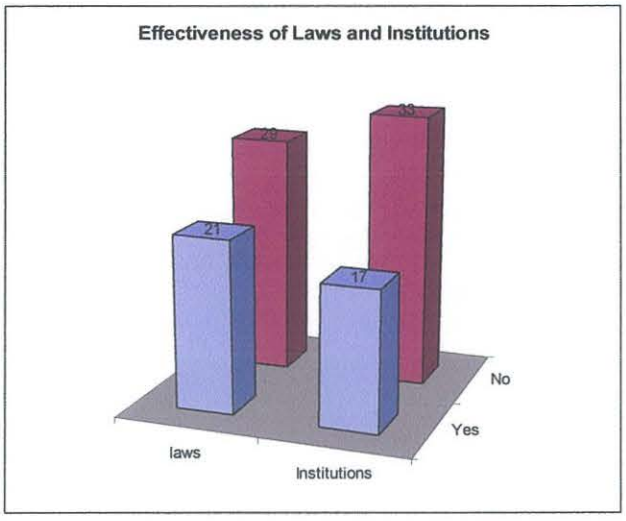
> "We hear that the laws for PWDs to be heard are in place but again we have never witnessed any sign that any radio or TV station has ever been compelled to put at least one programme in say; a week to air the views and issues relating to PWDs' rights"



Picture 2: the Researcher consulting with Political Leaders on level of PWD's Involvement in Kayonza Sub County

The legal and institutional frameworks existed without question but how about their effectiveness in enforcement of the rights of the PWDs in media houses. This question was also put forward to test and ascertain the existence of the legal and institutional benchmarks, to find out whether their equally translated into effective promotion of the issues of PWDs in the airwaves. The following figure reveals the responses.

Figure 2 Effectiveness of legal and institutional benchmarks (N=50)



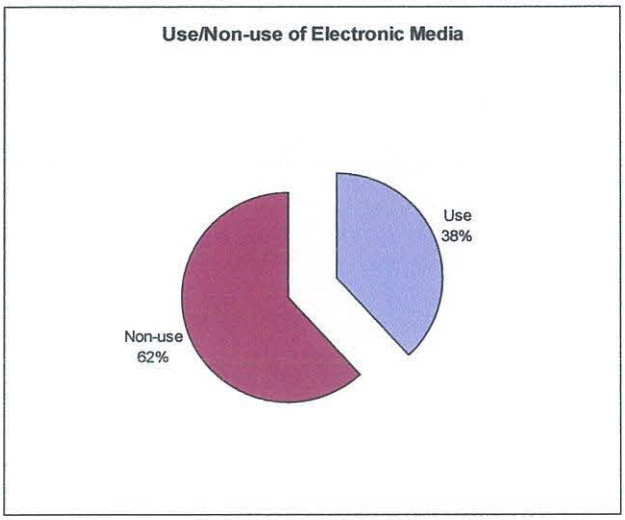
An analysis of the effectiveness of legal and institutional benchmarks revealed overwhelming evidence that, both instruments of promotion of PWDs rights were non-effective. On aggregate, 29 (58%) and 33 (66%) out of 50 for legal and institutional respectively, said that those benchmarks were ineffective as far as promoting PWDs' rights in the media. this on average represents 62% of respondents who said the laws and institutions were not working, compared to 38% again on average. On the other hand, 42% and 34% said laws and institutions were working effectively respectively, arising to an average of 33% out of a two-fold of 50 respondents.

The above figure denotes a general disapproval of effectiveness of laws and institutions in relations promoting the rights of PWDs in the context of electronic media programming.

4.4 The Use of Electronic Media as a Strategy in Promoting the Rights of PWDs

In order to ascertain whether the rights of the PWDs were promoted by the use of electronic media, the study weighted it against other means of promoting PWDs rights. The table below reveals the asymmetry in responses.

Figure 3: Use of electronic media in promoting PWDs' rights (N=50)



It is quiet clearly evident from the above figure that media was not frequently used as a means of promoting PWDs rights, thus suggesting other means. This was validated by 62% of respondents who asserted that electronic media was not engaged in promoting the issues of disabled persons, compared to 38% who observed the use of media as a means that promotes PWDs' rights.

Without promoting disability rights the transformation of societies will not be inclusive when PWDs are left out of the process, as a result posing questions as: What was the media role as a strategy to achieve the organizer' objective?; how much of the media budget was allocated to the electronic media?

Analyzing documents/budgets of institutions dealing with PWDs Rights indicated that electronic media is under utilized for example during the CHOGM conference in Uganda (2008).

The above finding is in total deviations from all legal and institutional pronouncements regarding the promotion of rights of PWDs, notably the United Nations, Convention on rights of PWDs (2007) article 21 states that;

> *"All states parties shall take all appropriate measures to ensure that persons with disabilities can exercise the right to freedom of expression and opinion, including the freedom to seek, receive and impart information and ideas on equal basis providing information intended for the general public to persons with disabilities".*

Further, UNESCO's Declaration on Democratisation of communication {1980}, recommendation 31, on freedom of speech, of the press and of information*: "in the realisation of human rights, the media should express all infringements, wherever they occur, support those whose rights have been neglected or violated*", was equally violated

4.5 Awareness of PWDs Rights in Uganda by Media Practitioners

The study on the contrary, discovered that, media practitioners were well aware of the rights of the PWDs. However, what was shocking is the fact no media house was easily willing to front the issues of PWDs on the radio and TV programmes respectively. This fact was uncovered when 10 media practitioners were asked to determine their levels of awareness of PWDs' rights. The following table contains their responses.

Table 3: Awareness of PWDs Rights by the Media Practitioners (n=10)

Level of awareness	Frequency	Percent
Legal provisions	9/10	90
Instructional existence	10/10	100
Enforcement system	2/10	20

Data from the field

Analyzing documents/budgets of institutions dealing with PWDs Rights indicated that electronic media is under utilized for example during the CHOGM Disability Conference in Uganda (2008).

The above table posits contrary results about electronic media games as regard to issues of PWDs. Whereas it was generally found that issues of PWDs never easily entered the media houses, it is also contrasting to note that the practitioners – much as they do not promote issues of disability – actually have full knowledge about their rights. For instance 90% of media practitioners knew about the existence of legal frameworks for PWDs, while 10 out of 10 (100%) of them knew institutional arrangements in regard to the promotion of PWDs rights, were in place. on the contrary the media practitioners did not agree that the

implementation of the laws and the effectiveness of the institutions were enough to foster recognition of the rights of PWDs as this was vindicated by 80% as opposed to only 20%, who supported the idea that law enforcement mechanisms were inadequate.

The above revelation sets a conundrum of questions regarding the role played by the media especially the electronic media in Kayunga District. The picture portrayed depicts a situation of mutual inherent and deliberate efforts by media to stifle out issues of disability on a simplistic ideology of market-based interests. The fact that because issues of disability are not as attention-catching as issues such as politics and entertainment, media houses chose to be engaged on airing disability-related programmes on the grounds of being less marketable.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a summary of the main findings of the study. It also outlines the conclusions and recommendations based on the findings. The study set out to determine the role of electronic media in promoting the rights' of PWDs in Uganda, with specific reference to Kayunga District. It specifically established the existing legal and institutional mechanisms and examined their efficacy (effectiveness) in promoting PWDs issues; the level of awareness of media practitioners on disability issues; as well as the extent of use of electronic media in promoting PWDs issues.

5.1 Summary

The study attempted to establish the role of electronic media in promoting the rights' of PWDs in Uganda, with specific reference to Kayunga District. It specifically focused on: the existence; effectiveness legal in institutional strategies, challenges and the awareness of media practitioners in areas of disability issues.

5.2 The electronic media coverage on the PWDs issues

Under this objective, the study set out to examine existing coverage by the electronic media of the issues of PWDs.

It is generally observed that the coverage of PWDs issues was very limited and only noted scantly when reporting negative aspects of PWDs. This act only brought in light the PWDs when they are associated with unworthy acts. This was quite revealing specifically because the programmes that 'captured' media attention as was the case with listeners swung around politics and lively social issues. Admittedly though, given the structure of the economy which encourages market-based ideologies, embroiled with profit maximisation motives it can be

apparent that media houses would compelled "to do business", rather than engage in "non-productive" program areas.

5.3 Legal and institutional challenges

a great deal of legal and institutional challenges still exist, both within the media fraternity and the general state instruments. Retrospective analyses specifically reviewing legal documents revealed details of inadequacies pertaining to law and the rights of the PWDs. It is noted for example that there was on law regime that would compel the media house to - at least – a programme about disability in their line of broadcasts. Moreover, even the poorly facilitated media institutions – their inefficiencies notwithstanding, - did little to try to change the existing condition.

5.4 The use of electronic media in prompting PWDs' rights

A challenge also lies in the area of use of electronic media. The study observed that generally there was limited use of media as a means of getting PWDs issues across to the society. the challenge was down to the persistence of media houses ignoring coverage of issues related to disability as well as the limited access of media by the promoters of PWDs' rights

5.5 Awareness of PWDs rights by media practitioners

The positive case about PWDs and media was that media practitioners were well aware of not only PWDs plights, but their rights as well. This astonishing revelation compounds the intermittent reluctance by the media to cover PWDs issues, because their awareness of disability issues is not followed by actions.

5.6 Conclusions

Evidently, the study discovered the inherent under representation of issues PWDs specifically in relation to media. The electronic media coverage on the PWDs issues; legal and institutional challenges; and the use of electronic media in prompting PWDs' rights all were seen to be inadequate in relation to promotion of PWDs rights.

5.7 Recommendations

On basis of the findings from the study as well as the conclusions, the researcher makes the following recommendations.

- Legal audits should be done to evaluate on the applicability of certain laws
- Monitoring and facilitation of institutions that deal directly with the media houses on order push for the incorporation
- Sensitization of the media fraternity on the importance that reporting disability brings to the society
- Sponsorship of programmes by all stakeholders on matters of disability

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APPENDIX I

QUESTIONNAIRE

Dear respondent,

RE: QUESTIONNAIRE ON ROLE OF MEDIA IN PROMOTION OF PWDs RIGHTS IN UGANDA (KAYUNGA DISTRICT CASE STUDY)

This instrument is a tool for enlisting data on the captioned subject. The study is motivated as a requirement to complete B.A.Mass Communication degree and by the desire to contribute towards the well-being of Persons with Disabilities in the country.

You have been identified as a useful respondent in this exercise and you are kindly requested to fill and return the questionnaire. The information you provide will be treated with utmost confidentiality.

Thank you for your kind cooperation.

Kyebakoze Suleiman Madada
Bachelor of Arts in Mass Communication

SECTION A: INFORMATION ABOUT THE RESPONDENT (Tick where appropriate)

1. What is your occupation?

.....

2. What is your Organisation?

.....

3. What is your age?

a) 18 – 30 ☐

b) 30 -45 ☐

c) 45 - 60 ☐

d) Above 60 ☐

4. What is your sex?

a) Male ☐

b) Female ☐

5. What is your highest level of education?

a) Certificate ☐

b) Diploma ☐

c) Bachelors Degree ☐

d) Masters ☐

e) PLD ☐

f) None ☐

6. What is your marital status?

a) Single ☐

b) Married ☐

c) Divorced ☐

d) Separated ☐

e) Widowed ☐

7. Are you disabled?
a) Yes ☐

b) No ☐

8. What form of Disability?
a) Blind ☐

b) Deaf ☐

c) Deaf/Blind ☐

d) Physical disability ☐

e) Any other ☐

SECTION B: LEVEL OF AWARENESS OF PWDS RIGHTS (Tick where appropriate)

9 a) Like other human beings PWDs are entitled to their rights?
a) Yes ☐

b) No ☐

10 b) How many of PWDs rights do you know?
a) Very many ☐

b) Many ☐

c) Few ☐

d) Very few ☐

e) None ☐

11 c) Mention PWD Rights you know (short statements)
i) Participation ☐

ii) Freedom of expression ☐

iii) Non discrimination ☐

iv) Right to health ☐

12. What are the major challenges you consider affecting the enjoyments of PWDs rights?

.....

SECTION C: POLICIES AND LEGAL FRAMEWORK (Tick where appropriate)

13. Is the current policy and legal framework in Uganda sufficient to address PWDs rights?

a) Yes ☐

b) No ☐

c) I don't know ☐

14. Give reasons to support your answers

.....

15. What do you recommend for improving PWDs legal framework conditions in Uganda?

.....

16. Do you know of any policy/laws outside Uganda, which are disability friendly?

a) Yes ☐

b) No ☐

c) If yes mention them

.....

SECTION D: INITIATIVES OF PROMOTING PWDS RIGHTS (Tick where appropriate)

17. Do you have any plans, programmes or efforts to promote PWDs rights?

i) By Government

a) Yes ☐

b) No ☐

c) Mention those Government programmes

-

-

-

ii) By NGOs

a) Yes ☐

b) No ☐

c) Mention those NGOs Programmes/plan

-
-
-
-

iii) By your organization/department

a) Yes ☐

b) No ☐

c) Mention those plans

-
-
-
-

SECTION E: MEDIA IN PROMOTING PWS RIGHTS (Tick where appropriate)

18. Are you aware of any medium of promoting rights of PWDs?

a) Radio ☐

b) T.V. ☐

c) Print media (Newspapers + Journals) ☐

d) Traditional media (theatre) ☐

e) Others (Seminars) ☐

f) None ☐

19. According to you, how could you grade their contributions? Highest score is 5 and lowest 1.

a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) Traditional media ☐

e) Others ☐

20. Mention those specific media houses e.g. UCB, Radio, Top T.V, and Daily Monitor.
.....
.....

21. In terms of percentage how do you rate Radio and T.V. contribution, compared to other forms of communication in promoting PWDs rights?

a) Very Highly ☐

b) Highly ☐

c) Lowly ☐

d) Very Lowly ☐

e) Not at all ☐

22. Give reasons to support your answers.
.....
.....

23. With the exception of word of mouth communication what would you consider the most appropriate mode of communication for the rural illiterate person.

i) With seeing difficulties
a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) None ☐

ii) With hearing difficulties
a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) None ☐

iii) Give reasons to support your choice in (i) and (ii) above

.....
.....

24. Give your suggestions on how to improve communication to the rural, illiterate, deaf and blind persons in Uganda.

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

25 i) In your organization does the most recent annual for PWDs include media plan.

a) Yes ☐

b) No ☐

c) Not aware ☐

ii) Which medium does the plan focus on

a) Radio ☐

b) T.V. ☐

c) Print Media ☐

d) Others ☐

iv) What is the percentage of the media budget to the total annual budget?

.....
.....

Any other comments/observation/question.

.....

APENDIX II

INTERVIEW GUIDE

INTERVIEW GUIDE FOR KEY INFORMATIONS TO DETERMINE THE ROLE OF ELECTRONIC MEDIA IN PROMOTING THE RIGHTS OF PWDS

Interview schedule to determine the role of electronic media in promoting the rights of PWDs.

Introduction:
As a requirement to complete B.A.Mass Communication degree. I Kyebakoze Suleiman Madada, carrying out a research to determine the role of electronic media in promoting the rights of Persons with Disability in Uganda, a case of Kayunga district.

You are being requested to provide information, which will be necessary in the accomplishment of the assignment.

All the information you will be treated in confidence.

IDENTIFICATION

DISTRICT

COUNTY

SUB-COUNTY

VILLAGE

RESPONDENTS NAME

INTERVIEWER'S NAME

SECTION A: RESPONDENTS BACKGROUND (Please tick where appropriate)

1. Sex
a) Male ☐

b) Female ☐

2. Age
a) Below 20 ☐

b) 21 -30 ☐

c) 31 - 40 ☐

d) 41 -50 ☐

e) Above 50 ☐

3. Have you ever attended school?
a) Yes ☐

b) No ☐

4 a) What was the highest level of class of schooling that you completed?

i) Certificate ☐

ii) Diploma ☐

iii) Bachelors Degree ☐

iv) PHD ☐

b) In which year?
.....

5 a) What is your marital status?

i) Currently married ☐

ii) Never married ☐

iii) Divorced/separated ☐

iv) Widowed ☐

6. Are you disabled?

a) Yes ☐

b) No ☐

7. What form of Disability?

a) Blind ☐

b) Deaf ☐

c) Deaf/blind ☐

d) Physical disability ☐

e) Any other ☐

SECTION B: LEVEL OF AWARENESS OF PWDS RIGHTS (Please tick where appropriate)

8 a) Like other human beings PWDs are entitled to their rights?

a) Yes ☐

b) No ☐

8 b) How many of PWDs rights do you know?

a) Very many ☐

b) Many ☐

c) Few ☐

d) Very few ☐

e) None ☐

8 c) Mention PWD Rights you know (short statements)

i)

ii)

iii)

iv)
v)
vi)
vii)

9. What are the major challenges you consider affecting the enjoyments of PWDs rights?

.....

SECTION C: POLICIES AND LEGAL FRAMEWORK (Please tick where appropriate)

10. Is the current policy and legal framework in Uganda sufficient to address PWDs rights?

a) Yes ☐

b) No ☐

c) I don't know ☐

11. Give reasons to support your answers.

.....

12. What do you recommend for improving PWDs legal framework conditions in Uganda?

.....

13. Do you know of any policy/laws outside Uganda, which are disability friendly?

a) Yes ☐

b) No ☐

c) If yes mention them

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

SECTION D: INITIATIVES OF PROMOTING PWDS RIGHTS (Please tick where appropriate)

14. Do you have any plans, programmes or efforts to promote PWDs rights?

a) Yes ☐

b) No ☐

c) Mention those Government programmes
-
-
-
-

ii) By NGOs
a) Yes ☐

b) No ☐

c) Mention those NGO Programme/plan
-
-
-
-
-

iii) By your organisatio/department
a) Yes ☐

b) No ☐

c) Mention those plans
-
-
-
-
-

SECTION E: MEDIA IN PROMOTING PWDS RIGHTS (Please tick where appropriate)

15. Are you aware of any medium of promoting rights of PWDs?

a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) Traditional media (theatre) ☐

e) Others ☐

f) None ☐

16. According to you, how could you grade their contributions? Highest score is 5 and lowest 1?

a) Radio ☐

b) T.V. ☐

c) Print Media ☐

d) Traditional media ☐

e) Others ☐

17. Mention those specific media houses e.g. UCB, Radio, Top T.V, and Daily Monitor.

.....

.....

18. In terms of percentage how do you rate Radio and T.V. contribution, compared to other forms of communication in promoting PWDs rights?

a) Very Highly ☐

b) Highly ☐

c) Lowly ☐

d) Very Lowly ☐

e) Not at all ☐

19. Give reasons to support your answers.

.....

.....

20. With the exception of word of mouth communication what would you consider the most appropriate mode of communication for the rural illiterate person.

i) With seeing difficulties

a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) None ☐

ii) With hearing difficulties

a) Radio ☐

b) T.V. ☐

c) Print media ☐

d) None ☐

iii) Give reasons to support your choice in (i) and (ii) above

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21. Give your suggestions on how to improve communication to the rural, illiterate, deaf and blind persons in Uganda.

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22 i) In your organization does the most recent annual for PWDs include media plan.

a) Yes ☐

b) No ☐

c) Not aware ☐

ii) Which medium does the plan focus on

a) Radio ☐

b) T.V. ☐

c) Print Media ☐

d) Others ☐

iv) What is the percentage of the media budget to the total annual budget?

.....

Any other comments/observation/question.

.....

APPENDIX III



APPENDIX IV

WORK PLAN FOR DESERTATION

ACTIVITY	TASKS	TIME	REQUIREMENTS	COSTS
Develop project Proposal	• Come up with Research • Review related literature • Draft Proposal • Discuss with the supervisor • Final Research Proposal	May July 2008	Stationery, typing, Transport Stationery, typing Photocopying	50,000 50,000 50,000 **150,000**
Collect Data	Documentary analysis Develop Research instruments Pre-visit to Kayunga District Interview respondents • MPs • Councillors • PWDs • Technical Staff Focus Group Discussion	January 2009	Stationery Communication costs Transport, Venue Research Assistants	50,000 30,000 50,000 100,000 **230,000**
Process Data	• Complete raw data • Focus discussion with selected disability activities • Coding • Entering • Clearing • Tabulation	February-March 2009	Stationery Transport, venue Research Assistants Recording Data computer Processing services	20,000 50,000 50,000 100,000 **220,000**

APPENDIX V

KAMPALA INTERNATIONAL UNIVERSITY

Ggaba Road, Kansanga * PO BOX 20000 Kampala, Uganda
Tel: +256 (0) 41 266 813 * Fax: +256 (0) 41 501 974
E-mail: admin@kiu.ac.ug * Website: http://www.kiu.ac.ug

FACULTY OF SOCIAL SCIENCES

Date 13:01:09

To.....

.....

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This is to introduce to you Hon. Suleiman Madada, who is a bonafide student of Kampala International University. He/she is working on a research project for a dissertation, which is a partial requirement for the award of a degree. I here by request you, in the name of the University, to accord him/her all the necessary assistance he/she may require for this work.

I have the pleasure of thanking you in advance for your cooperation!

Yours sincerely,

Ms. Sidonia Angom
Associate Dean