THE ROLE OF RADIO BROADCASTING ON THE ECONOMIC EMPOWERMENT OF THE WOMEN IN MUHANGA TOWN COUNCIL: A CASE STUDY OF 89.5 FM VOICE OF KIGEZI

BY

VICTOR TURINAWE

A RESEARCH REPORT SUBMITTED TO THE SCHOOL OF JOURNALISM, MEDIA AND COMMUNICATION IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR OF ARTS IN

JOURNALISM AND COMMUNICATION OF UGANDA

CHRISTIAN UNIVERSITY BISHOP BARHAM

UNIVERSITY COLLEGE, KABALE.

AUGUST, 2024

# ABSTRACT

This research was carried out to analyze the role of radio towards the economic empowerment of Women with the case study being Muhanga Town Council, Rukiga District. It was guided by four specific objectives

To examine the relationship between the programs broadcasted by 89.5 FM Voice of Kigezi and Women economic empowerment programs in Muhanga Town Council.

Does a critical evaluation of the Community radio support the economic development of Women?

How useful and relevant are the messages of 89.5 FM to the Women economic empowerment in Muhanga Town Council

What are the challenges faced by 89.5 FM Voice of Kigezi in empowering Women?

. The method used was qualitative and quantitative, the instruments for collecting data were questionnaires and interviews guides.

The study intended to find out whether most Women in Muhanga Town Council fail to use the developmental information from Voice of Kigezi to guide and help them to grow economic wise and more practical activities are required to make the economic empowerment campaign more efficient.

# DECLARATION

I, **Victor Turinawe** hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.

\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_

**Victor Turinawe** **Date**

**J22/BBUC/BAJC/001**

# APPROVAL OF THE SUPERVISOR

I certify that I have supervised this study “The role of radio broad casting on the economic empowerment of the women in Muhanga town council: A case study of Voice of Kigezi" and that in my opinion it meets acceptable standards of scholarly presentation and is sufficient in scope and quality to be accepted as a dissertation for partial fulfilment of the Bachelor of Arts in Journalism and Communication of Uganda Christian University Bishop Barham University College, Kabale.

20th August, 2024

**Morris Jatim Date**

**School of Journalism, Media and Communication**

# DEDICATION

I dedicate this work to my dad Mr. Ndamira Sedius, my mum Mrs. Tumuhimbise Glorious, brothers, sisters and all my friends for all the support towards my education and I pray that the almighty God reward you accordingly. The faculty of Journalism, Media and Communication Uganda Christian University, Bishop Barham University College, Kabale, the administrators, lecturers and fellow, thank you so much for the great hospitality you have exposed throughout.

# ACKNOWLEDGMENT

Having completed this Work I would like to acknowledge most especially the Almighty God for the gift of life. wisdom, strength and enlightenment may your name be glorified. More so, special thanks go to my lecturers especially my supervisor in this research Mr. Jatim Morris who has put in all his effort to see that I produce this work and also my colleagues in class.

May the Almighty God bless and reward you abundantly.

TABLE OF CONTENTS

[DECLARATION i](#_Toc174963795)

[APPROVAL ii](#_Toc174963796)

[DEDICATION iii](#_Toc174963797)

[ACKNOWLEDGMENT iv](#_Toc174963798)

[ABSTRACT vi](#_Toc174963799)

[CHAPTER ONE. 1](#_Toc174963800)

[INTRODUCTION. 1](#_Toc174963801)

[1.0 Introduction of the Study. 1](#_Toc174963802)

[1.1 Background of the Study. 1](#_Toc174963803)

[1.2 Statement of the Problem 3](#_Toc174963804)

[1.3 Specific of Objectives of The Study Includes The Following: 4](#_Toc174963805)

[1.4 Research Questions. 4](#_Toc174963806)

[1.5 Significance of the Study. 4](#_Toc174963807)

[1.6 Scope of the Study. 5](#_Toc174963808)

[1.7 Time of the Study. 5](#_Toc174963809)

[1.8 Geographical Study. 5](#_Toc174963810)

[1.9 Theoretical frame work 5](#_Toc174963811)

[1.10 Types of Programs. 6](#_Toc174963812)

[CHAPTER TWO. 7](#_Toc174963813)

[LITERATURE REVIEW ON MY THEORY. 7](#_Toc174963814)

[2.0 Introduction. 7](#_Toc174963815)

[2.1 The Role of Media and Economic Empowerment of Women 7](#_Toc174963816)

[2.2 Significance of Using Voice of Kigezi as a Broadcasting Media Towards Women Economic Empowerment. 9](#_Toc174963817)

[2.3 Conclusions 11](#_Toc174963818)

[LITERATURE REVIEW ON OBJECTIVES OF MY RESEARCH. 13](#_Toc174963819)

[CHAPTER THREE 16](#_Toc174963820)

[METHODOLOGY OF RESEARCH. 16](#_Toc174963821)

[3.0 Introduction. 16](#_Toc174963822)

[3.1 Research Design. 16](#_Toc174963823)

[3.4.1 Sample Size. 17](#_Toc174963824)

[3.4.2 Sample Selection. 17](#_Toc174963825)

[3.4.3 Sampling Technique. 17](#_Toc174963826)

[3.5 Data collection Methods 17](#_Toc174963827)

[3.5.1 Secondary Method. 17](#_Toc174963828)

[3.5.2 Questionnaire. 18](#_Toc174963829)

[3.5.3 Interview, 18](#_Toc174963830)

[3.6 Data Analysis 18](#_Toc174963831)

[3.6.1 Document Analysis: 18](#_Toc174963832)

[3.6.2 Data Processing and Analysis: 18](#_Toc174963833)

[3.6.3 Data Analysis 18](#_Toc174963834)

[3.7 Limitations of the Study 19](#_Toc174963835)

[3.8 Ethical consideration 19](#_Toc174963836)

[CHAPTER FOUR. 20](#_Toc174963837)

[DATA PRESENTATION AND INTERPRETATION OF FINDINGS. 20](#_Toc174963838)

[4.0 Introduction 20](#_Toc174963839)

[4.2 The Impact of Media on Women. 21](#_Toc174963840)

[CHAPTER FIVE 26](#_Toc174963841)

[CONCLUSIONS AND RECOMMENDATIONS 26](#_Toc174963842)

[5.0 Introduction 26](#_Toc174963843)

[5.1 Conclusions: 26](#_Toc174963844)

[5.2 Recommendations 26](#_Toc174963845)

[5.3 Areas for further research 27](#_Toc174963846)

.

# CHAPTER ONE

# INTRODUCTION

# 1.0 Introduction of the Study.

This chapter involves the background of the study, statement of the problem, purpose of the study, the objective of the study, the research questions, Theoretical framework. scope of the study and the significance of the study. Examines the role of the Radio in Empowering Women in Muhanga Town Council. The purpose of the study is to establish the impact of broadcasting media and particularly radio on Women economic empowerment in Muhanga Town Council specifically,89.5FM Voice of Kigezi (VOK) as the study.

# 1.1 Background of the Study.

Basically in Uganda today the biggest number of Women are only involved in house work and economically in active by addressing this issue of their non involvement in income generating activities finding out how the broadcasting media in particular influence Women economic empowerment basing on the programmes that are broadcasted and the impact of messages to the Women in Muhanga Town Council being an underdeveloped area many Women are exposed to house work such as looking after the children, the elderly and family work such as subsistence farming. As attributed to the report of Uganda Bureau of Statistics report on Ministry of Gender, Labour and Social Development on Generating Growth Opportunities and Productivity for Women Enterprises in GROW UGANDA . P176747

The impact of broadcasting media must be addressed by finding out how Women economic development in the area has been significant using (VOK) radio as a case study. Each stage of development extends the reach and changes the format of the media. The 20th century witnessed the development of mass media and the foundations of a global media.

The mass media are essentially a one-way. top-down phenomenon in terms of content production and distribution. In the 21st century the transformation of the media is accelerating as a consequence of the digitalization of content and its global distribution over digital platforms to digital devices.

This digital transformation supplements, and at times by-passes, traditional models and platforms by introducing two-way. bottom-up. and lateral content distribution and production with new devices.

Internet payment enabled music- and video-playing mobile phones with cameras are a recent addition to the new media, adding a fourth “screen” to those of cinema, television, and personal computers. New media do not displace old. Rather, they sit side by side.

Hardcopy newspapers and books are still published, but can also be accessed on the Internet. The can be received on radios, watched on TVs, or accessed on laptop computers and mobile handsets.

Yet in the developing world especially in rural areas radio (including community radio) and TV hold the primary roles, particularly where literacy is low. Traditional radio and TV was continued to be the most effective ways of delivering high-quality information on issues such as health care and education.

The Women are the minority in the market in Muhanga Town Council at the same time they are exposed to all kinds of messages as a result of broadcasting though radio.

Many Women are not involved in income generating activities such as trading, small scale businesses lie kiosks being a low developed area, this area is associated with all kinds of challenges and it makes it difficult for many Women to severe due to its poor standards but basing on my investigation focusing on radio as the media agent since it’s the cheapest affordable means of getting information.

Economic activities that favours the Women in this area include poultry farming (at a portray level) shop keeping, hawking street business since it is a low developed area industrialization and large scale farming cannot be carried out.

Most of the Women in this area use Runyankore-Rukiga as their language of communication and since (VOK) 89.5 FM Voice of Kigezi broadcasts in the same language messages that are sent are clearly understood.

Some of the programs that are economically supportive towards women on VOK Radio are Bomugaiga, which airs every Wednesday from 9-10 pm and Saturday from 5-6 pm, and many other awareness and sensitisation programs that aim at economic development, tourism, industrialization, culture affairs, and political affairs.

# 1.2 Statement of the Problem

The Women have been left behind as far as growth and development is concerned. The second largest number of the unemployed population belongs to the Women after the youths in the region and this has been as a result of illiteracy, inadequate information on developmental policies and programs.

The biggest challenge in Muhanga Town Council is unemployment among the Women since they are the second majority in the area, amidst all these challenges broadcasting media, radio in particular has got a role to perform the advocates for Women economics development such as farming projects, industrial development, infrastructural development, civic education programs co-operative cycles farming, primary health care, framing programs wildlife and tourism are some of the developmental economic activities that can be used to transform the Women to economic development.

In this case media is used as an independent channel mainly to expose the Women to developmental activities through radio.

The challenges of unemployment in the area is justified by the failure of community radio to do a critical evaluation towards supporting Women economic empowerment amidst social risks such as high rate of crimes for example rape, robbery and child abuse, high birth rate due to under development, shortage of land for settlement, and high levels of school dropouts all these problems need a tentative solution and the only way they can be solved is by creating employment opportunities for the Women in order for these areas to develop economical and improve their standard of living. As indicated by the Uganda Bureau of Statistics report of Ministry of Gender, Labour and Social Development for Generating Growth Opportunities and Productivity for Women Enterprises in , GROW UGANDA . P176747 of MAY 2022.

Given that this media can provide information to the Women, this research seeks to establish the sounding role of media towards the impacting of the Women in the locality of Muhanga Town Council.

# 1.3 Specific of Objectives of The Study Includes The Following:

1. To understand the types of programs of 89.5 FM Voice of Kigezi that emphasize economic empowerment of the Women in Muhanga Town Council?
2. To examine the relationship between the programs broadcasted by 89.5FM Voice of Kigezi and Women economic empowerment programs in Muhanga Town Council.
3. To examine the usefulness and relevancy of 89.5 FM Voice of Kigezi messages towards the promotion of Women’s economic ­­­­­­­­ empowerment in Muhanga Town Council.
4. To scrutinise the obstacles that 89.5 FM Voice of Kigezi encounters in its pursuit of women's empowerment within Muhanga Town Council and suggest solutions to the obstacles.

# 1.4 Research Questions.

1. What are the types of programs of 89.5 FM Voice of Kigezi that emphasize economic empowerment of the Women in Muhanga Town Council?
2. What is the relationship between the programs broadcasted by 89.5FM Voice of Kigezi and Women economic empowerment programs in Muhanga Town Council?
3. How useful and relevant are the messages of 8 9.5 FM to the Women’s economic empowerment in Muhanga Town Council?
4. What are the obstacles that 89.5 FM Voice of Kigezi encounters in its pursuit of women's empowerment within Muhanga Town Council, and what measures can help to solve the obstacles?

# 1.5 Significance of the Study.

The study intends to expose the benefits and opportunities that broadcasting media, radio avails to the Women in terms of its main roles of entertaining, informing and educating about various employment opportunities for example cooperative cycle, small retail trading farming involvement of women in money generating projects.

Professionally the research will help in supporting non-government organization that advocates for Women economic empowerment though forming vocational schemes, protecting and respecting of human rights, rehabilitating of the industrialization projects, controlling rural urban migration by so doing government can borrow a leaf and try to do these emphasized policies as the first option to improve the standards of the Women and economic at large.

The information generated from this research is useful information or data to scholars from university and other institutions of learning who would like to learn or know a thing or two about broadcasting media. Academicians like professors can also find this research useful as it was to avail them information and statistics that they would need while carrying out their own research.

The study is being carried out on Voice of Kigezi service to prompt the radio station to establish a common relationship with its listeners, that they do not only listen but also benefit from being direct participants in activities that the radio station embarks on as a way of rewarding its listeners hence granting them an opportunity of employment.

# 1.6 Scope of the Study.

The study is being carried out in Muhanga Town Council and surrounding areas and it will cover a period of two months. This time is justifiable enough to enable me the (researcher) to carry out this work.

# 1.7 Time of the Study.

The research study will take a period of June and July 2024, for this time will be appropriate to collect all the required information.

# 1.8 Geographical Study.

The study will take place within the areas of Muhanga Town Council and this is convenient enough to me the (researcher) to access the Women and also try to attain the information from the media.

# 1.9 Theoretical frame work

PROVIDE A BRIEF OVERVIEW OF THE THEORY OR THEORIES GUIDING YOUR STUDY

1.10 Conceptual Framework

|  |  |
| --- | --- |
| **Independent variable** | **Dependent variable** |
| 89.5 FM Voice of Kigezi Women economic Empowerment programs, | Other factors |
| Bomugaiga | Income |
| Ruhondeza | Education |
| Sunrise | Capital |
|  | Government policy |

Table 1: Conceptual Framework (Source: Researcher)

# CHAPTER TWO.

# LITERATURE REVIEW ON MY THEORY.

# 2.0 Introduction.

This chapter reviews on literature on the impact of broadcasting media (Voice of Kigezi radio) both positively and negatively in relation to the Women economic empowerment as a dependent variable with its economic activities and the challenges that radio stations face.

2.1 The Role of Media and Economic Empowerment of Women.

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool.

Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer.

Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development. Community of (Voice of Kigezi) radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities’ interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve.

Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media.

In many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, Non-Governmental Organizations and citizens to work in partnership to promote community development.

By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations.

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

In exploring the importance of sharing information for locally and the opening up of wider information networks for farmers in Northern Ghana with reference to vernacular radio programmes,

Chapman et al (2003) found that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners’ groups.

Using the Most Significant Change (MSC) process, Walters et al (2011) assessed the impact of community radio in Indonesia and concluded that effective radio activities can make a significant change in a community’s life. The MSC methodology has its origins in community health development debates. It has recently been applied to community radio impact evaluation.

By the MSC process, community members provide feedback in the form of stories describing the desirable change in their life as a result of the activities of the radio. Through media skills training and access to the airwaves, a community radio facilitates a number of capacity building activities.

The exchange of information, networking of groups, the provision of skills and training and these undoubtedly are key elements of developing a community.

Again, a radio facility for a community facilitates the promotion of awareness of community groups and facilities in the area as well as providing the avenue for the empowerment of these groups to use radio to promote themselves and to speak directly to the community. For its proximate location to its clients a Community Radio serves a local ‘community of its interest.

It is accessible to the community in terms of ownership, decision making and programme output. In majority of cases, programming is produced by the community, with focus on local concerns and issues. Unlike in the case of the mainstream media, rather than merely talking about the community, the people themselves make the programmes. This strengthens local culture with the recognition that this is their station; it becomes a forum for a wide diversity of local opinions and views. Sterling el at (2007) provided evidence that female community radio listeners are given a voice with which to respond to programming and to create programming content.

The authors estimated the cost of excluding women from Information Communication Technology for development and explored how community radio represents an opportunity for inclusion. By employing the principles of Participatory Action Research (PAR), the authors found that women were more likely to benefit from technology-mediated opportunities for development if they themselves produced information that contributes to their advancement, rather than simply consuming information provided by others (Sterling et al 2007).

An integrated rural development programme. The overall strategy of radio has been to promote integrated rural development that was to create an enabling environment for constructive dialoguing between duty bearers and rights holders; thus giving voice to the vulnerable and excluded to demand for and claim their rights. Livelihood is defined to include capabilities, assets (including both material and social resources) and activities required for a means of living (OECD, 2001).

Economic theory postulates that Community Radio, to a large extent, if effectively organized, performs three main significant functions at the grass root level for rural development. Firstly, it promotes issues of agriculture, gender equality, education, trade and commerce, disaster, weather, natural calamities, poverty and social problems. Community radio is usually for the people, run by the people and owned by the people. Secondly, it enhances the capacities of local people to work together to tackle a range of social problems, including poverty and exclusion through radio. Lastly, it contributes to nurturing of the creative talents of the community and providing a forum for a diversity of opinions and information.

# 2.2 Significance of Using Voice of Kigezi as a Broadcasting Media Towards Women Economic Empowerment.

It should be noted that there are both negative and positive.

Voice of Kigezi FM covers a wide area, so information can be got by all kinds of people mostly the Women. General language used is Uganda and partially English which can be understood by almost everyone.

Accessibility of the radio is cheap in the area since they are cheaper on the market scale. The station allows direct feedback between the presenters and listeners through telephone communication since it bridges the gap between the caller and sender and advice can be given.

Use of expert personal at the station allowing quality production of programs and that the views are of the interest of the public to ensure development generally. Mainly programs do target the Women for development but targets well people that are working where most women belong.

Neo- liberalization that is due to competition will focus most on profit maximization hence encouraging program that will generate a lot of money than qualitative sensitization of the Women development. Many Women prefer listening to Voice of Kigezi because it broadcasts its programmes in Runyankore-Rukiga which they are familiar with. Poor relations with the central government with an acquisition of promoting antigovernment activities Great challenges of competitors for example Peak station, Hope FM and Radio West hence reducing on profit maximization.

Lack of enough capital for expansion in service providing and carryout extensive research programs towards the impact of its program into the masses (Women in Muhanga Town Council).

Voice of Kigezi has been used to improve awareness and knowledge of solutions to community development problems within various sectors including culture. rural development, education, hygiene and sanitation, agriculture and local governance among rural people living in the (Runyankore-Rukiga) speaking districts in particular.

There has also been increased awareness on hygiene and sanitation issues in the sampled communities as well as enhanced social cohesion, manifesting itself in several ways including friendship and conflict reduction.

More so. listeners have been able to broaden their horizon of knowledge through the opportunity provided to them by the radio in terms of broadcasting international news.

Voice of Kigezi has served as an important link between Radio other sectors Women and Loans and Community Projects) and as such, has promoted the other sectors very well. Through its Central Broadcasting Service strategy of communal listenership, more than 100 communities have formed listeners clubs across the two administrative districts in the South Western Region.

Listeners’ clubs have a major role in the design and running of programmes (Simli Radio, 2010). They listen and are able to track programmes and make inputs as to what should be encouraged or changed. This promotes ownership and relevance of programmes to the people. Listeners identify themselves with the programmes and listeners clubs are a valid indicator of radio reception.

This finding about Voice of Kigezi finds support with the assertion of Sterling et al (2007) that Community Radio provides listeners with the voice with which to respond to programming and to create programming content.

The programmes are popular and the listeners are inspired to improve upon their family’s daily life. Especially the recordings from the communities and the direct access listeners have to the radio were found to catch the listeners’ priorities.

Most people found that Simli Radio programmes concerned their lives more than other radio programmes, due to the fact that they could identify well with the presenters and the programmes made directly in the communities. The station Voice of Kigezi wields a lot of influence.

It informs the people about what is happening in all the sectors of the Country’s Gross Domestic Product. It would be very difficult to know what is going on without the radio. The radio serves as the foundation and it is marketing the other sectors. For instance, an opinion leader in Wantugu, Mallam Abu, said in a one-on-one interview that, ~we now know more about development in the other communities and how to get development ourselves. More so, without the radio it is like someone has taken your food away!”

# 2.3 Conclusions

Voice of Kigezi has really served as one of the communication channels in Uganda that has encouraged target communities to participate in programme activities and replicate skills that to be acquired.

Voice of Kigezi should continue to play its role well by encouraging its listening communities in Muhanga Town Council and the surrounding districts to keep faith and support to the station. The Radio has had social, economic, political and cultural impact in the programme districts. The station has largely been used as a tool for integrated rural development.

The station has operated within its mandate as a community radio with a social responsibility of providing community news bulletins, current affairs, sporting, culture and health programmes.

There is a very high degree of listener participation in the programmes. and the rural audience likes to hear themselves and their neighbours. Although listeners in Muhanga Town Council said they have limited choice of radio services Voice of Kigezi has become a popular radio FM station for many people in the South Western Region.

The radio is highly praised. Started as a small radio programmes production unit in the GDCP, Voice of Kigezi has achieved the goal of becoming a community radio. In terms of ownership community members feel they are part of the ownership because their suggestions or recommendations have been heeded to by staff of the station.

They also participate in the programmes by way of making announcements and advertisement. The media’s contribution to development occurs simultaneously along several storylines. Economists term this joint production as when rearing sheep provides meat, wool, and leather. here the media’s development impact is presented using five closely intermingled influence.

Plurality and transparency the contributions that a plural media environment makes to good governance, transparency, and the functioning of markets (economic and political) which can be seen as the media’s political economy role.

Behavioural the media’s contribution to inspiring beneficial changes in the behaviours of individuals, groups, and organizations. Infrastructure and platform compelling content is essential for and the main driver of investment in new convergent broadband infrastructure and platforms. which hold the potential for transformational development.

Economic the media provide many jobs, especially in smaller-size enterprises. Trade in media. mainly audio-visual products is substantial but asymmetric. certain trade harriers restrain investments and limit opportunities for developing country exports, and so the media’s potential contribution to develop.

# LITERATURE REVIEW ON OBJECTIVES OF MY RESEARCH.

I have reviewed the literature to become familiar with existing published work related to various dimensions of community radio and its importance to women empowerment. These efforts will allow me the researcher to ensure my research questions have not been previously answered, identify gaps in the literature and note possible research methods for my own studies.

These literature reviews will identify previous researches that have been done on social capital, community broadcasting services, and development.

Adequate research has been done in the community radio sector but the majority is regarding policy studies, structural studies of community radio stations and studies on financial sustainability, human capital, and physical capital. In the present research study, I will argue for scholarly attention paid to radio and while it is important to understand some aspects of social communication through community radio. Empowerment is an aspect of development that can help marginalized people especially women in rural and semi-urban areas to participate in socio-economic development activities. The term ‘empowerment’ has been described by several scholars in different ways. However, common in all the definitions is the urge for the marginalized people, seeking to transform their lives and their community, to control and influence decisions in their environment (Narayan 2002; Nair and White 1993).

Yalala N (2005), is of opinion that Community radio is third-tier broadcasting along with public and private radio broadcasting. Community radio is managed, run, controlled and owned by a community for the benefit of the community and serves the needs, interests, and aspirations of a community. Community Radio gives marginalized communities if their voice is not heard earlier, it gives them an opportunity to express their views wherein the mainstream media these voices are not provided any space or time.

According to Naaikuur and Diedong (2014), “The main communication problem in any country is that information is not getting to the rural marginalized and lower status population”. This can potentially cause these marginalized groups to be at risk and to be less empowered. Community radio can, therefore, help to meet the information needs of rural communities especially those that are illiterate. This information can empower rural women by raising their awareness of problems, affecting them, and finding solutions to those problems. It can also enable them to participate with confidence in development activities in their communities in which they are the beneficiaries. Therefore, participation and empowerment are two sides of the same coin, and both are necessary for development to take place.

Cornwall (2000), believes that rethinking the concept of gender might more directly address “issues of power and powerlessness that lie at the heart of both gender and development”. In other words, Cornwall is suggesting that societies should rethink the gender relations and effect structural changes that will bring women par with men. This is both a human rights and development issue.

According to Quebral (2012), “The empowerment of women are now considered as a strategy not only for achieving economic development but also for advancing human rights”. One way of achieving this is to give women information to enable them to make informed decisions in all aspects of their lives ranging from health, education, family planning, poverty reduction, hygiene, agriculture, and economic empowerment to participation in public life. All these are aspects of development which community radio can help and address significantly. In the Socio-Economic and Gender Analysis, development is conceptualized as “a multifaceted process of increasing not only the standards of living but also control over and definition of those standards”

Community radio can help to define the standards of living suitable for women in rural areas and empower them to have control over those standards. In the rural areas of Uttar Pradesh where lack of access to information is due to illiteracy and radio is the major source of information for the illiterate people. Access to television and the internet remains unattainable in these rural areas. In the most populated state like Uttar Pradesh, radio has the main advantage is its ability to overcome the main communication barriers. One advantage that community radio has over mainstream media is its ability to produce and broadcast programs that have local content and contain issues that are of interest to poor people. Localized programming is relevant and appeals to the members of the community more than national and generalized programming that appeals more to the general and undefined audience (Lingela 2008).

Furthermore, community radio “can be the cheapest and swiftest method of reaching rural communities and of providing some expertise where none has existed” (Berrigan 1979).

Empowerment, according to Huyer (2006), also involves the ability to act upon the information. Access to, and use of, technology is a critical concept in gender, technology and development studies. Women. This research also demonstrated a desire to produce information, stating repeatedly that they had valuable information to share and that they wanted to be heard. Thus, voice and the concept of being heard became the focus of the Community Radio as well as its largest contribution to development studies – this research was able to show a direct link between voice and empowerment that supports future investment in two-way information and communication technologies (ICT).

The community radio focuses on women’s access to, and use of, a technology designed for women Empowerment community

# CHAPTER THREE

# METHODOLOGY OF RESEARCH.

# 3.0 Introduction.

This chapter outlines methods that will be used in getting data and provides a description of the research design and methodology that will be employed in the study. It also outlines the sources of data, sampling design and research procedures, area of study, data collection techniques. Data processing and analysis and problems that will be encountered during the course of study.

# 3.1 Research Design.

A cross-section design format will be used. and it will be descriptive in nature because it will involve describing the characteristics of particular individuals or individual groups including things like sex, age levels of education, urbanization tourism, political development and public health as the dependent variable of which they are depending on the independent variable of which is related to the radio station (‘.13.8 an independent variable.

3.2 Area of Study.

This study will be specifically carried out in Muhanga Town Council found in Rukiga district.

3.3 Population of the Study.

The study will be composed of Women who live and work from Muhanga Town Council area and working staff journalists of 89.5 FM Voice of Kigezi media organization.

3.4 Sample of the Study.

The study will use both purposive sampling and simple procedures. Purposive sampling will be used in selecting the Women between 1 8—3 5 and the simple random sampling used in selecting the sex (gender) of the adults basing on the activities they will be wanting to engage in.

# 3.4.1 Sample Size.

The total sample size of respondents will be based on the age group (18-35) years, six people will be selected from the age bracket of (18-35) years and the other will be selected from (8-1 8), three other people from the radio station, the three people from the political representatives of the Town Council and the last two people were ordinary citizens that have lived in the area for over 1 5years to make a total number of 18 people for the study during the investigation.

# 3.4.2 Sample Selection.

The study will be carried out specifically in Muhanga Town Council, Using both purposive and simple random sampling irrespective of the activities that have influenced development both positively and negatively.

# 3.4.3 Sampling Technique.

This study will employ stratified sampling and simple random sampling. Stratified sampling technique will be used to select the market places and the cells which are included in the sample.

Stratified sampling technique will identify sub-groups in the population and their proportions and select from each sub group to form a sample. It will group a population into separate homogeneous sub sets that share the same characteristics so as to ensure equitable representation of the population in the sample.

# 3.5 Data collection Methods

The study will use both primary and secondary methods of data collection while collecting the Information.

# 3.5.1 Secondary Method.

This basically will involve documentary reviews of reports, text books, magazines about under developed areas by visiting libraries within Kabale Municipality.

# 3.5.2 Questionnaire.

This process will involve in setting questions that will either be handed over to respondents or sent to them to answer. The questionnaires will be about the impact of broadcasting media on the Women economic development in Muhanga Town Council.

# 3.5.3 Interview,

This will involve face to face conversation with respondent in the fields. It will help to collect relevant information that is helpful to the society.

Interview guide.

The researcher will design the questions to obtain quantitative data to the problem and people’s view about the study. Questions posed to respondents will be written on a piece of paper and answers obtained will be recorded.

# 3.6 Data Analysis

The questionnaires will be coded and put in the computer. The data will be analyzed using quantitative method where by responses from respondents will be tabulated, their frequencies and percentages calculated for easy analysis.

# 3.6.1 Document Analysis:

The method will involve critical examination of public or privately recorded information relating to the product quality of the company or the other company’s products

# 3.6.2 Data Processing and Analysis:

Raw data Will be edited and coded before being analyzed. As a general rule, when the compiled statistics is greater than the tabulated statistics will be significant.

# 3.6.3 Data Analysis

This will have both qualitative and quantitative methods. The quantitative analysis will include the use of percentages and tables. This will be used to establish the relationship between the independent and dependent variables of the hypothesis.

# 3.7 Limitations of the Study

The researcher might face the following problems in the field while collecting the data

• There might be a problem of accessing certain information that the researcher needs to include in the work done

• The researcher might face the problem of financial constraint in terms of transport when

traveling to collect data, typing and binding the researched data.

• The time to accomplish the research might also become another challenge likely to be faced during the exercise.

However the researcher can solve such problems in the following ways;

• The researcher may use different means of data collection to dig deep and find out more

information that is required to come up with good results.

• The researcher may also look for the financial support from the non-government

organizations that are in line with the campaign of evaluating the rate at which Women are developing in the area.

• The researcher should also put the time factor in his mind and make personal time management in order to meet the deadline.

# 3.8 Ethical consideration

While carrying out the research, the researcher should practice the confidentiality of the information as collected from the field and this will help him a lot towards confidentiality and secrecy of the information. The researcher will be provided with the letter towards the introduction to the media of 89.5 FM Voice of Kigezi and also the very letter will be introduced to the Mayor of Muhanga Town Council among others for formality and clarity.

# CHAPTER FOUR

# DATA PRESENTATION, INTERPRETATION AND DISCUSSION OF FINDINGS.

# 4.0 Introduction

This chapter highlights the presentations, interpretations and discussions of collected data in Tables and charts from 50 respondents. This information was collected using interviews and questionnaires. The presentation is guided by the objectives of the study aforementioned. Table 1 Class of Respondents.

|  |  |  |
| --- | --- | --- |
| Class of Respondents | Frequency | Percentage |
| Married women | 60 | 60 |
| Non married women | 40 | 40 |
| Total | 100 | 100 |

Source: Primary data 2024.

Results from the table show that majority of the respondents were Married women with a percentage of 60% and the minority of the respondents were Non married women with a percentage of 40% of the total number of respondents which indicated that married women have access and chances to benefiting from the economic empowerment programs compared to their counterparts.

Table 2: Age of respondents.

|  |  |  |
| --- | --- | --- |
| Age of Respondents | Frequency | Percentage |
| Under 20 | 20 | 20 |
| 30 and below | 20 | 20 |
| 31 to 39 | 40 | 40 |
| 40 and above | 20 | 20 |
| Total | 100 | 100 |

Results from table show that majority of the respondents are between 31 to 39 years old that’s 40% of the total respondents. 40% of the sample size were 30 years and below and hence a small size of the sample space. number of the respondents were 40 years and above old that’s 30% of the respondents. This implies that youths above 40 years have more access to any programmes of youth empowerment compared to other age brackets.

Table 3: level of education attained by the respondents

|  |  |  |
| --- | --- | --- |
| Level of Education attained | Frequency | Percentage |
| Advanced Level Leaver | 16 | 16 |
| Ordinary Level Leaver | 60 | 60 |
| Primary Level Leaver | 8 | 8 |
| Others | 16 | 16 |
| Total | 100 | 100 |

Level of education was used to establish the level of competence of the respondents and from the results shown in the table, 16% of the respondents were Advanced Level Leavers, 60% were Ordinary Level Leavers, and 8% of the respondents were Primary Level Leavers and hence the majority of the respondents sampled were very competent and with some levels of literacy.

**4.2 The types of programs of 89.5 FM Voice of Kigezi that emphasize economic empowerment of the Women in Muhanga Town Council?**

Ruhondeza (basically, small-scale and large-scale selling of goods and services from Monday to Friday).

Orukiiko (based on political, economic, and social programs every Saturday.) Sunrise (for information on both the current and pre-current plus entertainment programs from Monday to Friday).

Kahega nirukurura (this program deals with the daily happenings of the day, such as political, social, economic, and cultural aspects of the day from Monday to Friday).

Bomugaiga (this is an economic intensified program dealing with economic-related activities and programs that airs every Wednesday from 9-10 pm and on Saturday from 5-6 pm).

PROVIDE A DISCUSSION ON THE FINDINGS BY ENGAGING WITH YOUR LITERATURE AND THEORIES.

4.3 The relationship between the programs broadcasted by 89.5FM Voice of Kigezi and Women economic empowerment programs in Muhanga Town Council

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool.

Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer.

Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development. This was further supported by one key informant who said, “ Radio has conquered ear of Africa with the verbal strength in all circles.”

Poverty, Agriculture, Gender Inequality, and Education: Community of (89.5 FM Voice of Kigezi) radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service.

Community radio broadcasting serves geographic communities and communities’ interest. The content of broadcasting is largely popular and relevant to a local or specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned and driven by the communities they serve.

The context of 89.5 FM Voice of Kigezi message towards the development of Women.

The relationship between 89.5 FM Voice of Kigezi and Women economic development Although Voice of Kigezi plays an important role in empowering the Women, it has faced several challenges and they include,

Great challenge of competition from 100.2 FM Radio West hence reducing on its profit maximization.

Poor preparation and bias from listeners as antiballistic radio always have doubt against the services of the radio hence leading to the decline of its image among the community.

The poor of grading of the on line broadcasting for the station has become a challenge since it is always on and off without being consistent in the production on has led to its poor accessibility of information by people that use the internet.

Table 4: Occupation of the Respondents

|  |  |  |
| --- | --- | --- |
| Occupation | Frequency | Percentage |
| Self employed | 60 | 60 |
| Paid employment | 18 | 18 |
| Non employed | 8 | 8 |
| Others | 14 | 14 |
| Total | 100 | 100 |

During the study, the researcher, I also used the types of occupations of the respondents to explorer the economic empowerment of the women in the area as shown in the table above, and it was noted that the self employed Women are the majority with 60% with their number of 60 respondents, followed by the paid employment with 18% and others with 14% each and the non-employed with the percentage of 8.

And this means that the self employed Women who were mostly small hotel owners and kiosks attendants are experiencing more economic empowerment as compared to others. Types of Programs on 89.5 FM Voice of Kigezi Emphasizing Economic Empowerment: 89.5 FM Voice of Kigezi's programs that emphasize economic empowerment for women in Muhanga Town Council include;

Ruhondeza Morning show that start at 6 AM and ends at 10 AM every Monday to Friday. This program provide step-by-step guidance on starting and running a business, including topics like business planning, marketing strategies, and financial management through broadcasting news on Entrepreneurial Workshops organised by Non governmental Organizations such as Local Organization for Sustainable Communities, LOSCO.

Sunrise Mid morning Show that starts from 10AM and ends at 2 PM. It's dedicated to teaching women about Financial Literacy Programs through personal finance, budgeting, savings, investments, and understanding credit under it's segments such as Market updates.

Bomugaiga Show that airs on Wednesday from 9-10.PM and on Saturday from 5-6Pm. If focuses Career Development on job skills, career advancement, and professional development, often featuring interviews with career coaches and successful professionals on how to become a self employed person by bringing experts who have already achieved something in that field of discussion for example in Agriculture.

Amaka Show that airs every Saturday from 10-12 PM It focuses on Addressing the intersection of health and economic stability plus household management of homes and families, by discussing topics on how health impacts productivity and economic opportunities within a homestead and how having an income generating opportunity is vital for ensuring stability within a family.

Findings of the Study based on Objectives.

Empowerment and Motivational Messages, Promoting self-reliance and encouraging women to take control of their financial futures through personal stories and expert advice. the success stories and motivational content help build confidence and provide a sense of possibility for women looking to start or grow their own businesses. Such stories of Women who have managed to pay tuition or the Children at Universities from such small business has remained a source of hope to those women

Advocacy and Awareness, Raising awareness about gender disparities in economic opportunities and advocating for policies and practices that support women’s economic rights. For example some women sell ash from their charcoal stoves after cooking to businesses dealing on sorghum which is vital in treatment of sorghum from its normal red colour to turn black after sinking it in drums of water for some days, All this have been known through Amaka Program focused on ensuring financial stability in homes and families.

Practical and Actionable, The advice and information provided are practical, enabling women to implement strategies that can lead to immediate improvements in their economic situations for example Bomugaiga show has taught women how to start small hotel businesses where it's easy to get suppliers of raw materials within their area of operation enabling them to minimize and in turn get leftovers for looking after their home based projects such as Poultry and Piggery.

Resourceful, Information about local and national resources ensures that women are informed about support systems available to them for example women have learnt to operate businesses with the lowest costs ever since most raw materials are locally available such as Charcoal for those dealing in selling of the locally prepared "Obushera" from sorghum grown in the neighbourhood of the Town Council has also facicilitated smooth running of businesses in the sur ud areas of Omuki Tanzania in Muhanga Town Council.

Effectiveness of the Programs of Voice of Kigezi.

Increased Knowledge, Programs that offer educational content on financial literacy and business management effectively increase women’s understanding of economic concepts and practices. Now days Women in Muhanga Town Council have gone a step ahead of starting up Savings Credit Co-operatives, SACCOs in their area popularly known as Kweterana groups and opening accounts in Rukiga SACCO at the branch of Muhanga where they save their little surplus earnings and borrow money to facilitate the growth of their small businesses through listening to Sunrise and Bomugaiga programs.

Skill Development, Workshops and practical advice contribute to skill-building, which can directly impact women’s ability to manage businesses and personal finances more effectively. This is through Programs like Raising Villages Government initiatives under Non governmental organizations that help people to boost their economic power for example those practicing Agriculture are given seedlings and taught how to plant them properly to enable them rise from subsistence farming to Commercial farming and and starting for the Saving Credit Co-peratives at the village level has also been vital in skills development which are broadcasted in Ruhondeza Morning show and news coverage in their various news bulletin following their media coverage in their respective days' activities.

Community Engagement, Programs at Voice of Kigezi encourage listener interaction and feedback that aligns content with the evolving needs of the audience, thereby increasing their relevance and impact they are broadcasted 85% in Runyankore Rukiga a language that is understood by the biggest population in Muhanga Town Council giving them a chance to call on air and ask questions more elaboration on what is being discussed on air

In summary, 89.5 FM Voice of Kigezi's programs are effective in promoting women's economic empowerment through education, motivation, and resource provision. With ongoing adjustments and improvements, the station can continue to play a crucial role in supporting economic advancement for women in Muhanga Town Council.

Challenges Faced by 89.5 FM Voice of Kigezi.

Competition, Voice of Kigezi faces stiff competition from other Radio stations whose broadcasting services cover Kigezi region for example 100.2 Radio West which is also a community radio station with it's services covering the whole of Western part of Uganda. It also has many developmental programs such as Muhumuza with a segment called Akazindara ko'muriisa literally meaning the voice of a farmer making it hard for Voice of Kigezi to try other means of winning the listenership volume.

Unreliable Power supply within Kigezi region,This is costly for the Radio station in solving the challenge of power shortage through paying of expensive bills for fuel in order to keep the radio on air even in the absence of power. This makes it also to increase charges for radio airtime for Non governmental organizations which want to do radio sensitization and mobilization of the Masses to engage in economic development activities

# CHAPTER FIVE

# CONCLUSIONS AND RECOMMENDATIONS

# 5.0 Introduction

This chapter involves a summary of the findings, discussions. and recommendations that are based on the objectives, the problem statement. and well as the recommendations are based on the findings.

# 5.1 Conclusions:

The study concludes that radios like 89.5 FM Voice of Kigezi plays an important role in empowering the Women.

The addresses the many challenges faced by the Women in Muhanga Town Council for example 89.5 FM Voice of Kigezi has an economic impact on them through making the development of its publics or audience the first priority where by many of its programs content contains information for sensitizing the audience about the different development programs like educating about new trends of modern farming, saving for the future and creating a plat form for the market through cheap advertising.

However, many Women rarely have access to radio like 89.5 FM Voice of Kigezi and others rarely involve themselves in programs facilitated by the radio for example giving free Airtime to Government Programs such as Parish development Model because of little interest in them.

Secondly, examining the context of 89.5 FM Voice of Kigezi messages towards the promotion of Women economic development, The radio being a South Western Uganda based station mostly employing people from the South Western region who are well equipped with relevant content for people in the area, many believe in information it disseminates. because the locality is also in the area covered as a famous public interest that champions the radio air waves since early 2000 in Uganda.”

# 5.2 Recommendations

• The government is required to boost the media programs which deal with the Empowerment and development of the Women in the country through giving them adverts.

There is need for soft loans and educating the Women on how to receive the loans and use it, this will enhance development and growth in the region and the country.

• The government has to impact and boast up the Women in different sectors in the view of uplifting their life style among others, through giving revolving funds to publically registered Women groups within the region as a way of boosting their savings in addition to making follow ups for accountability and proper usage and benefit of the given revolving funds.

Creation of Tertiary Institutions to educate and train Women in hands on skills and vocational studies such saloon and hair dressing, Tailoring and Catering to boost self sustainability and economic growth among their families.

# 5.3 Areas for further research

The media and the government needs to address the issue of unemployment amongst Women and particularly those in the youthful stage of age because the effectiveness of empowering all the genders of humanity helps to build a better future.

The Government should also carry out research on the accountability for the funds being released for Women economic empowering schemes and projects such as Uganda Women Efforts to save Orphans, UWESO.

References

AFRRI. 2008. Communicating with Radio: What Do We Know? Findings from selected rural

Barr A. (2005), “The contribution of Research to Community Development”. Community

Development Journal

Baum F. (2008), “Community Development in Health”. Oxford: Oxford University Press

Bryant, Jennings, and Doif Zillrnann, eds. 2002. Media Effects: advances in Theory and

Cambridge Econometrics. 2005. Economic Impact of the UK Screen Industries. Cambridge.

2007. Study on the Economic and Cultural Impact, notably on Co-productions, of Cambridge.

Canadian Heritage. 2004. International Review of Support Measures for Sound Recording.

Cape Film Commission. 2006. A Strategic Economic Analysis of the Cape Town and Western

Cape Film Industry. Cape Town.

Center for Entertainment Industry and Research. 2006. The Global Success of Production

Chapman R., Blench R., Kranjac-Berisavljevic’ G. and Zakariah A.B.T. (2003). “Rural Radio in

Agricultural Extension: the Example of Vernacular Radio Programmes on Soil and Water

Conservation in Northern Ghana”; Agricultural Research & Extension Network; Network Paper

No. 127 January 2003

Commission for Africa. 2005. Our Common Interest—Report of the Commission for Africa.

References

AFRRI. 2008. Communicating with Radio: What Do We Know? Findings from selected rural

Barr A. (2005), “The contribution of Research to Community Development”. Community

Development Journal

Baum F. (2008), “Community Development in Health”. Oxford: Oxford University Press

Bryant, Jennings, and Doif Zillrnann, eds. 2002. Media Effects: advances in Theory and

Cambridge Econometrics. 2005. Economic Impact of the UK Screen Industries. Cambridge.

2007. Study on the Economic and Cultural Impact, notably on Co-productions, of Cambridge.

Canadian Heritage. 2004. International Review of Support Measures for Sound Recording.

Cape Film Commission. 2006. A Strategic Economic Analysis of the Cape Town and Western

Cape Film Industry. Cape Town.

Center for Entertainment Industry and Research. 2006. The Global Success of Production

Chapman R., Blench R., Kranjac-Berisavljevic’ G. and Zakariah A.B.T. (2003). “Rural Radio in

Agricultural Extension: the Example of Vernacular Radio Programmes on Soil and Water

Conservation in Northern Ghana”; Agricultural Research & Extension Network; Network Paper

No. 127 January 2003

Commission for Africa. 2005. Our Common Interest—Report of the Commission for Africa.

Dagron A. (2001), “Making waves: stories of participatory communication for social change”.

New York: The Rockefeller Foundation.

Dagron, Alfonso Gurnucio. 2001. Making Waves. New York: Rockefeller Foundation.

Diasio F. (2010), “AMARC and More than 25 Years of Community Media Activism”.

Telematics and Informatics, Volume 27 Number 2, 27(2), 75-89.

James R. (2007), “Foundations in radio programming for health promotion”. Perth, WA: Health Communication Resources and School of Public Health Curtin University.

McKay B. (2009), “Using Community Radio in Ghana to Facilitate Community Participation in

Natural Resource Management

Radio effectiveness evaluations. Farm Radio International. http://www.farmradio.org/

Research. Mahwah. N.J.: L. Elbaum Associates.

Rolls S. and B, Narayan D. (2008), “Empowering communities, informing policy: the potential of community radio”. Suva: Quality Print.

Sterling S., OBrien J.. and Bennett J. (2007), ~Advancement through Interactive Radio”

Information Systems Frontiers Volume 11 Issue 2, April 2009.

My name is VICTOR TURINAWE a student of Uganda Christian University, Bishop Barham University College, Kabale pursuing a Bachelor’s degree of Arts in Journalism and Communication, carrying out research on the topic “The Role of Radio in Women Economic Empowerment in Muhanga Town Council, A case study of 89.5 FM Voice of Kigezi.

7