
**EVALUATING THE INFLUENCE OF RADIO BROADCAST MEDIA ON THE
IMPLEMENTATION OF GOVERNMENT PROGRAMS IN COMMUNITIES.**

A CASE STUDY OF TOP RADIO, KAMPALA

1 Wamani Keneth, 2 Omedo Vincent

1, 2 Metropolitan International University

ABSTRACT: *The study analyzed the influence of community radio broadcast media on the implementation of government programs in communities, a case study of top radio, Kampala.*

The study objectives included; to analyze the effect of community radio broadcasting on implementation of government programs; to assess the role of radio in community development in Uganda; and to analyze the challenges of radio as an agent of community development in Uganda. The study used a descriptive and correlational research design and its sample size was 52 respondents.

The study revealed and concluded that community radio quickly attracts the residents' attention to the government programs and grows their attachment to it and therefore influencing their support for government programs. community radio s arouses positive feeling about the government programs thus influencing the residents' implementation of government programs; the study further revealed that community radio s arouses positive feelings to the government programs thus influencing positive implementation of government programs. And that community radio build trust and influence community development, The researcher recommends that organisations should invest heavily in advertising their government programs s since this positively influences implementation of government programs. The study further recommends that marketers use community radio to endorse their government programs s especially if they want to assert a huge market share. This may be the case for luxury government programs.

Key words: Radio broadcast media and government programs

Background of the Study.

Guglielmo Marconi is often credited as the inventor of radio. As a young man living in Italy, Marconi read a biography of Hienrich Hertz, who had written and experimented with early forms of wireless transmission. Marconi then duplicated Hertz's experiments in his own home, successfully sending transmissions from one side of his attic to the other (PBS). He saw the potential for the technology and approached the Italian government for support. When the government showed no interest in his ideas, Marconi moved to England and took out a patent on his device. Rather than inventing radio from scratch, however, Marconi essentially combined the ideas and experiments of other people to make them into a useful communications tool (Coe, 1996). While radio remains the essential broadcast medium in Africa (see, e.g., Gunner et al. 2011; Hyden et al. 2003; Kivikuru 2006), television has come to play an increasingly important role across the continent (Teer-Tomaselli, forthcoming). In this issue, Emilly Maractho's study on 'Broadcasting governance and development in "Museveni's Uganda"' covers both radio and television broadcasting, as does Everette Ndlovu's analysis of the 'Three waves of media repression in Zimbabwe'. Both these articles address the macro issues of regulation and national importance. Maractho's study, covering close to 30 years (a period of very rapid change both in the technology of broadcasting as well as the social-political development of African states), tracks the way in which broadcasting regulation in Uganda was managed in a relatively ad hoc manner, driven by the promulgation of specific laws, rather than by an organic, strategic broadcasting policy.

Problem Statement

In Uganda, a considerable number of government community development projects have been implemented and others are still being implemented. Of these projects, some are perceived as successful while others as a failure. However, information about projects that have succeeded and those that have failed has not been systematically collected, analysed and published. Current perceptions of success or failure are based on hearsay, speculation and

subjective media reports. Such information cannot be relied upon to inform design of new projects and improve ongoing ones.

Nonetheless, government has blamed the lack of sensitization and awareness by the citizens concerning government programs. It is noted that while government uses different media channels to reach out to the masses, it has not verified which media is the most effective when implementing the community development programs. This study therefore seeks to analyze the effect of radio broadcasting media on the implementation of government community development programs in Uganda, using a case of Top radio Uganda.

Objectives of the study

This study was guided by the following objectives.

1. To analyze the effect of community radio broadcasting on implementation of government programs
2. To assess the role of radio in community development in Uganda
3. To analyze the challenges of radio as an agent of community development in Uganda.

Hypothesis of the study

Ho: There is no relationship between the effect of community radio broadcasting on implementation of government programs

Ha: There is a relationship between the effect of community radio broadcasting on implementation of government programs

Ho: There is no relationship between the role of radio in community development in Uganda

Ha: There is a relationship between the role of radio in community development in Uganda

Ho: There is no relationship between the challenges of radio as an agent of community development in Uganda

Ha: There is a relationship between the challenges of radio as an agent of community development in Uganda

Research Questions

This study was guided by the following research questions.

1. What is the effect of community radio broadcasting on implementation of government programs in Uganda?
2. What is the role of radio broadcasting in community development in Uganda?
3. What are the challenges of radio as an agent of community development in Uganda?

Methodology

Research Design

This study adopted a correlation research design (Saris and Revilla, 2015).

A correlation research design refers to a quantitative research design involves two or more quantitative variables from a similar group of subjects and it tries to establish the relationship between the two variables as to whether they had anything in common (Sekaran, 2003). Theoretically, any 2 quantitative variables can be correlated (Amin, 2005). A correlation research design was used in this study to enable the researcher to find out the relationship between the study variables (Sekaran, 2003). In addition, the study used a triangulation approach that includes both qualitative and quantitative approaches.

Study Population

The study population consisted of 70 respondents (Top Radio, Kampala human resource manual, 2013). These consisted of top radio staff, community members, and government officials. The radio's staff was chosen because they had the responsibility of running the radio programs. The community members were chosen because they were the main

participants in government community development projects; while government officials were chosen because they are the leaders of the community development programs.

Determination of the Sample Size

To determine the sample that was used in this study, the Morgan and Krejcie (1970, as cited in Amin, 2005) sampling tables was used and the sample determination was done as reflected in table 1 below:

Table 1: Sample Size of Respondents and Sampling Technique

Category of Population	Population Size	Sample Size	Sampling Technique
Top radio staff	10	9	Purpose sampling
Government officials	10	9	Purposive sampling
Community members	30	26	Simple Random sampling
Community leaders	20	15	Purposive sampling
Total	70	52	

Source: primary data ((2021)

Sampling Techniques

In sampling, the study involved purposive and simple random sampling techniques. Purposive sampling was used to select radio staff and government officials and community leaders as they were key figures in relation to their knowledge of the matter that was being studied (Sekaran, 2003). Simple random sampling was allowed equal representation of other respondents to be part of the study as suggested by Mugenda and Mugenda (2003) and these included the community members. The study respondents were divided up into categories as described in table 1 above.

Data Collection Methods

Data was collected from primary sources. Qualitative and quantitative methods were used in the collection of data. Primary data was collected using self-administered questionnaires and interviews.

Data Collection Instruments

Questionnaire

A questionnaire is an instrument used in research that contains closed ended questions with choices that triggers that aim at collecting data from participants in the study (Amin, 2005). The questionnaire in this research undertaking was used to gather data among the staff of Top radio Kampala, community leaders and government officials. The researcher was distribute the questionnaires among the sampled respondents and they were given time to fill them at their own convenience and later the researcher meant to go back to collect the filled tools.

Interview guide

An interview guide refers to a qualitative tool of collecting data by asking people questions and following up or probing and prompting their answers (Kathuri, 2004). The researcher was prepared and used an interview guide that was used to conduct interviews with the community members who had participated and or benefitted from government community programs. Interviewees were chosen because they thought to provide in-depth information about a particular research issue or question.

Data Analysis

Data analyses involved arranging, sorting and organizing data and later attach meaning to create a sensible meaning that reflects the findings Patton (2017). This study involved both quantitative and qualitative data and each was analysed in its form as shown below:

Quantitative data analysis

In analyzing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Social Scientists (SPSS) to generate both descriptive and inferential statistics that created the mean, mode and median; the variance, standard deviation, frequencies and percentages. These were arranged in tables and later explained by the researcher on what they meant as per the set objectives and their implications in the study (Oso & Onen, 2008).

Qualitative data analysis

Through use of content and thematic analysis, qualitative data was analysed and the findings were related to the study objectives and findings. The verbatim captions were tabulated in shorter sentences and pulling out key words that explained a certain phenomenon (Sekaran, 2003). These key words were used by the researcher to explain the occurrences that the study found out to answer the concerns that were raised in form of study objectives and answering the research questions.

RESULTS**Gender characteristic of respondents**

Table 2: Gender characteristic of respondents

Sex of respondents	Frequency	Percentage
Male	30	58
Female	22	42
Total	52	100

Source: Primary Data 2022

From table 2 above, response indicated that the majority of respondents were male who accounted for 30 (58%) and female respondents accounted for 22 (42%). This implies there is a marginal majority of males over the females among the staff of Top radio.

Age of the Respondents

Respondents were asked to choose their age brackets and the findings are presented in the table below:

Table 3. Showing the age brackets of the respondents

Age bracket (years)	Frequency	Percentage
18 – 30	20	38
31-45	25	50
Above 45	7	12
Total	52	100

Source: Primary data 2022

The findings in the Table 3 above show that 20 (38%) of the sample were in the age bracket of 18 – 30 years, 25 (50%) in the age bracket of 31 – 45 and 7 (12%) in the age bracket of 45 years and above. This implies that most of the employees of Top radio were in the age

bracket of 31 – 45 years. This category of staff was in the prime of their careers and are normally deemed competent, experienced and committed to their work. This indicates that the majority of the respondents were in the government programs ive age group and not minors, and therefore had the ability to respond appropriately to the questionnaire. This implies that valid and reliable information was got.

Level of Education

Respondents were asked their level of education and the findings are presented in the table below:

Table 4. Showing the level of education of the respondents

Level of Education	Frequency	Percentage
Certificate	18	35
Diploma	23	45
Bachelor's Degree	11	20
Total	52	100

Source: primary data 2022

From the table 4 above, it can be observed that 18 (35%) of the sample were certificate holders, 23 (45%) were Diploma holders, and 11 (20%) were Bachelor's degree graduates.

This implies that Top radio hires mostly diploma holders to join their work force and least of all are the Bachelor holders who mainly comprised of the senior management personnel. These statistics indicate that Top radio has qualified staff and these would adequately have comprehended the questions in the questionnaire used in the survey and answer the questions appropriately. Hence valid and reliable information was got as most of the respondents were well versed about the topic of study.

Working Experience with Top radio

Respondents were asked how long they had been working with Top radio and the findings are presented in the table below:

Table 5: Period of Employment of Respondents

Period of employment	Frequency	Percentage
Over 10 yrs.	5	10%
6 – 10 yrs.	39	75%
3 – 5 yrs.	5	10%
Less than 2 yrs.	3	5%
Total	52	100

Source: Primary Data 2022

Table 5 shows that 5 (10%) of the respondents had spent over 10 years and 39 (75%) had spent between 6 - 10 years working in Top radio, 5 (10%) had worked with Top radio for 3 – 5 years and 3 (5%) had been in Top radio for less than 2 years. Therefore the majority of the respondents had information about the Top radio and the topic under study that is; impact of advertising on consumer buying behaviour.

This also implies that Top radio has very low staff turnover. It also implies that the respondents were knowledgeable enough about the organisation and the topic under study

Effects of community radio on Implementation of government programs

To find out the effect of community radio s on implementation of government programs, the following question was asked to the respondents. What is the effect of community radio s on implementation of government programs of Top radio? The findings are presented in the table below:

Table 6 Effect of community radio s on implementation of government programs

Effect of community radio s on implementation of government programs.	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Community radio s quickly attract the resident's attention to the government programs	27	52	9	17	8	15	8	15	-	-	52	100
Community radio s give credibility to the government programs thus influencing community support	32	62	17	33	3	5	-	-	-	-	52	100
Community radio arouse positive feelings to the government programs thus influencing positive implementation of government programs	39	75	10	20	-	-	3	5	-	-	52	100
Community radio s build brand equity thus positively influencing implementation of government programs	36	70	10	20	-	-	5	10	-	-	52	100
Community radio s helps people to remember information thus positively influencing implementation of government programs	26	50	21	40	-	-	5	10	-	-	52	100
Community radio s Make people believe the government programs	33	62	10	20	5	10	4	8	-	-	52	100

contributes to superstar status thus positively influencing implementation of government programs												
Community radio s makes the government programs to stand out thus positively influencing implementation of government programs	39	75	10	20	-	-	3	5	-	-	52	100

Source: Primary data 2022

From the table 6 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that community radio s quickly attract the resident's attention to the government programs, 9 (17%) agreed, 8 (15%) were not sure and 8 (15%) disagreed. It therefore implies that community radio s quickly attracts the resident's attention to the government programs

32 (62%) strongly agreed to the assertion that Community radio s give credibility to the government programs thus influencing community support, 17 (33%) agreed; while 3 (5%) were not sure. This therefore implies that community radios give credibility to the government programs thus influencing success of government programs.

It can also be observed that 39 (75%) of the sample strongly agreed that community radio s arouse positive feelings to the government programs thus influencing positive implementation of government programs, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed community radio s arouse positive feelings to the government programs thus influencing positive implementation of government programs since the majority agreed to the assertion.

26 (50%) of the sample strongly agreed that community radio s helps people to remember information thus positively influencing implementation of government programs, 21 (40%) agreed to the assertion and 5 (10%) disagreed to the assertion. It can conclusively be stated

that community radio s helps people to remember information thus positively influencing implementation of government programs. This implies that community radio s helps people to remember information thus positively influencing implementation of government programs.

33 (62%) strongly agreed that community radio s make people believe the government programs contributes to superstar status thus positively influencing implementation of government programs, 10 (20%), 5 (10%) were not sure and 4 (8%) disagreed. It can therefore imply that community radio s Make people believe the government programs contributes to superstar status thus positively influencing implementation of government programs

39 (75%) of the respondents strongly agreed that community radio s makes the government programs to stand out thus positively influencing implementation of government programs. 10 (20%) agreed and 3 (5%) disagreed to the assertion. This implies that community radio s makes the government programs to stand out thus positively influencing implementation of government programs

Role of community radio on community development.

Table 7. Showing the role of community radio on community development

Role of community radio community development	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Community radio builds trust and thus influences positive development at Top radio	39	75	13	25	-	-	-	-	-	-	52	100

Community radio benefits from second-screening and thus influences positive community development.	42	80	10	20	-	-	-	-	-	-	52	100
Community radio reaches a vast audience and thus influences positive development.	47	90	5	10	-	-	-	-	-	-	52	100
Community radio reaches all residents and increases government programs visibility and thus influences positive development.	49	95	3	5	-	-	-	-	-	-	52	100

Source: primary data 2022

Table 7 shows that 39 (75%) of the respondents strongly agreed to the fact that Top radio uses community radio advertising builds trust and thus influences positive development, while 13 (25%) agreed that Top radio uses community radio builds trust and thus influences positive development in the community. None of the respondents disagreed and none was not sure. It implies that community radio builds trust and thus influences community development.

42 (80%) strongly agreed to the use of Community radio benefit from second-screening and thus influences positive attitude towards community development and 10 (20%) of the respondents agreed and no one disagreed while all the respondents were sure of their respondents. This implies that Community radio benefit from second-screening and thus influences positive attitude towards development.

47 (90%) of the respondents strongly agreed to the use of community radio reaches a vast audience within the community and thus influences positive community development. while 5 (10%) of the respondents agreed to the use of community radio reaches a vast audience and

thus influences positive development.; implying that indeed community radio reaches a vast audience and thus influences positive attitude towards community development.

49 (95%) of the respondents strongly agreed to the use of community radio reaches a increases government programs visibility and thus influences positive development of Top radio while 3 (5%) of the respondents agreed to the use of community radio reaches a increases government programs visibility and thus influences positive community development.

Challenges of radio as an agent of community development in Uganda.

Table 8 showing the challenges of radio as an agent of community development in Uganda.

Challenges of radio as an agent of community development in Uganda.	Strongly Disagree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Radio is losing its number of listeners as social media is gaining popularity	27	52	9	17	3	5	3	5	-	-	52	100
Radios have lost trust because they are used for propaganda which possess of residents	32	62	17	33	3	5	-	-	-	-	52	100
Radios are affected by weather and network issues thus are not reliable in transmitting information about community development	39	75	10	20	-	-	3	5	-	-	52	100
Radios have financing problems and they therefore bristle with unsolved problems of long standing, with new opportunities, and new problems	36	70	10	20	-	-	5	10	-	-	52	100

From the table 8 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that the radio is losing its number of listeners as social media is gaining popularity of Top radio, 9 (17%) agreed, 3 (5%) were not sure and 4 (5%) disagreed. It implies that radio is losing its number of listeners as social media is gaining popularity of Top radio.

45 (62%) strongly agreed to the assertion that radios have lost trust because they are used for propaganda which annoys residents, 17 (33%) agreed and 3 (5%) were not sure. This therefore affirms the fact that radios have lost trust because they are used for propaganda which pissess of residents.

It can also be observed that 39 (75%) of the sample strongly agreed that radios are affected by weather and network issues thus are not reliable in transmitting information about community development, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed radios are affected by weather and network issues thus are not reliable in transmitting information about community development, 10 (20%) agreed to the assertion since the majority agreed to the assertion.

Furthermore, 36 (70%) strongly agreed that radios have financing problems and they therefore bristle with unsolved problems of long standing, with new opportunities, and new problems, 10 (20%) agreed while 3 (5%) disagreed to the assertion. This implies that indeed radios have financing problems and they therefore bristle with unsolved problems of long standing, with new opportunities, and new problems.

Conclusions

Finding reveals that there is a positive relationship between community radio on community development and the researcher therefore concludes that:

One of the effective ways to advertise is by using print media. This enables the government programs to quickly attract the customer attention to the government programs, as it gives credibility to the government programs and arouse positive feelings to the government programs.

Recommendations

The researcher recommends that organisations should invest heavily in advertising their government programs s since this positively influences implementation of government programs

The study further recommends that marketers use community radio to endorse their government programs s especially if they want to assert a huge market share. This may be the case for luxury government programs s.

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METROPOLITAN JOURNAL OF BUSINESS & ECONOMICS (MJBE)

ISSN 1813-422X (Print)

ISSN 1813-4238 (Online)

Vol. 2 Issue 1, April - 2023, Pages: 78-97

The Media Scene, The Official Guide to Advertising media in Indonesia, Jakarta, 2014

METROPOLITAN JOURNAL OF BUSINESS & ECONOMICS (MJBE)

ISSN 1813-422X (Print)

ISSN 1813-4238 (Online)

Vol. 2 Issue 1, April - 2023, Pages: 78-97
