
Final Report

of

**The Uganda Communications Commission's
2nd National Electronic Media Performance Study (2012)**

for

Eastern and Northern Uganda regions

Submitted by:

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EXECUTIVE SUMMARY

This study set out to establish the views of the public in Eastern and Northern Uganda regarding the performance of the electronic media. In particular the study investigated use, perception of adequacy in coverage, expectations from the media, preferences, satisfaction with the quality of content, and the general running of the of media in terms of professionalism, diversity and responsibility. The study was conducted in six districts of Iganga, Mbale and Katakwi in Eastern Uganda and in Zombo, Lira and Moroto in Northern Uganda. Both qualitative and quantitative methods of data collection which included a survey of 720 household interviews, 35 Focus Group Interviews and 79 in-depth interviews with a wide range of stakeholders were used.

KEY FINDINGS

The study established that radio listenership was quite high while TV viewership was much lower. Poor signal, signal interference and coverage by only a few radio stations were the most common reasons cited by most respondents who are not satisfied with radio coverage in their districts. On the other hand, the cost of TV sets, lack of electricity and a poor signal were the major reasons given by most respondents dissatisfied with TV coverage in their area.

News and current affairs is the most popular type of programming in the Eastern and Northern region of Uganda (67% in the Eastern Region and 73% in Northern Region). However, there are considerable locational, gender and age disparities regarding preference for this genre in both regions with urban, male and older respondents more likely to have this preference than their rural, female and younger contemporaries.

Slightly over a quarter of the respondents in Northern Uganda and a third in Eastern Uganda said they felt all their information needs were being fully met by radio/TV. The rest expressed a wide array of unmet needs but the most commonly mentioned included youth, career/ guidance, business/developmental/self-help programmes, health issues, social/family/cultural issues, programmes for leaders consulting citizens and political debates.

The majority of respondents listed their mother-tongue as their most preferred broadcast language, but also showed a high degree of acceptance for the use of regional languages (Luganda in the East and Ateso and Luo in the North/North-East)-*provided they did not displace the other local languages* in the respective region. Across all the study districts, just one or two local private radio stations dominated the listeners' list of favourite radio station or radio station that meets listeners' expectations. High among the reasons for choice of favourite radio stations were quality of programming, variety, language and clarity of signal. An additional one for TV was good presenters.

There was a wide perception that the quality of programming on most stations was satisfactory. Overall, respondents favoured some regulation to ensure that there was an adequate amount of local content although many felt that the radio stations were already doing a commendable job in

this regard. There were widespread complaints, though, about the relative dearth of local content and local languages on the television stations. There was a preference expressed for programming in the local language, but there also seems to be a widespread acceptance of the regional languages. The qualitative inquiry in many places indicated a level of distrust for the truthfulness of the content of many of the broadcast media. Particular concern was expressed about the veracity of news on local radio stations.

The overall rating of the media in terms of diversity, which included aspects such as promoting a variety of political and religious views, was positive. 80% said they find public debate on the electronic media useful. However, less than a half (42%) of the respondents felt the media were free to air facts without fear or undue influence from government, politicians, owners or other powerful groups.

The region still has large gaps in internet coverage, and use is limited by this and the affordability of the service. Although not many people indicated that they were using mobile phones or the internet to increase their access to the traditional media, a few people, particularly among the youth, were familiar with the potential synergies.

The study revealed low levels of awareness about media regulation. Respondents however identified areas that they perceived as gaps in the regulation of the broadcast media. These included the management of signal quality, the moral quality of programmes, the regulation of the quality and cost of mobile telephone services, and the perceived negative contribution of film halls (bibanda) particularly to the moral development of the youth. The majority of respondents were also in agreement with the need to regulate language and local content, particularly on television. However, there were some reservations expressed about government regulation based on fears that this might curtail some freedoms. There did not seem to be a clear understanding of alternative forms of regulation such as self- or co-regulation.

CONCLUSIONS

From the findings of this inquiry, the overall public perception of the media appears to be more positive than it was in 2004, even though there are some lingering challenges like the technical quality of services, and the availability of appropriate programming for children. There seems to be a clear demand for programming in the local languages, and for local content. There are recurrent complaints about issues such as poor signal coverage and the negative influence of film halls, and new ones about the potential dangers (particularly to young people) of mobile phones and the internet. Of all the study districts, Moroto and Katakwi and to a certain degree Zombo, seem the least under-served by the electronic media. It is further noted that, with the proliferation of private radio stations, the media (with the exception of UBC) are increasingly contributing more to the development of local identities and less to a national Ugandan identity. This is exacerbated by the weak penetration of UBC in the two regions and the fact that local stations are perceived as offering more attractive and relevant programming, often in the local languages.

POLICY RECOMMENDATIONS

In view of the above findings and conclusions, the study makes a number of recommendations. The study recommends that operators should be required to participate in developing a professional work-force for the sector by, among other things, contributing towards training. Professionalism in media practice should be rewarded, and training institutions should receive license waivers as a way of supporting professional training. Policy should clearly define three tiers of broadcasting including public, private and community each with a clear scope of operation, licensing regime and accountability mechanisms. Training stations should be seen as a special category under community media.

Policy should also provide for increased access to broadcast/electronic infrastructure and services in the Eastern and Northern region as well as improved signal quality. The study also recommends that policy deliberately ensure quality and diversity in presentation of views and address such bottlenecks to diversity as state, ownership and advertiser interference in editorial policy. There should be a balance between the extent of internal and external regulation in order to ensure continued and balanced growth in the sector. Similarly ownership, both local and foreign, should be regulated balancing economics, cultural autonomy, national sovereignty and other important factors.

Policy should provide for the development of a definition of local content that captures key aspects such as relevance, national identity, regional integration, economic viability and copyright concerns. The study also recommends policy provisions for continuous training to ensure a professional and sustainable creative workforce. The issue of diversity and efficiency in the deployment of languages in broadcasting should be addressed following a wide national consultative process to balance efficiency with relevance .

The study recommends implementation of the provisions of the draft national policy (2004) on the transformation of the state broadcaster to a public broadcaster in compliance with the recommendations of international instruments such the Declaration of Principles on Freedom of Expression.

The study further recommends specific measures to protect consumers against unscrupulous advertising and children and other vulnerable groups against inappropriate programming. It is also recommended that policy provides for the firm regulation of the operation of video-halls.

An incentive mechanism to promote educational programming is recommended as a form of affirmative action to counter the deluge of entertainment content that threatens to displace educational programming because of the relatively higher costs of production of the latter.

The study proposes some specific measures to address digitalization and convergence. These touch on archiving, regulation, sensitization, human resource development, regional coordination,

investment and dealing with the technological and environmental costs and consequences of the digital switchover.

Finally, the study recommends a regular, participatory process of policy review to ensure relevance. This process should draw on existing policy documents.

1.0 INTRODUCTION

The second National Electronic Media Performance Study was commissioned by the Uganda Communications Commission with the aim of collecting views from a cross-section of the Ugandan viewing and listening public in the Eastern and Northern regions on the performance of the broadcast media and how this could be improved (through policy and regulation).

The study builds onto the first study conducted in 2004 which formed the empirical basis for the process of policy and regulatory review in the Ugandan broadcast sector leading up to the draft National Broadcasting Policy. This study focuses on the electronic media in the Eastern and Northern regions of Uganda.

1.1 Background

The broadcast media in Uganda were under the exclusive control of the government between 1953 and 1993. In 1993 the first privately owned station went on air. This move came in the broader context of privatisation of the media worldwide. It was closely linked to changes in the economic, technological and regulatory environment occasioned by the sweep of globalisation. The channels of broadcasting have in the last decade grown from one television and one radio station to nearly 200 radio stations, with an additional 40 licensed but not on air according the Uganda Communications Commission (www.ucc.co.ug). This is up from 80 in 2004 when the first NEMPS was conducted. Similarly, there are now 40 television stations on air, with an additional 18 licensed though not on air. This compares with nine television channels in 2004. The stations broadcast in English, French, Kiswahili as well as various indigenous Ugandan languages to different parts of the country. While this growth has been phenomenal, it has not been systematic. As a result, most of the stations are concentrated in the lucrative urban areas and concentrate on English and/or one or two of the major regional languages because these are deemed commercially viable. This notwithstanding, there is also a discernible tendency for local stations to more aggressively champion specific regional interests, as evidenced by the events of 2009 that resulted in the closure of several local radio stations.

The industry has also seen the expansion of cross-media enterprises like the Vision Group and the Nation Media Group which own interests in radio, television, print and online media and continue to expand systematically, particularly in the broadcast sector, to cover the various regions of the country.

The Electronic Media Act of 1996 formalised the liberalization of the media sector and, until 2010, governed its operation. In 2010, the Broadcasting Council merged with the Uganda Communications Commission to streamline the operations of, and bring about harmony in the traditional broadcast and telecommunication sectors. Since policy is by its nature dynamic, the UCC is mandated by the Electronic Media Act to, from time to time, advise the Minister(s) in charge of information and communication on issues pertaining specifically to broadcasting policy with a view to keeping policy and regulation relevant and maintaining efficiency and harmony in the sector. In doing this, the Commission endeavours, as much as possible, to involve key stakeholders in the policy formulation process through periodic research and engagement.

Since 1986, there have been many changes in the broadcast media. Government has ceased to be the sole owner of broadcast media and private entrepreneurs have been permitted to enter the sector. The range of programming has become broader and more global. Local media have to compete for audiences with larger, often better endowed regional and global media enterprises. More Ugandans have embraced formal training in journalism and communication. More people have access to both the traditional and new media although disparities in access between urban and rural and rich and poor persist.

Since the first National Electronic Media Performance Study was conducted in 2004, the Vision Group and Nation Media group have expanded into all sectors of the media, and into the different regions of the country. There has been significant growth in indigenous language (particularly radio) outlets. The Vision Group has so far invested in local language television broadcasting in Luganda and Runyakitara. In both the Eastern and Northern regions Wavah Broadcasting Services and UBC remain the dominant stations in the two regions. Parts of these regions also have the peculiarity of growing cross-border trade, which has a bearing on linguistic and cultural trends. There has also been an increase in the number of telephone service providers and a growth in digital satellite service providers. The youth in particular have experimented with hybrid forms, combining traditional broadcast media and social networks, thus increasing the influence of the media in public opinion formation. Finally, there has been discernible growth in media consumption habits, with many preferring to operate on multiple platforms driven by availability and convenience.

1.2 The current regulatory environment for Uganda

A draft National Broadcasting Policy was developed in 2004. The policy sought to ensure harmonious development and coordination of the broadcast sector. This policy remains in draft form and therefore not been enforced in its entirety, although aspects of it have informed regulatory decisions. The traditional broadcast sector in Uganda was regulated by the Broadcasting Council established by the Electronic Media Act, CAP 105 until the Broadcasting

Council was merged with the Uganda Communications Commission in 2010. A bill relating to this change, which initially was named the Uganda Communications Regulatory Authority Act, but will now be called the Uganda Communications Commission Act, has also been tabled and is being debated. The Bill seeks to establish a converged regulator for communications “in accordance with international best practice.” The bill also seeks to reduce the direct role of Government in communications regulation and reduce the sector’s financial dependence on government, enhance national coverage of communication services, integrate modern and innovative communications in the communications sector, encourage competition and participation of the private sector in the sector’s development, manage pricing and quality, promote rural communications, improve communication and collaboration with a range of national, regional and international stakeholders, promote specialized training in communications and advise the minister on administration of the resultant Act. At present, the law regulating communications is contained in the Uganda Communications Act Cap.106 and the Electronic Media Act, Cap.104. The two laws presume a discrete broadcasting and telecommunication sector and create a degree of duplication in implementation. They also, as separate laws, are inadequate to deal with the pace of the converging sectors of broadcasting, information technology and telecommunications. The Bill therefore seeks to rationalize the law and merge the two laws into one Act applicable to communications. The Bill also proposes a repeal of The Communications Act, CAP 103 and the Electronic Media Act, CAP 106.

Other relevant policies and laws in place include the National ICT Policy, the Access to Information Act (2004), the Communication Act CAP 106, The Electronic Media Act, CAP 105 and The Press and Journalists Act , CAP 104. In March 2011, Cabinet approved the Policy on Migration from Analogue to Digital Terrestrial Broadcasting in line with international best practice. The Ministry of Information, recognizing the changes implied by this migration, has commissioned a review of the current Draft Broadcasting Policy.

While spectrum scarcity can no longer be the main reason for regulating the broadcast sector, there are new challenges emerging which, if not identified and regulated, could lead to a crisis in the local broadcast industry. Such challenges include, for instance, the fact that the traditional media are fast losing audiences to the new media. Industry players as a result will tend towards vertical and horizontal integration to survive. If unregulated, these trends could have far-reaching consequences for pluralism and diversity and ultimately for democracy and development. Furthermore, in the new, digitalized environment, computer and mobile telephony technology will need to be brought into the ambit of the sector’s regulation. The emergence of new media technologies raise key issues of access which regulation must address.

Ernst and Young (2012) have conducted a review of the Draft National Broadcasting Policy (2004). The study notes that the broadcast sector in Uganda has grown significantly and as it moves towards digitalization, stands to increase reach and cut costs. Latest technological developments in the sector also promise more variety and choice. Government has also made efforts to reduce taxes on computers, potentially increasing their accessibility to more Ugandans. There has also been significant developments in communication infrastructure. Several stations have expanded their reach to cover large sections of the country. The country had adopted fibre optic technology and laid the national backbone to extend communication to as many parts of the country as possible. This should result in corresponding reduction in costs. Due to Universal Primary and Universal Secondary Education, literacy rates have gone up, allowing more people to participate in media and in media debate. With the assistance of UNESCO, Uganda Rural Development Network, the Uganda Media Women's Association (UMWA), several community stations have been established in different parts of the country. There have been efforts to increase access to electricity though coverage is still low (the Eastern and Northern regions are the most disadvantaged). Synergies with broadcasting have been enhanced by increased availability of mobile telephones and computers. Prices for digital equipment have also dropped.

Although there are still obstacles to the implementation of the Digital Migration Policy, it remains the goal of government to comply with the ITU deadline, and this has been communicated to media proprietors. All this has a bearing on the organization of the sector and on its stability and operation.

1.3 Statement of the problem

The media in Uganda were liberalised starting 1993. The Electronic Media Act that currently governs the media was framed in extremely broad terms. Thus while the Act has facilitated the expansion of the broadcast industry and created a framework for policy development, it does not address key issues such as diversity of ownership and content. It has therefore been difficult to judge whether the media are serving the majority of Ugandans optimally or not or to enforce a regime that caters for the even development of the sector in the best interests of the majority of Ugandans.

The draft National Broadcast Policy (2004) attempts to address these gaps, but has not been formally adopted or implemented, and has therefore failed to influence a revision of the laws governing the electronic media. This study seeks to update the findings of NEMPS (2004) and bring on board concerns that have emerged in the last seven years specific to the Eastern and Northern regions of the country.

1.4 Justification

The National Electronic Media Performance Study (2004) recommended that it would be pertinent to conduct a periodic review to properly monitor the performance and growth of the sector. While several studies have been conducted to gauge the performance of the media, these have mostly been geared towards market research, with the interests of the advertiser being the primary concern. The majority of these studies have been conducted by Synovate (formerly Steadman and Associates in conjunction with Research International East Africa Limited) and have had a national scope. The results of these studies provide important data especially for media owners and managers. Since 2004, the number of districts in the country have increased and the country has seen the expression of stronger regional sentiments. Stations have also adopted programming that is more suited to the regions where they are based, in languages most familiar to the people of those regions, while seeking to remain financially viable. While the umbrella (national) picture is important, therefore, initially conducting smaller studies with a more regional focus may yield more detailed results to inform policy. The regional studies, like the national one, would address key policy concerns such as licensing conditions, signal distribution, roles and obligations of the public broadcaster, commercial and community media, media ownership and control, diversity, local production and local content in the broadcast media, language, relevance, the representation and protection of the rights of vulnerable groups such as children, digitalisation and new media etc.

1.5 Aim of the study

This study aimed to collect views of a cross-section of the Ugandan viewing and listening public in the Eastern and Northern regions on the performance of the broadcast media and how this could be improved (through policy and regulation).

1.6 Objectives

The specific objectives of the study were to:

- i) Solicit the public's views on the general performance of the broadcast media in the Eastern and Northern regions of Uganda.
- ii) Establish to what extent the media are perceived to be meeting the needs of the Ugandan public/average Ugandan in Eastern and Northern Uganda.
- iii) Identify gaps in broadcast policy, regulation and performance, cognizant of new developments including the increasing tendency towards cross-media ownership;

mergers; the convergence of the telecommunications and broadcast sectors; the growth of online journalism; the rise of social networks; the move toward digitization and proposed new legislation affecting the electronic media sector in Eastern and Northern Uganda.

- iv) Draw conclusions to inform ongoing policy review and regulation processes.

1.7 Research Questions

Some of the key research questions guiding this study included:

- 1) What needs do the majority of Ugandans in the Eastern and Northern Regions expect the broadcast media within their reach to meet?
- 2) What needs do Ugandans in the Eastern and Northern Regions perceive the media within their reach to be meeting?
- 3) What are the key factors in the availability of local content on the Eastern and Northern Regions of Uganda's radio and TV stations?
- 4) What growth has there been in the local content sector in the Eastern and Northern Regions since the first NEMPS was conducted?
- 5) What needs is local content perceived to be meeting the Eastern and Northern Regions?
- 6) What is the perceived and actual role of new media in the Eastern and Northern Regions of Uganda?
- 7) In light of developments in the sector and in other spheres since 2004, what areas should broadcast policy be focusing on in the next five years?

1.8 Scope

The study was regional in character and covered the Eastern and Northern regions of Uganda. It targeted all adults 15 years above across all socio-economic strata.

2.0 LITERATURE REVIEW

2.1 Introduction

The globalization of the media has occasioned major changes in technology and in consumer habits as well in cultures worldwide. The general import of these changes is that policy and regulation need to be periodically reviewed for their relevance. This chapter is a brief review of literature on changes that have taken place in the media in the past two decades and their implication for policy.

2.2 The globalization of the media and implications for broadcast policy

Globalisation has been defined in numerous ways. The gist of most definitions implies a worldwide interconnection between cultures, institutions and individuals (See Strelitz 2000, Fourie 2007). Fourie (2007) notes that closely related to globalization have been other changes like the liberalization and de-regulation of the previously closely regulated broadcast and related sectors in most of the world. The globalization of the media has also come with their internationalization and commercialization.

Largely as a result of globalization, the media sector has grown exponentially the world over both economically and technologically. The general import of this growth and the resultant competition has seen a move towards concentration in the media sector, with fewer, larger owners controlling most of the sector. This has coincided with technological developments that have led to the convergence of the traditionally discrete broadcast and telecommunication sectors, making it possible to deliver text, pictures and graphics, audio and video via the same, often portable and highly versatile digital platforms with the aid of computer technology (See Fourie 2007:362-363).

Convergence has revolutionized the way media content is produced, distributed and used. It has also opened up more opportunities for interactivity, and with this, more sophisticated expectations from audiences. Convergence has economic implications as well, as computing, communications and content tend to merge (Van Cuilenberg and Mcquail 2003:197). Yet in a resource-constrained setting like Uganda, major disparities in access remain between different classes of people. All this has far-reaching implications for policy in terms of access, cultural integrity, adequacy, relevance and quality of content, and in particular local content, diversity of ownership and provisions.

2.1 Policy concerns

The broadcast sector in Uganda has been influenced by the changes in the sector at the global level. The liberalization of the broadcast sector in Uganda starting with the early 1990's reduced the influence of government and introduced a range of private players who have established radio stations, TV stations and ISPs in the different regions of the country (Broadcasting Council 2004, Kibazo and Kanaabi 2007, Mwesige and Tabaire 2010). According the Uganda Communications Commission (www.ucc.org), there are currently over 200 radio stations and 40 television stations registered, up from 80 radio stations and nine television stations in 2004. There has been great growth in the mobile telephony sector as well, with an increase in mobile phone service providers and mobile telephone lines reported.

Apart from the Uganda Broadcasting Corporation which is owned by government, the broadcast media in Uganda are owned by politicians, religious organisations and leaders, NGOs, businessmen and women, and in very few cases, communities. The Vision Group has extended its influence in the broadcast sector, currently owning a radio station that broadcasts in each of the regional languages of Uganda (except Ngakarimajong) in addition to television stations, newspapers and magazines in English and the major local languages. The Nation Media Group owns KFM and Dembe FM, which are largely based in the central region. However, they also own NTV whose influence across the country is growing, as well as the Daily and Sunday Monitor Newspapers which are available both in print and online.

Evaluative studies conducted in the past five years recognize the important role that the Uganda Broadcasting Corporation is playing in availing programming on aspects such as agriculture, the environment, literacy etc. that may be important even though they are not seen by the privately owned stations as commercially viable. However, the studies on the whole, have cast doubt on the genuineness of the Uganda Broadcasting Corporation as a public broadcaster. This evaluation is based on standards for the conversion of state broadcasters to public broadcasters set out in international instruments including the African Charter on Broadcasting, 2001 and the Declaration of Principles on Freedom of Expression in Africa to which Uganda is signatory. The standards focus on the broadcaster's independence, accessibility and universality of services, accountability mechanisms, funding mechanisms, diversity and universal access (Mwesige and Balikowa 2008, cf. Lugalambi and Mwesige 2010 and OSSIEA 2012).

Assessments of the performance of the privately owned stations acknowledge the positive contribution of the privately owned stations to diversity and expression, but they raise concerns about editorial independence and professional conduct. Kibazo and Kanaabi (2007) found, for instance, that proprietors interfere with operations, sometimes issuing instructions to prioritise or downplay specific stories. They also found that there is still a considerable amount of political interference in the broadcast sector despite its liberalization as exemplified in the following quotation.

“In Central, Eastern and Western Uganda, there are radio stations on which alternative political or religious views cannot be aired....In other instances, editors and presenters are under instruction to propagate certain agendas and suppress news that is not in the interest of the station owners or their associates . Editors said they receive instructions to lead with stories that involve either the station directors or advertisers even when they do not merit [sic].”

Wasswa (2011) in assessing the role of the media in rural Uganda had this to say:

“The situation of pressure from both government and big advertisers is more critical in upcountry media organisations which have fewer resources, a largely unskilled manpower, excessive owner-influence, and poor management, editorial and marketing skills.” (2011: 9)

Wasswa observes further that trainers from organisations such as the Uganda Media Development Foundation have noted that management at upcountry stations tends to be “shaky and arbitrary.” They have a high staff turnover owing mostly to poor pay and working conditions and most of their staff are freelance. Most of their programmes are copied from stations based in Kampala rather than produced organically.

The media in Uganda have also been affected by commercialization. Mosco and Rideout (1997:168) define commercialisation as “the process that takes place when the state replaces forms of regulation based on public interest and public service with market standards.” Fourie (2007) adds,

“In the communication industry, this has meant greater emphasis on market position and profitability. In other words, the emphasis is no longer on providing a universal service to the public such as public service broadcasting. Without regulations, certain kinds of programming are bound to be neglected, even to the detriment of the public interest, as stations prioritize popularity and marketability.”

“Everything,” Fourie concludes, “depends on audience size, advertising revenue and producing programming/content that searches for the biggest audience and linkages to other revenue-generating media. “

Another major influence emerging out of global trends in the media sector has been convergence. Fourie (2007) defines convergence as,

“The coming together of information and communication technologies (ICTs), especially the merging of telecommunications and traditional media, creating new ways of producing, distributing and using knowledge , information and entertainment....The

telecommunications network provides the electronic/digital media platform for the development of new communication and information services including database access, the internet, pay television, high definition television and multimedia.”

One of the major outcomes of this convergence of technologies and distribution platforms is the element of interactivity. By their nature, digital media platforms create increased opportunities for immediate feedback which provides great opportunities for participation. Digitisation also allows for more efficient use of bandwidth as well as increased user-control (Berger 2010, Kadilo 2011). However digitization also creates a need for vigilance on the part of the regulator as harmful communication can get multiplied and disseminated much faster and the damage may be difficult to undo. The challenge for policy and regulation becomes to create a conducive environment for vibrant development and innovation in communication while putting in place measures to manage the potential dysfunctions.

2.2 Regulatory concerns for Africa

Policy concerns in Africa currently hinge on facilitating investment, competition, innovation and growth in the communications sector which now combines broadcasting, telecommunication and computing, without losing sight of the public service mandate of broadcasting (Dunn and Bofo 2010:37) .

A key area of concern is access. Questions have been asked about whether there is equitable access to the media for all categories of Africa’s population (Article 19:2003; Fourie 2007, Kibazo and Kanaabi 2007; Kakooza 2012). This question is more pertinent today, with the increasing sophistication of the media threatening to widen the “digital divide.” Closely related to access is ownership. Some of the key concerns here relate to who owns the media, and whether all citizens with the means to own media have equitable opportunities to do so. The distribution of media ownership by region, gender, social class, political and religious affiliation etc. is of great concern for policy in Africa today. Some perspectives, notably critical political economy, maintain that “the economic and political control of the media determines the content and thus the ideological power of the media (Fourie 2007: 138).

Another area of concern for media policy in Africa is local content. Studies like Chibita (2003), Kariithi (2003) (cited in Article 19:2003) and Fourie (2007) have raised questions about provisions for mechanisms to ensure a growing supply of local content to reflect the culture and identity of the country/region and provide employment and revenue. Other questions centre around adequate provisions for the developing local talent. This concern has been related to one for the cultural relevance of programming. Questions have also arisen around the relevance of editorial content, entertainment, advertising etc. in the broadcast media.

The role of the different tiers of broadcasting (public, private and community) has been another area of concern in the literature. Questions raised include: have the traditional state broadcasters successfully transitioned into public service broadcasters? How are the public service broadcaster

governed? Do the boards, management, content and language repertoire of the public broadcaster reflect the diversity of the nation/region? Is there funding adequate and so secured as to protect them from undue political, economic and other interference? (Mbaine 2003 in Article 19:2003, Kibazo and Kanaabi 2007, Mwesige and Lugalambi 2010, OSIEA 2012).

Policy discussions have also dealt with political, religious and ethnic diversity in the broadcast media. Some of the questions raised include: Do the media reflect the full range of political, religious and ethnic representation of the nation/region in terms of ownership, management, staff and content? (Matumaini 2010:28, Kakooza 2012)

Issues of convergence and digital migration have also been on the policy agenda. The African Communication Research journal published a special issue in 2010 focusing on the evolution of media policy in Africa and covering Tanzania, Nigeria, Uganda, Kenya, Ghana and Zambia (See African Communication Review Vol. 3, No. 1 2010). Convergence and its implications for audiences and for the media sector was mentioned in nearly every article in the issue.

McQuail (1992:152) and Fourie (2007) raise the issue of the protection of vulnerable groups. They argue that policy needs to provide for the interests of minors, the disabled, women and other vulnerable groups. Other concerns that have emerged relate to spectrum management and licensing, the appointment, constitution and accountability of broadcast regulators, signal distribution, financing, cultural preservation, a balance between public service obligations and free market interests and financial sustainability (Article 19, 2003, Fourie 2007: 387-392). These are some of the concerns that inform this inquiry.

Ernst and young (2012) in their evaluation of the Draft National Broadcast Policy (2004) point out some specific concerns for future policy in Uganda. We summarise these below:

- i) Because of its draft status, the policy has not been made accessible to a wide range of stakeholders, particularly the general public.
- ii) Owing to the convergence of media technologies, the focus of broadcasters and other media players will now be more on content production and distribution than specific platforms. This will complicate competition as competition will no longer be between radio and radio station or TV and TV station but will be based on the greatest efficiency with versatile content delivered on multiple platforms. This will place pressure on media players to add value to their content and to make it as user-friendly and as interactive as possible.
- iii) Single sector regulators (such as for broadcasting and telecommunications) will have limited viability and governments will have to consider converged regulators. Examples of these already exist in South Africa (ICASA) and Tanzania (Tanzania Communications Regulatory Authority).

- iv) The policy is strong on provisions for social responsibility of the media. However, it needs to be strengthened in terms of its provisions for the protection of minors, especially in a digitalized environment.
- v) The policy provides for a one year renewable licensing period for broadcasters. This is considered too short for broadcasters to have the time and confidence to recoup their investment.
- vi) The policy is not articulate enough on the number, type, quality, location strength etc. of broadcasters that would be considered optimum for the market. The policy is also not clear enough on rules on foreign ownership of the broadcast media, which could have implications for national identity and security.
- vii) The current regulatory regime vests too many powers in the minister. This is subject to abuse and places the independence of the regulator at risk.
- viii) Policy falls short on holding the Uganda Broadcasting Corporation accountable to the public for the delivery of its mandate. It does not make adequate provision for regular training of its staff. Neither does it adequately address deficiencies in reach, coverage and signal strength.
- ix) Policy does not envisage a strategy for increasing media access by providing alternative power sources.
- x) Commercial broadcasters have no “measurable parameters for accountability” to the regulator or the public for content.
- xi) Signal distribution is still a monopoly contrary to international best practice.

Notwithstanding the gaps identified by Ernst and Young (2012), the Draft National Broadcast Policy constitutes a firm starting point for the regulation of the broadcast sector as it conforms with the key areas of policy recommended by the Declaration of Principles on Freedom of Expression. However, new policy will need to incorporate provisions relating specifically to the advent of digitization and to be harmonized with related policies in the Communications sector. It will also need to fill gaps in areas such as licensing, foreign and cross-media ownership, signal distribution, local content and the appointment, composition and independence of the regulator. Thus the literature provides an important basis for this inquiry.

3.0 METHODOLOGY

The study utilized both qualitative and quantitative methods of data collection through in-depth interviews with a wide range of key players and stakeholders, a household survey and focus group discussions with the listening and viewing public. Relevant existing documents were also reviewed to supplement field data.

3.1 Selection of Study Districts

For purposes of representativeness, three districts were purposively selected from each of the two regions for inclusion in the study. The main criteria for selecting the three districts from each of the regions were the district population sizes and representation of ethnic diversity within that region. Furthermore, all districts that participated in NEMPS (2004) were by default selected to enable comparisons between the situations then and now. Table 1 shows the districts that were selected to participate in the Study following these criteria.

Table 1: Selected Study Districts

Region	Study Districts
Eastern	Iganga, Mbale and Katakwi
Northern	Lira, Zombo and Moroto

3.2 Household Survey

A multi-stage stratified cluster sampling design was used to select the study areas as well as the households that were included in this study. First, each study district was stratified into rural and urban sub-counties. Since the majority of the population lives in rural areas, to ensure representativeness, 1 urban and 2 rural sub-counties were randomly selected to represent the district. The urban sub-county was selected from the biggest town in that district.

From within each selected sub-county, two parishes were randomly selected to represent the sub-county and then 2 villages were randomly selected for study from each of the parishes. Then, 10 households were randomly selected from each of the villages using systematic random sampling. Half of the respondents selected from each of the study villages were female. In addition, half of the respondents consisted of young adults (15 – 29 years) and the other half old people (30 years and above). As much as was practically possible, at household level, only one respondent falling in the above specified categories was selected for inclusion in the survey sample.

3.3 In-depth Interviews

In-depth interviews were conducted with district officials, media owners, managers and practitioners, local content producers, religious leaders and representatives of the disabled on the obligations, roles, performance and regulation of the media.

3.4 Focus Group Discussion

Six Focus Group Discussions were conducted in each district except Moroto, where, for logistical reason, five were conducted. The focus group discussions were conducted in one urban and two rural sub-counties per district. As much as possible, there was an attempt to have equitable representation by age, gender and location across the board.

3.5 Training of the research assistants and field supervisors

The training of the field team started on 20th August 2012 and lasted a period of 2 days. A total of 18 research assistants and 6 field supervisors were trained. The research assistants and their field supervisors were drawn from DRASPAC's pool of highly experienced research assistants who were proficient in the local languages spoken in the selected districts of Eastern and Northern Uganda where data collection was to be conducted. The research assistants and field supervisors selected for the training had to be native/fluent speakers of Ngakarimajong (Moroto District), Lango (Lira District), Alur (Zombo District), Ateso (Katakwi District), Lugisu (Mbale District) and Lusoga (Iganga District).

The training of the field team covered a range of issues which included: i) an overview of the state of the electronic media; ii) the NEMPS (2012) objectives; iii) the do's and don'ts of conducting interviews; iv) research ethics; v) quality control issues; vi) review of the different data collection tools; and vii) roles and responsibilities of the individual members of the field team. The training also involved conducting of simulated interviews (through role play) where pairs of research assistants interviewed each other in both English and the various local languages while the rest observed and made comments at the end of each interview. This helped in building their confidence and improving their interview techniques when administering the various data collection tools as well as agreeing on the phrasing of questions in the local languages.

3.6 Pilot Testing

At the end of the training, a field pre-test of the household survey questionnaire was done in Kinawataka in Nakawa Division (Kampala District). This village was purposely selected because

it has a diverse mix of different tribes from across Uganda including the six study districts. Hence, Kinawataka presented an excellent opportunity for pre-testing the household questionnaire in the six local languages that are spoken in the study districts. All the research assistants were able to administer at least two questionnaires in the relevant local languages during the pre-test.

This exercise helped to improve the wording, sequencing and translation of the interview questions in addition to strengthening further the interviewers' skills and approaches to administering the household survey questionnaire. After the pre-test, a debrief was held with the research assistants to solicit their feedback regarding the aspects that needed attention or further improvement and these were taken into consideration in finalizing the household survey questionnaire.

3.7 Data Collection

All the field teams for the six study districts departed for the field on August 22nd 2012. Before embarking on the data collection exercise, all the teams introduced themselves to the relevant district authorities (through the Chief Administrative Officers) and obtained clearance. They then started collecting data on 23rd August 2012 and completed the exercise on 31st August 2012. The Principal investigator and Co-investigator were in constant touch with all the field teams. In addition, the Principal Investigator spent 3 days in the field interacting with the different data collection teams as well as participating in FGDs and in-depth interviews with a variety of key informants. Table 2 below gives a breakdown of the number of interviews and FGDs that were done.

Table 2: Summary of Field Returns

Type of Data collection Instrument	Number of interview by Study District						Total
	Iganga	Mbale	Katakwi	Lira	Zombo	Moroto	
Household Survey Questionnaire	120	120	120	120	120	120	720
Key Informant Interviews	14	14	14	13	11	13	79
Focus Group Discussions	6	6	6	6	6	5	35

3.8 Data analysis

Quantitative data were cleaned, edited and coded by experienced data clerks assisted by the Statistician on the Research Team. Coding aimed at classifying responses to open ended

questions into meaningful mutually exclusive, exhaustive and representative categories. The statistician prepared templates in Epidata for data capturing and built in appropriate error traps to minimize data entry errors. The data were then exported into SPSS statistical software for final cleaning and eventual analysis. Logical checks and frequency runs were made on all variables as a further check on the accuracy and consistency of the data. Data analysis basically involved descriptive statistics (frequency distributions and cross tabulations) of key identified variables.

Qualitative data from Focus Group Discussions and Key Informant Interviews were first typed in a word processing software (MS-Word). Texts were then be labeled and categorised under themes and sub-themes for subsequent analysis by the Principal Investigators. Data in this draft report have been represented verbally and where appropriate displayed using flow charts and matrices. Key phrases or statements on emerging issues and verbatim quotes have been integrated into the report to augment results.

3.9 Quality control

- ❖ The field team was carefully and comprehensively trained before field data collection. During the training, clear explanations of the survey objectives and methodology were highlighted and interviewing techniques comprehensively demonstrated.
- ❖ Field diaries were kept by each field team with a record of any event that might be deemed necessary in the interpretation of the study results.
- ❖ Immediately following each focus group discussion, facilitators discussed the session to ensure that notes taken gave an accurate and a full picture of the discussion. Similarly, at the end of each household interview, the research assistants quickly went through the questionnaire to ensure that all questions had been accurately addressed.

4.0 FINDINGS

The findings represent the outcome of the three major data collection instruments, namely the household survey questionnaire, the key informant interview guides and the Focus Group Discussion guides. Chapter five presents the demographic characteristics of the respondents. The rest of the chapters cover the following major themes: general performance of the media, expectations, met and unmet needs and local content. The final chapter on the findings covers gaps in policy identified in the course of the investigation. It should be noted that on a number of questions, respondents had a chance to rate the performance of the media in a specific area as good, fair or bad. They also had a chance to express no opinion, and this was also recorded. The results from the survey questionnaire, the FGDs and the KIIs were treated as mutually reinforcing.

5.0 Demographic characteristics of respondents

The household survey was administered to 120 respondents in each of the six study districts. Most respondents (two-thirds) ranged in age between 24 and 34 (See Table 3). The sample was evenly divided in terms of gender (51% male and 49% female). The majority of respondents' highest level of education attained ranged from p.5 to "O" level (56%). 60% said they were married or co-habiting and 76% reported having children in their households. About a third of the respondents were farmers, 14% were involved in trade, 13% were students while 12% reported that they were gainfully employed.

Table 3 Demographic Characteristics of Respondents By Region

Characteristic	Northern Region (n = 360)	Eastern Region (n = 360)	Total (n = 720)
<i>Sex of Respondent</i>			
Male	53%	49%	51%
Female	47%	51%	49%
<i>Age of Respondent</i>			
24 yrs or less	29%	37%	33%
25 - 34 yrs	34%	25%	29%
35 - 44 yrs	21%	19%	20%
45 yrs and above	17%	19%	18%
<i>Respondent's Highest Level of Education:</i>			
Never attended school	20%	10%	15%
P1 – P4	16%	12%	14%
P5 – P7	22%	30%	26%
O'Level	27%	33%	30%
A'Level	5%	6%	5%
Tertiary	11%	10%	10%
Other	0%	0%	0%
<i>Marital Status of Respondent:</i>			
Never married	25%	28%	26%
Married/Cohabiting	68%	65%	66%
Widowed	4%	3%	3%
Separated/Divorced	3%	4%	4%
<i>Respondent's household has children below the age of 18 years?.</i>			
Yes	79%	74%	76%
No	21%	26%	24%
<i>Respondent's Occupation:</i>			
None/unemployed	16%	8%	12%
Farmer	31%	30%	31%
Business Person/trader	9%	19%	14%
Civil Servant/Teacher	7%	4%	5%
Housewife	9%	9%	9%
Student	12%	15%	13%
Casual labourer	7%	3%	5%
Other non-professionals (e.g brick layers)	6%	4%	5%
Other Professionals (e.g health workers)	4%	7%	6%

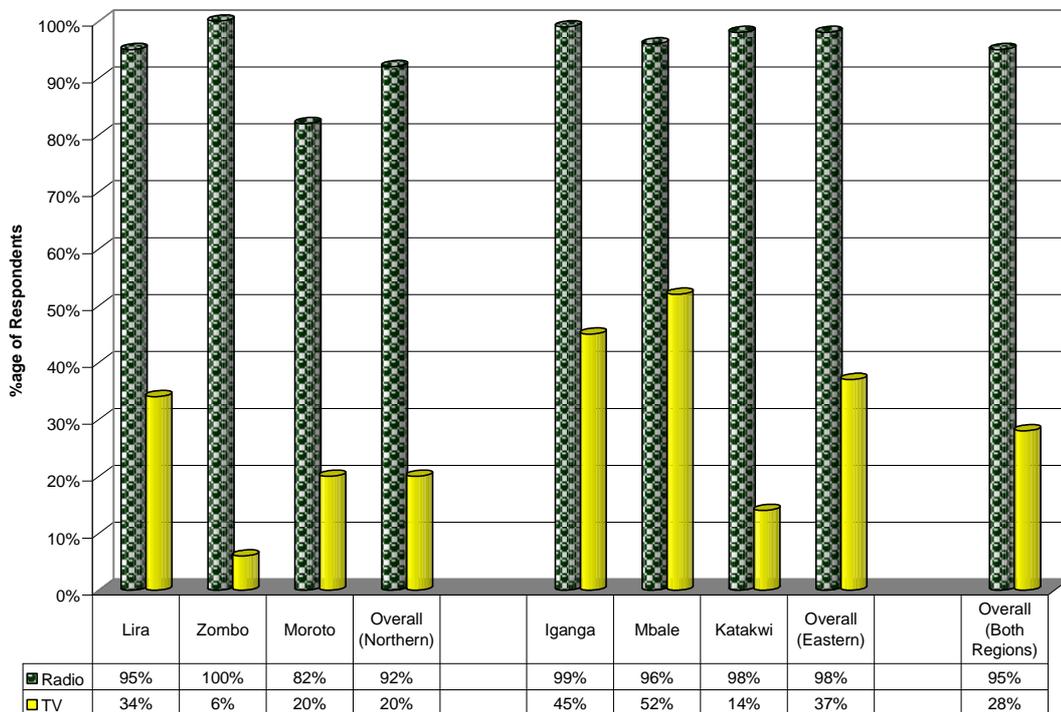
6.0 GENERAL PERFORMANCE OF THE MEDIA

The first objective of this study was to solicit the public’s views on the general performance of the broadcast media in the Eastern and Northern regions of Uganda. Some of the areas probed under this objective included listenership/viewership, station and programme preferences and reasons for these, coverage, responsiveness of the media to their audience’s needs, diversity of content, perceptions of media freedom, programme flow particularly in relation to the volume and frequency of advertising, professional conduct of media practitioners and technical quality of broadcasting.

6.1 Listenership/Viewership and Coverage

Well over 90% of respondents in both Northern and Eastern region affirmed that they do listen to radio (Fig 1). In all districts, radio listenership was over 90% except in Moroto where it was 82%. On the other hand, TV viewership was quite low with overall viewership for the Northern region being only 20% and 37% for the Eastern region. **It should be noted that lack of grid electricity in most of Northern Uganda greatly impacts on people’s access to television.**

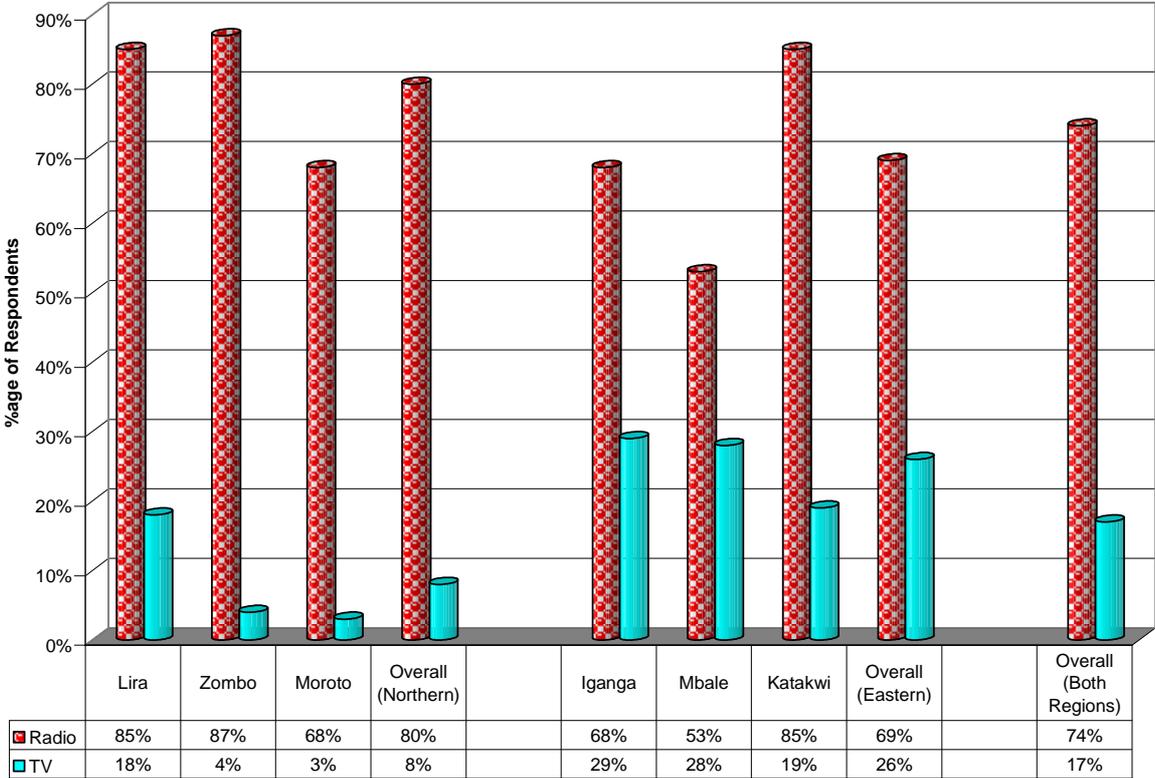
Fig 1: Radio Listenership and TV Viewership among Study Respondents



Across the two regions, 74% of the respondents felt they were adequately covered by radio. On the other hand, the overall figures for television coverage were in sharp contrast with only 17% of

the respondents saying their areas were adequately covered by TV. There were also substantial differences in respondents opinions regarding coverage among the study districts with Moroto recording the lowest percentages of respondents who felt they were adequately covered by radio. TV coverage was also lowest in Zombo and Moroto within the Northern region. In the Eastern region, respondents in Mbale and Iganga were the least satisfied with radio coverage inspite of the fact that they actually have many radio stations compared to the Northern region or Katakwi. A possible reason for the rather high level of dissatisfaction in Mbale and Iganga is that while the two districts are covered by many radio stations compared to Northern Uganda, many of the stations they would like to listen to have poor signal (particularly those based in Kampala) and there is also a big problem of signal interference as will be shown in later sections.

Fig 2: Proportion of Respondents Who Rated Radio and TV Coverage as Adequate by Region and District

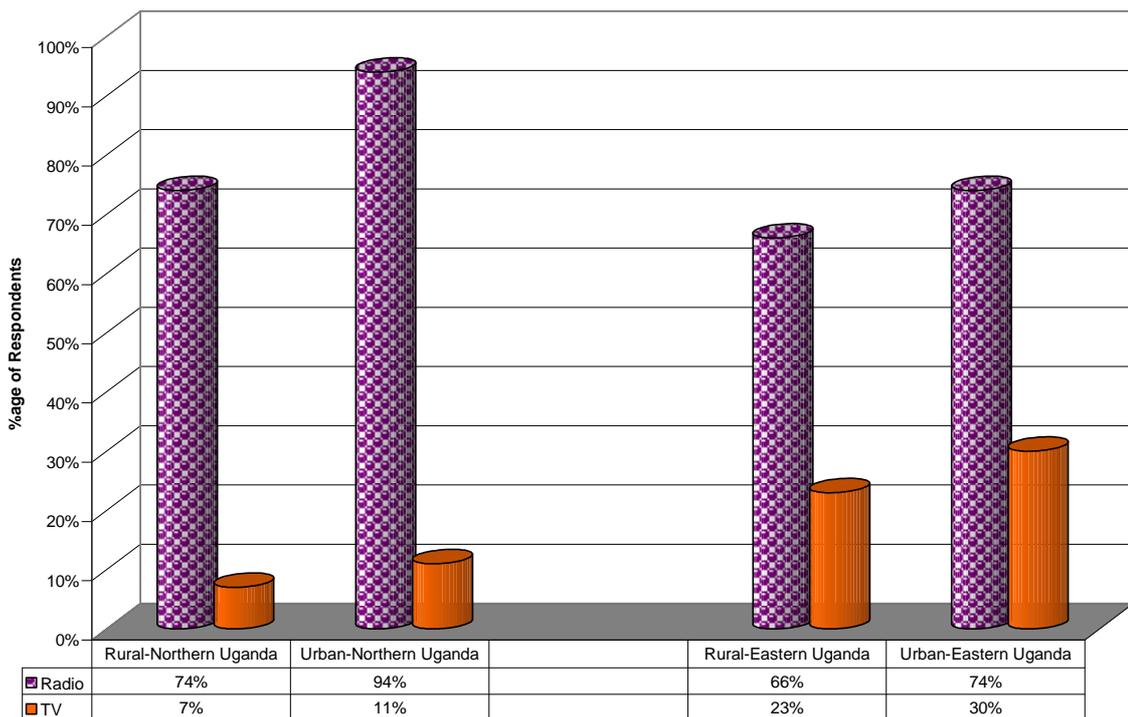


The data also revealed notable rural-urban differences in both radio and TV coverage. While 94% of the urban respondents in Northern Uganda felt they had adequate radio coverage, only 74% of their rural counterparts held a similar view (Fig 3). A similar pattern was observed in Eastern Uganda where 74% of the urban dwellers were contented with radio coverage as opposed to only 66% in the rural areas. The rural-urban disparity was also noticeable with regard to TV coverage although not very wide perhaps because both rural and urban dwellers areas feel their

areas are poorly covered by TV as exemplified by the following comment from a women’s councilor in a rural sub-county in Zombo District.

“Here there is no TV viewing other than DSTV which is only for sports. However, those who are well off, who are also very few in number use it for news mainly. So they educate and inform the community on the current events.”

Fig 3. Proportion of Respondents Who Rated Radio/TV Coverage as Adequate by Residence



6.2 Station preference

While there was a large number of radio stations in both Northern and Eastern region for respondents to choose from as their favourite station or station that most met their needs, only one or two stations emerged as dominant in each of the study districts. Fig. 4 and Fig. 5 illustrates the dominant stations.

Fig 4. Top three Radio stations most rated by respondents in meeting their expectations

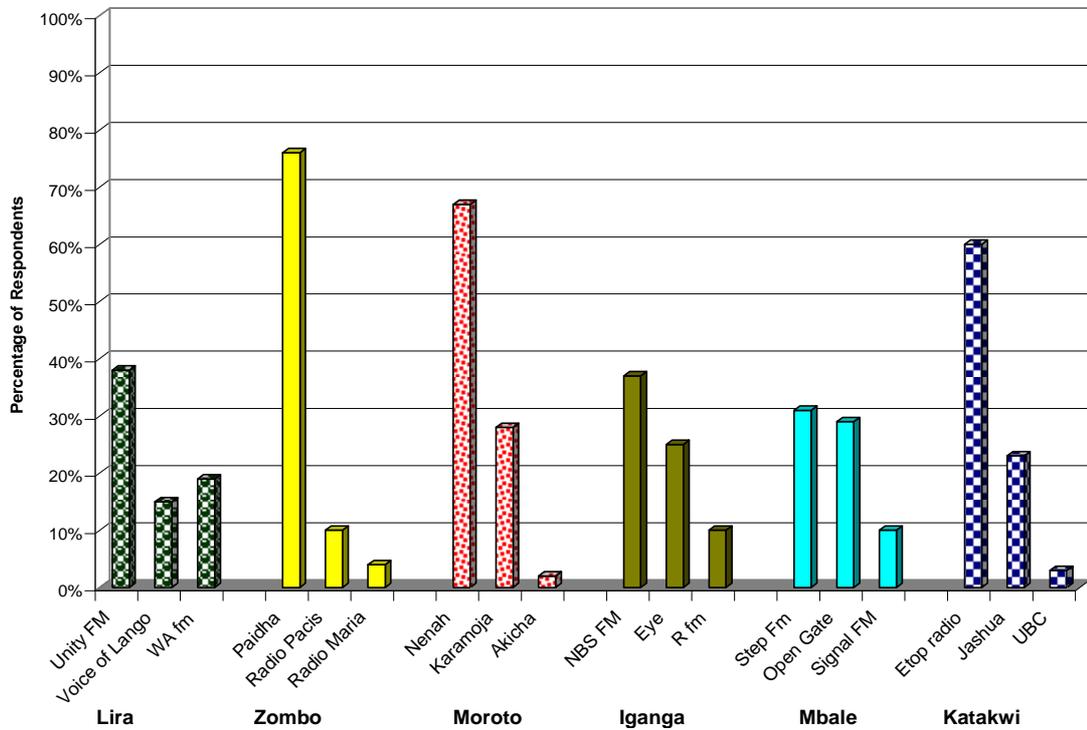
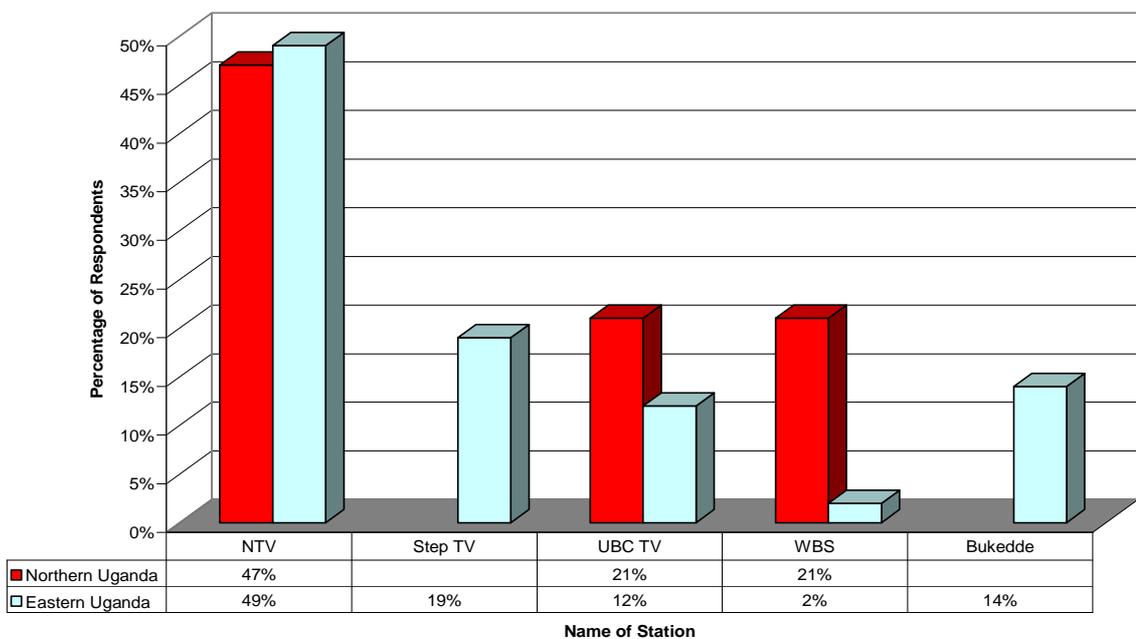


Fig 5: TV Station Respondents rated as Most Favourite in Northern and Eastern Uganda



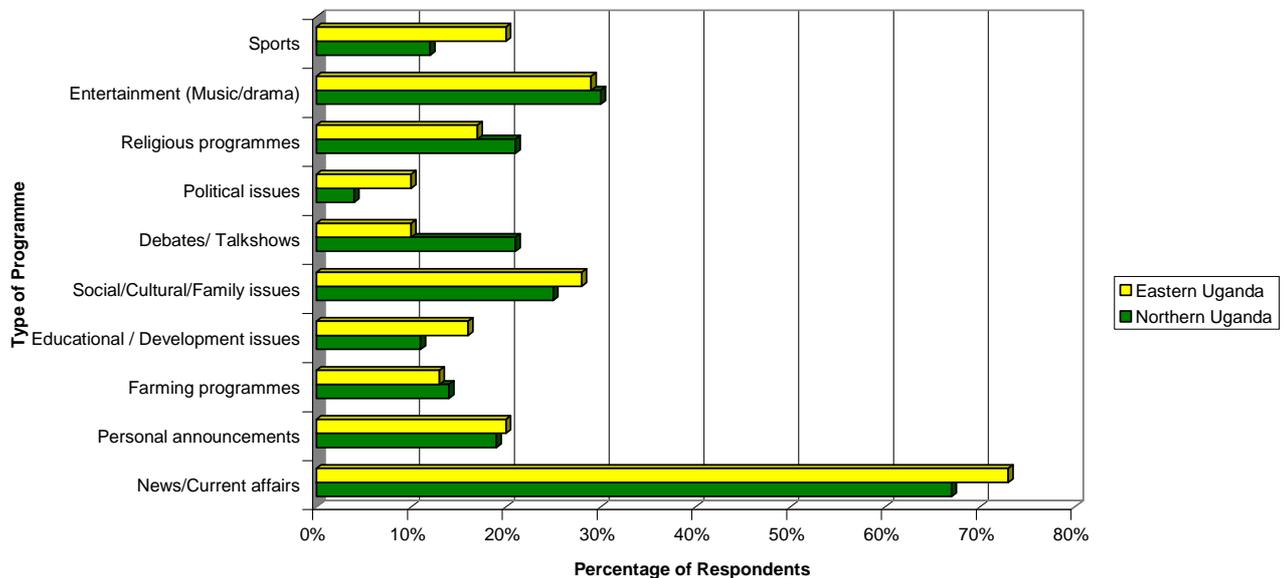
The major reason given for the choice of favourite radio station across the regions was that they broadcast educative programmes (health, religion, entrepreneurship etc.). The second reason was that they broadcast a variety of programmes. The other reasons were that they broadcast up-to-date national and detailed news, they have a clear signal, and most of their programmes are in the respondents' local languages.

On the other hand, the top reasons for TV stations being selected as favourite were: a clear signal, good educative programmes, good entertainment, variety of content and good presenters. The issue of a good signal emerged as the most prominent among viewers in Zombo and Moroto.

6.3 Programme preference

News and current affairs was ranked first among favourite programmes on radio, followed by entertainment and programming on social/cultural/social issues. The order for TV was news and current affairs, followed by entertainment. However, it should be noted that 72% of respondents said this question did not apply to them, perhaps because they had no access to TV. Fig. 6 shows the type of programmes named as “most listened to.”

Fig 6: Type of Radio Programmes Most Listened to by Respondents in Eastern and Northern Uganda



6.4 The role of the media in promoting diversity

Table 4 shows that, on the whole, respondents' rating of the media's contribution to diversity broken into various aspects including the political, religious and social was quite positive. However, most respondents in Moroto District held no opinion or didn't have sufficient information on most of the aspects which affected the overall performance rating for Northern Uganda.

Table 4 Percentage of Respondents who rated favourably the performance of the electronic media on a variety of aspects

Aspect Rated	Northern Uganda (n = 332)	Eastern Uganda (n=352)	Both Regions (n=684)
<i>Serving the community</i>	89%	87%	87%
<i>Promoting a Ugandan cultural identity</i>	55%	63%	60%
<i>Promoting a variety of political views</i>	53%	80%	66%
<i>Promoting distinct ethnic identities in terms of languages</i>	61%	83%	72%
<i>Promoting distinct ethnic identities in terms of music, dance and drama</i>	55%	76%	66%
<i>Promoting distinct ethnic identities in terms of oral literature</i>	30%	38%	34%
<i>Availing a balance of information, education and entertainment</i>	66%	79%	73%
<i>Availing information essential for development in appropriate language</i>	63%	80%	72%
<i>Protecting children against inappropriate content</i>	41%	49%	46%
<i>Provision of relevant child-related information</i>	61%	85%	73%
<i>Promoting protection of the rights of children</i>	66%	77%	72%
<i>Promoting the rights of other vulnerable persons</i>	42%	52%	48%
<i>Promoting a variety of religious beliefs</i>	61%	84%	72%
<i>Cultural appropriateness of advertising</i>	30%	48%	40%
<i>Accuracy, fairness and balance of information</i>	47%	66%	57%
<i>Quality of presentation</i>	72%	84%	78%
<i>Promotion of participation in public discussion of issues of common concern</i>	58%	80%	70%

6.7.1 Promotion of a variety of political views

Overall, two thirds of the respondents gave a favourable rating to the media on promoting a variety of political views but there were considerable regional differences. While 80% of the respondents in Eastern Uganda rated the media favourably on this score, only 53% of the respondents in Northern Uganda did so. Respondents in both regions raised a number of concerns with regard to the media's role in ensuring that a variety of political views are represented. In particular, many respondents held the view that those who have money, own/control the media or belong to large political parties tend to dominate, hence limiting the

media's role in providing a range of political views. The following voices from key informants help illustrate this perception:

“They do, to a greater extent, promote a variety of political views since all politicians are free to come and have airtime as long as they pay for that time they are going to consume in spite of the fact that the stations are sometimes forced not to allow the opposition.”
[Station manager, Aruki)

“Politics is too much on radio; however parties are not given equal time on the stations.”
(Local leader, Jinja Camp village, Lira)

“Joshua (FM) looks like it is NRM owned; if someone of FDC or UPC goes to debate there it will not be allowed, but there are others in Soroti like Delta, Etop, Veritus and VOT(Voice of Teso) where all political views are aired equally.”(Representative for the disabled in Eastern Uganda).

A number of respondents also pointed out that UBC lacks objectivity because it has an obligation to government.

6.7.2 Promotion of a variety of religious views

The majority of those who participated in the household survey (61% in Northern Uganda and 84% in Eastern Uganda) ranked the performance of the media on promoting religious diversity favourably. Also, nearly all religious leaders interviewed concurred with this assessment. UBC was rated particularly favourably in this regard. However, it also emerged that the commercialization of the media has affected the diversity of the media in this respect, with those who have the financial means being able to buy time and air their programmes more often. The religious inclination of the owners, presenters and managers also came up as a factor affecting the diversity of stations. One muslim youth secretary in Northern Uganda had this to say, for instance:

“This starts right from the staff who are working there from different denominations. One individual muslim employee may not be influential in putting Islam on the station's agenda. Like in the morning the stations start with Christian prayers but ours is only on Friday and aired only for an hour...If more muslims were recruited, they would influence and initiate Islamic programmes on Radio Uganda (UBC Radio) and also on private radio stations. My comment will be that let radio stations divide time slots equally.”

Contrary to the comment above, some key informants implied that because of the privatization of the broadcast sector, Muslims appear to have an inordinate amount of coverage compared to their Christian counterparts. The comment below from a District Officer in the Eastern region echoes several similar ones.

“Different religions are given opportunity to air religious views; however time is not fairly shared. Muslims are given priority especially during Ramadhan and in that case local people’s interests are not served.”

In Iganga, Eye FM is reported to have afforded the Muslim community generous amounts of time and this is linked to the station’s ownership. On the whole, though, there appear to be many more stations whose ownership is Christian- rather than Muslim-leaning. Seen as a whole, and notwithstanding variations in perception, the broadcast media are perceived by the general public to be contributing significantly to opportunities for people to express a range of mainstream religious beliefs.

6.7.3 Promoting a sense of responsibility to the community

The emerging perception here is that the media have provided opportunities for people to feel a sense of responsibility to the community. Respondents said the media do this mostly by giving time to local issues that are discussed in a variety of programmes, notably talk shows and agricultural programmes. However, it also emerged that most stations prefer to interview “experts” from the District, Central Government and NGOS rather than ordinary members of the communities they serve.

6.7.4 Cultural appropriateness of programming

There was generally a negative perception of the performance of the media with regards to the cultural appropriateness of programming with only 40% of the respondents who rated the media favourably. The media was also seen as performing poorly with regard to protecting children from getting exposed to inappropriate content with only 46% of the household survey respondents giving a favourable media performance rating. Some of the greatest concerns related to programmes that do not take cognizance of local cultures in terms of the characters (particularly on TV music and drama programmes/soaps), clothing and language.

“This area is where there is a problem. At times they do not respect social norms especially when they are presenting sexuality issues. For example when reporting on rape cases, they tend to mention the whole act as in giving the detailed account of it not minding the timing of the program. This makes the young generation get to know and adapt vulgar language without due analysis.” (Male local leader, Paidha Town Council).

“TV stations should refrain from showing immoral contents such as people moving naked or dressing that is indecent. Especially the artists who dress indecently and the young generation take them as role models. If it is possible TV stations should refrain from playing or showing programs that have indecency beginning with the dress codes and even acts/scenes that seem indecent in the public eyes. Some have even started on wrong things like same-sex relations calling it their rights. In the long run we shall be responding to situations we do not understand. It is like giving a child a bicycle without breaks to ride in a slope area.” (Community Leader, Zombo District)

“Content should be greatly considered in relation to age group. There is need to promote culture /protect morals; so pornography and use of vulgar language should be abolished.” (District Officer, Eastern Uganda)

There were also concerns about the perceived role of the film halls (bibanda) in the moral degeneration of the young generation. While some acknowledged that film halls add value by providing relaxation and improving people’s sports skills (through watching world class football teams play), for instance, there is a concern that young people spend too much time in these places, and learn anti-social behavior. The following was a typical comment:

“Many of our children (the young generation) have been affected negatively in terms of morals as a result of exposure to film halls/bibanda. A lot happens inside these places. For example the blue /action movies shown, use of drugs, cigarette smoking and alcoholism are all practiced inside there and the end result is violence, criminality, early pregnancies, school dropout etc. (Adult participant, Focus Group Discussion, Busei B Village, Nakalama parish, Nakalama Subcounty, Iganga).

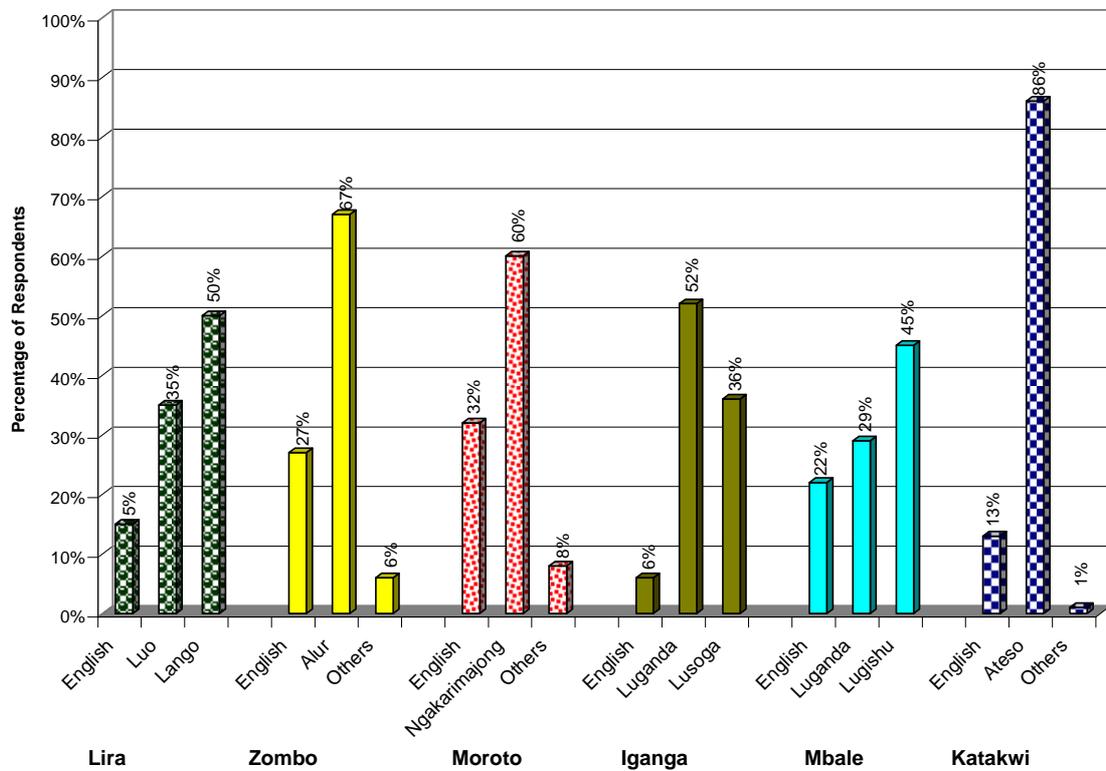
The study noted, however, that particularly in Moroto, some film halls have been devoted to showing religious films for purposes of evangelizing.

6.7.5 Promoting distinct ethnic identities via language

The majority of respondents (72%) rated the media’s performance in terms of promoting distinct ethnic identities using the local languages positively because they said they were able to listen to a variety of languages on radio. Figure 7 shows that over 50% of the respondents across all districts (except Iganga) listen to their most favourite radio program in the local language spoken in the district. However, it was noted that TV broadcasts mostly in English, with Luganda and Kiswahili only used occasionally. It was also noted that although station managers and listeners listed many languages used in the stations’ broadcasts, many of them only have a token representation in terms of airtime devoted to them per week. In fact, although the majority of respondents in the household survey were satisfied with the language mix on the radio stations, some of the opinion leaders and district officials, particularly in Iganga District, held the contrary view.

“In terms of portraying languages and culture, radio stations have made no efforts at all. Broadcasting is in Luganda yet it would be better to promote Lusoga culture and norms since they are local stations.” (Community Leader, Iganga District).

Fig 7. Broadcast Language of Listener's Most favourite Programme



6.7.6 Promoting distinct ethnic identities via the performing arts

The study findings with regard to this aspect were quite similar to those on media's contribution in promoting distinct ethnic identities via language with two thirds of respondents (66%) giving the media a fair to good performance rating. The favourable rating for the media's performance in music, dance and drama could be attributed to the fact that FM radio is highly localized. Nevertheless, qualitative interviews in both regions revealed that demand for local drama both on radio and TV still outstrips supply. On the whole, there is much more local music than there is local drama or oral literature in the broadcast media. In fact, only a third (34%) of the respondents gave a positive rating of the media performance on this aspect. The children appear to be the most disadvantaged by the dearth of oral literature as not much time seems to be devoted to educative folk tales as would be desirable, particularly on the private commercial stations. This has an effect on the media's role of transmission of culture. The station managers' explanation for the dearth of local drama is that it is very expensive to produce.

6.7.7 Promoting a Ugandan cultural identity

Less than two thirds (60%) of the respondents rated the media positively in terms of promoting a Ugandan cultural identity. In fact, most interviewees and key informants seemed more keyed-in on the contribution of the media to the development of local identities rather than a national Ugandan identity. The weak penetration of UBC in the Eastern and Northern region, coupled

with the proliferation of highly localized FM stations appears to account for this outcome. Apart from UBC, there are hardly any stations that deliberately set out to build a sense of “Ugandan-ness.”

6.7.8 Accuracy, fairness and balance in reporting

The media did not score very highly with regard to accuracy, fairness and balance in reporting with only 57% of the respondents giving the media a favourable rating. However, a substantial cross-section of the listening and viewing public just didn’t know whether what was being reported was correct or not. In districts such as Moroto, about three quarters (76%) of respondents held no opinion on this matter and so was about a third of the respondents in Lira, Zombo and Iganga. The issue of the need for the media to desist from “telling lies” came up repeatedly in the key informant interviews in both regions. This, coupled with the number of people who claimed to have no opinion on the media’s performance in terms of accuracy, fairness and balance could suggest that people (at least in Moroto, Iganga, Lira and Zombo) are not free enough to comment openly on this aspect of the media’s performance or are not satisfied with it, and may call for further investigation.

6.7.9 Quality of presentation and professional conduct

The majority (78%) of respondents rated the quality of the media’s presentation positively. There were residual complaints from the key informant interviews and some FGDs about accuracy of information and levels of decency and cultural appropriateness, such as the following from a focus group participant in Lira.

“Some information delivered to the radio station are not true [sic] but presenters air them out without finding out from the sources; some issues presented are also not favorable for children.”

On the whole, station and programme managers were more positive about the quality of presentation than were local and religious leaders. There were several requests for policy to make provisions for in-service training of radio and TV presenters.

The study also sought to compare perceptions of professionalism in the private/commercial stations and (UBC). The respondents who were most forthcoming in answering the question, though, were media managers. In response to the question: “Do you see any difference in the quality of staff on the government media and the staff on the private media? One key informant had this to say:

“There is no big difference because the institutions the government staff went to are the same that the private media go and even the refresher trainings are organized for both government and private. The only difference is that the government tries to put more effort in financing the operations of government media than us private [media] who have to look for daily operations of the stations.”

However media managers also said that private radio stations tend to do better than government electronic media with regards to professionalism because even when they employ non-professionals, the in-training makes them better employees. Besides their audiences are sensitive, so they tend to pay more attention to professionalism.

“Most private stations based in the rural areas are very sensitive to the audience because they take the radio information as the gospel truth and even quote them for any information aired, for example they will say Paidha FM said it”. (Media Manager, Zombo)

7.0 Met and unmet needs

In a diverse media environment, the media are expected to meet a wide range of needs. While one station or even one tier of broadcasting may not be able to fully inform, educate and entertain and provide a forum for debate and expression for every member of society to their satisfaction, the public broadcaster, the private-commercial media and the community media should, seen as a whole, be able to do this.

7.1 The role of the Uganda Broadcasting Corporation

While respondents expressed appreciation for the role UBC in accommodating vulnerable groups like women, children and the disabled where the commercial media may not give them much time, there remains a broad dissatisfaction with UBC in terms of the quality and professionalism of presenters, the quality of its signal and its ability to equitably represent views opposed to those of the government. Most respondents in Lira, Moroto, Zombo and Katakwi said UBC radio and TV were not meeting their needs. A local government official in Lira Town Council had this comment:

“UBC is still using the Old Testament. It promotes yellow and NRM every day. Opposition comes to limelight if the FDC leader is arrested and jailed. UBC should style up compared to KFM or Capital so that it can be identified with the people. The managers need to address programmes designed towards community innovativeness.”

Many key informants, particularly in Northern Uganda said they no longer listen to UBC either because the signal is poor, its programs are not interesting (as observed in the comment below) or they do not receive it at all. Access seems to be a little better in the East although much less in Katakwi than in Mbale and Iganga.

“First of all, most parts of the country have many FM stations and so the trend of UBC programs is somehow lost. In Zombo, UBC is not listened to because it lagged behind and people are listening to their local FMs here.” (Community Leader, Zombo District).

7.2 The role of the private/commercial media

There is a growing recognition of the positive contribution of the commercial media to the general political, economic and social well-being of Ugandans. The radio and TV stations that most respondents in each district named as meeting their expectations were all private stations. The only exceptions to this were Moroto and Katakwi where there were too few respondents to the question on TV stations that meet their expectations to lead to any concrete conclusions. A local leader from Iganga central division said the private stations had availed timely and relevant information, and DSTV in particular had availed a clear signal and educative programmes.

However, there are complaints about the growing commercialization of the media which the ordinary person sees as narrowing opportunities for more people to express themselves or be represented. This came out as participants asked to evaluate the performance of the media in facilitating diversity said it all depended on what one could afford both in terms of the technology and of airtime.

7.3 The role of community broadcasting

There appears to be very little evidence of community broadcasting or its understanding in both the Eastern and the Northern districts studied. Apart from Radio Apac and Radio Maria, there are few other stations that would be described as community stations. Some respondents expressed the view that what they expected to be community stations were largely owned by rich people who used them to manipulate communities to serve their purposes. They also noted that many community stations simply masqueraded as such, but were in essence disguised commercial stations. Others said they were not at all familiar with community stations because there were none in their areas.

Views on whether there should be community media were mixed. While some people said these would be helpful in airing local content and engaging community members, others were concerned that they would not be able to raise money to sustain them since community media depend on contributions.

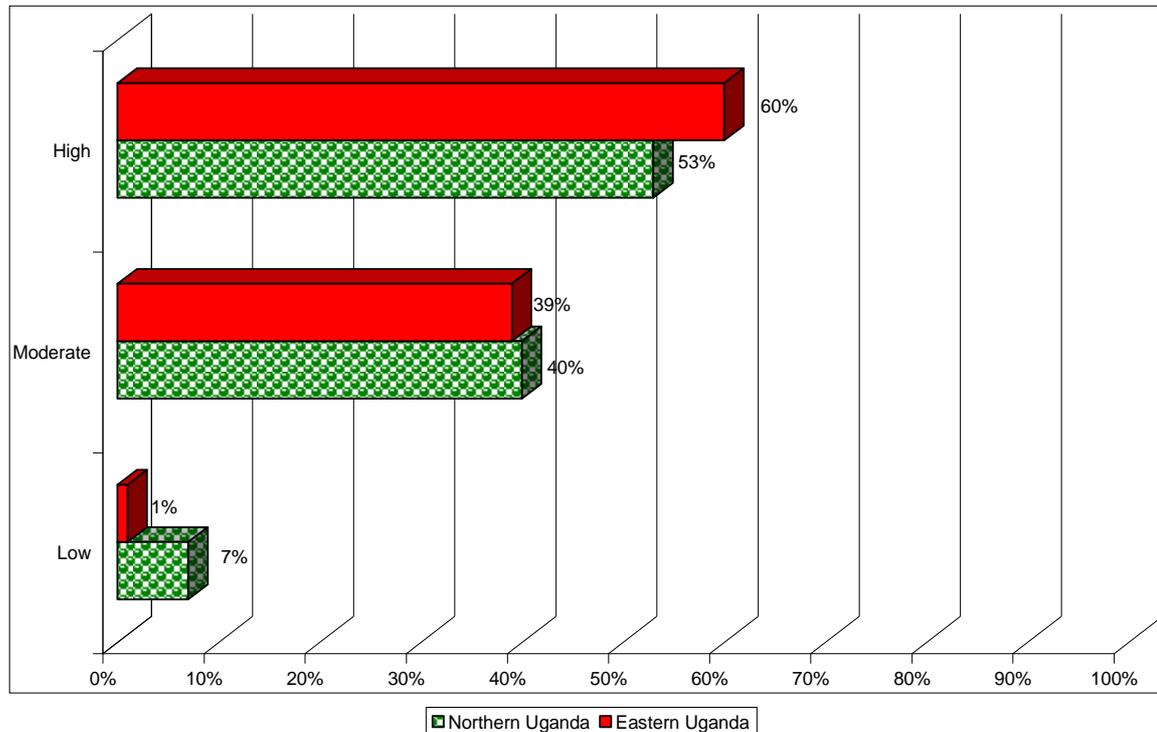
7.4 Needs

Nearly all respondents said their highest need with regards to radio was news and current affairs. This cut across gender lines and region. This was followed closely by entertainment, social/cultural/ family uses, and educational/ developmental uses. There were no significant differences based on location (urban or rural) in either region. The highest need people expected TV to meet was entertainment.

The data also suggest that the preference for entertainment reduces with age. There were no significant disparities based on age with regards to other expectations, though.

Not many respondents complained about unmet needs, and this could be attributed to the sheer range of stations they have to choose from (Fig 8). Some of the few lingering unmet needs expressed though included appropriate children's programming and international news and information on the local stations. Others were not necessarily related to programmes. These included poor signal, too many adverts and inconvenient scheduling of programmes. The majority of respondents were of the view that the media to a large extent are meeting their needs.

Fig 8: Extent to which the listening/viewing public in Northern and Eastern Uganda feel their needs are met by the broadcast media



Complaints emerged from the qualitative inquiry about inadequate provisions for the needs of children and the disabled, and the near absence of local language programming on TV. The disabled in particular said all TV stations should be required to have a sign language person, and that this should not be limited to the news, otherwise many of them get left out. They also expressed a need for more variety in programming dedicated to them as current programming for PWDs tends to be limited to teaching them about their rights. Representatives of PWDs interviewed argued that government should facilitate PWDs to believe in themselves. Government should also enable them to participate more fully in the media, i.e. share their experiences, and contribute to debate on policy that affects them. This they argue, will ensure that policies about the media and other sectors take cognizance of their needs. There were also proposals that sign language should not be limited to news on a few TV stations as is currently the case, but should extend to other programmes to increase the chances of persons with hearing impairment to participate more fully in the media. Sports was singled out as one of those areas where PWDs feel totally left out. Finally, there was a proposal that government should intervene to ensure more people with PWDs have the tools they need to participate in the media, such as braille machines and hearing aids, and that they have training. They argued that it is not enough

to have sign language if the majority of would-be beneficiaries do not understand as appears to be the case currently.

7.5 Access

There were concerns expressed about the affordability of TV sets, mobile telephones and internet connectivity. Concerns were also raised about media owners closing out people that do not share the same political views. Other access concerns seem to arise from internal weaknesses within radio and TV stations that compel them to limit the places that their reporters reach.

There was consensus on the fact that the electronic media, particularly radio, have a key democratic role. The majority of stations in both the Eastern and Northern region regularly air programming providing civic education and allowing people to debate issues of common concern. One key informant, however, noted that the opportunities for expressing political views in the media tend to be more equitable during election periods when the media host people of different persuasions, and that after elections, the ruling party tends to dominate the airwaves. Many participants in the study did not seem to make a direct connection, though, between the proliferation of mobile phones, radio and democratization.

The democratising role of the media has also been significantly affected by commercialization. However, stations, even commercial ones, still reserve the right to rise above commercialization. A key informant from a radio station in Lira put it this way:

“We refused to sell our airtime to politicians and put announcements that we are not selling airtime during the last election. Talk-show policy, bringing all the politicians to come and defend themselves in the studios was our stand. This we do by making sure that they (politicians) sign an agreement with us to abide by our rules and discussion controlled by our facilitator. Equal opportunity is given to the electorates to choose their right leaders. All municipal candidates campaign at the same time.”

8.0 Local content

The majority of Ugandans seem familiar with the notion of local content. In trying to define it, the focus was repeatedly on aspects such as the thematic content, language, talent, the location of production and the source of funding. The most common perceptions of what constitutes local content included content that “exhibits any aspect of Ugandan culture, language or music.” Other characteristics that came out of the household survey included “a programme produced by a local group,” “something done in the local language,” “local songs (and drama) of local artists,” “a programme reflecting people’s needs,” “the traditional way of doing things,” “when a programme is not aired on the national station, something done in the local language,” “one produced within or by a particular region, area or group” and “a programme designed to tackle community issues”. A few said a programme that talks about concerns of all Ugandans.

8.1 Adequacy of local content provisions

The majority of respondents across the regions (81%) said they were getting enough local content on radio while 11% said they were not. One notes though, that for most respondents, the issue of the diversity of this local content did not arise. It is possible, for instance, that “enough local content” in some cases only boiled down to “enough music by local or Ugandan musicians.” The responses to whether they were getting enough local content on TV were different, though. Only 27% (as opposed to 81% for radio) said they were getting enough local content on TV. 14% said they were not. The largest number (58%) said this question was not applicable (because they did not have access to television) with most of these coming from the Northern region. Clearly access to television is still an issue, particularly in Northern Uganda and the rural parts of Eastern Uganda.

The major reason for not receiving enough local content on local radio were perceived to be presenters' preference for national and international programming and the absence of drama and oral literature programmes. In the case of TV, the reasons were perceived to be local languages not being included, absence of oral literature and drama and a poor signal.

7.2 The language of broadcasting

Among the respondents from Northern Uganda, the majority named Ngakarimojong, Alur or Lango as their mother-tongue. Other languages named included Acholi, Luo and Lugbara. In the Eastern region, the dominant mother-tongues named were Ateso, Lugisu and Lusoga. It is important to note, though, that while there were eight languages named all together in Northern Uganda, there were twice as many (15) in Eastern Uganda. By district, while there were three languages mentioned in Lira, four in Zombo and two in Moroto there were 8 in Mbale, 12 in Katakwi and 14 in Iganga, giving a much more cosmopolitan picture for broadcasting policy for the Eastern region.

For purposes of broadcasting each of the study districts appears to have a clear dominant language. There also appears to be a wide acceptance of the regional languages identified in the early 1990s by the Ministry of Education and Sports for use in teaching at the elementary levels of school. Nearly 100% in every district except Iganga said they were comfortable with the regional language identified by the Ministry of Education for teaching in their district. Only in Iganga was there a 10% of respondents who said they were not comfortable with any of the regional languages selected by the Ministry of Education and Sports. The responses were consistent with government education policy where Luo is the regional language for the Northern region, Luganda for the East and Ateso/Ngakarimojong for the North East, indicating that the use of these regional languages in broadcasting instead of, or alongside, the individual local languages currently in use might be feasible. The objections to Luganda in Iganga, though might warrant further probing before decisive policy interventions to regulate languages of broadcasting. Eight in every ten respondents across the two regions said it made a difference if a

programme was broadcast in their mother-tongue or not because it was easier to understand if the language was in the local language. This is important for language policy as a balance has to be struck between relevance and financial viability, particularly with regards to the private-commercial stations

7.3 Local content and language quotas

A large section of the respondents expressed the view that both UBC and the private radio and television stations should be required to broadcast a specified percentage of local content. Nearly all respondents supported the enforcement of a specified time slot in the regional languages. 56% also thought all stations should be required to devote a percentage of their time to English programmes though 40% disagreed with this.

The idea of having a quota of for English programming on the broadcast media was more popular in the Northern than in the Eastern region, though, with 90% in Lira and 85% in Zombo endorsing it. Having a quota of English programming was least popular in Iganga and Moroto. Those who favoured quotas for English programming said it was important for their children to master English in order to progress, and also that if English allowed people in their region to participate in national debate.

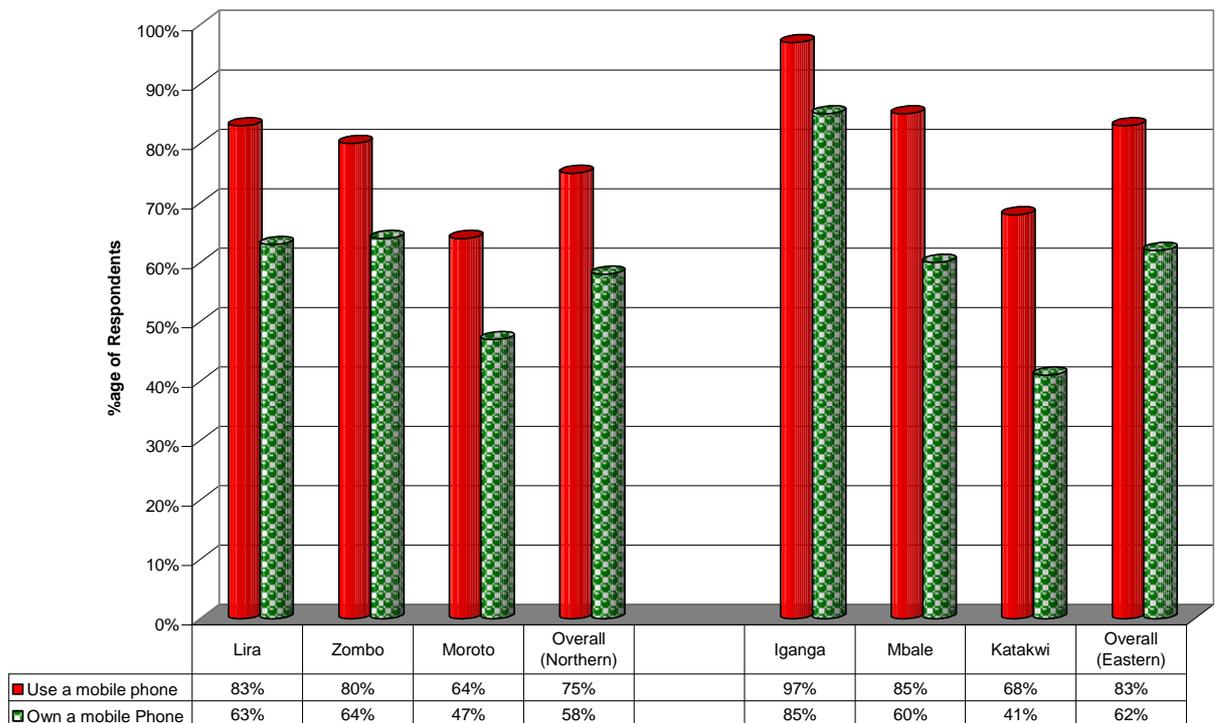
8.0 The new media

One in two respondents across the regions said they had heard of the internet but only one in five said they had used it. One in three said they usually access the internet from an internet café. Other means of access named were the mobile internet/dongle, the workplace and mobile phones. Half the respondents said they mostly use the internet for networking with friends. They also said they use the internet for education and research, recreation and business.

Nearly all who claimed to be internet savvy had heard of Facebook. Two out of every three respondents had heard of Twitter and one in four, of blogging. Social networks, it emerged, are mostly used for making/maintaining friendships, chit-chatting and gossip, and academic purposes (research). The highest percentage named the perceived benefit of social networks as getting friends/sponsors and career building/job finding

The study confirmed that mobile phones are more accessible to the ordinary Ugandan than the internet as eight out of every ten respondents reported using a mobile phone though fewer said they owned one. Significant disparities in ownership of mobile phones emerged by district. 85% in Iganga said they owned a mobile phone, while in Iganga, Lira, Mbale and Zombo the figures hovered around 60%. The ownership figures in Moroto (47%), and Katakwi (41%) were, however, considerably lower. Figure 9 illustrates the disparities between ownership and use of mobile phones by district.

Fig 9: Proportion of Respondents Who Own or Use Mobile Phones by District



The majority of those who said they did not own mobile phones said they used a family member's. Others said they used a friend's phone, a payphone or other means. The most frequently reported uses of mobile phones were connecting with people and business or financial transactions, and particularly mobile money services. Only 37% reported using a mobile phone to participate in radio/TV programmes. However, the Focus Group Discussions, particularly with the youth, showed a growing appreciation for the synergies between mobile phones and the traditional media.

“Initially people buy phones for communication but now people express their views and feelings especially on political issues e.g. When their leader goes on radio they are able to comment or commend, express what is happening in their communities; people can easily tell their leaders what they feel on radio over phone in that direct expression.”

Media managers interviewed confirmed that the presence of mobile phones and the internet has expanded the opportunities of participation in radio and TV programmes. A programme manager from a radio station in Lira, for instance, had this to say:

“We have launched our website and face book account, twitter, other programmes that use other internet linkages.... This is used for monitoring perception, conditions of roads by generating poll questions and views are sent and results generated automatically...Apart from conducting follow up sources for news, there is call in programs and participatory programming. Fixed and mobile phone text messages are widely used in our broadcasts.”

A sub-county chief in Usuk, Katakwi put it this way:

“If one is presenting the only way to know whether people are listening to your programmes or not is by asking them to call in. In any talk show the only way to get public opinion is through the phone. Some news reaches the TV and radio stations through the phone calls.”

The extent to which stations take advantage of the new media in this regard, however, depends as much on how versatile the station staff are with such old and new media synergetic opportunities as it does on the skills of audience-members.

9.0 Gaps in regulation

This study sought to identify gaps in regulation in relation to media performance, with a view to making recommendations for policy review. Key gaps in regulation identified included the management of signal quality, the moral quality of programmes, and the regulation of the quality and cost of mobile telephone services. Although respondents acknowledged a need for regulation of the media, there was a general lack of understanding of current policy and some reservations about government regulation based on fears that this might curtail some free

A considerable proportion of people interviewed in the FGDs and KIIs were either ambivalent or expressed total ignorance about any policy governing the electronic media, as exemplified by the following comment from a Focus Group Discussions with Adults 25 above Years, Ongole Village, Acheleuko Parish, Usuk Sub County, Katakwi.

“We don’t know that, we in the village we don’t know how and whether the government is supposed to regulate the media.”

“There is need to regulate what is bad. Now for us we do not know the regulations. It was important for us to know the regulations before we can discuss it.” (FGD, Adults 25 and above, Paidha Town Council, Nyibola Parish, Zombo

Many expressed total opposition to the idea of government regulating the media, because they saw it as a possible avenue for curtailing the right to know. In response to the question “What is your comment on the idea that the government should be involved in regulating the kind of content that goes on radio, TV, the internet at all?” One FGD participant in Usuk had this to say:

“No I don’t think because like there are some things like death of our sisters and brothers who are soldiers the radio of the government like UBC announces less numbers then when it comes to our local radios the number is high, so which radio should we follow its news? That which gives small numbers or big numbers. e.g during rebel days Radio VERITAS was about to be closed because it was airing news related to rebels

which the government didn't want to be aired. So if government comes in we shall not be able to hear news openly."

However, others said government should be involved in regulating the media to curb inaccurate reporting, indecent content and crime. They also said government needed to reduce costs of mobile phone services and sets; provide for a clearer telephone signal and regulate the quality of broadcast equipment such as radio sets. There were widespread concerns about what media content children had access to, and this was often related to TV, advertising and video halls/bibanda. Concerns were also raised about the lack of promotion for local content development and the absence of controls on the volume of foreign content in the broadcast media. There were proposals that policy should provide for community-owned communication equipment including telephone sets and radio sets. Other concerns included the need to verify the authenticity of news, and to regulate song lyrics that are permissible on the air.

Even among the people who said they were opposed to government regulation, there was a need expressed for government to regulate mobile phone companies to reduce unsolicited messages, unfair deductions, deceptive promotions and the use of phones in crimes.

10.0 Conclusions

From the findings of the study the broad public perception in the Northern and Eastern region is that they are well covered by radio, but not by TV. The study's findings indicate that the Eastern and Northern regions of Uganda have relatively good access to a range of radio stations including the Uganda Broadcasting Corporation. However, there are pockets, particularly in Moroto and Katakwi where the UBC signal is very poor or absolutely absent. A relatively small percentage have access to a TV signal and even fewer own a set or watch TV. Poor TV viewership in this region is attributed to factors such as the cost of television sets and lack of access to grid electricity or alternative forms of power. There is still a need to strengthen infrastructure and access in this area and particularly in Moroto and Katakwi.

The findings also suggest that news remains the most listened to programme on radio. This may be attributed to preference as well as to availability as most stations endeavour to have some kind of news programming even though there is no policy requirement to do this.

The majority of respondents appreciate the role that the Uganda Broadcasting Corporation, the private-commercial stations and the community media are playing in advancing society through information, cultural representation and opportunities for debate. There is also a degree of skepticism about whether the Uganda Broadcasting Corporation has completed the transition from being a state broadcaster to the public broadcaster. There are also still concerns that the media's role in enhancing political, religious and cultural diversity is hampered by interference by government, owners, advertisers and other powerful players. This compromises the media's contribution to diversity and raises a concern for policy to secure the editorial independence of the media. The study findings confirm that the media upcountry are particularly vulnerable to interference of this nature as they tend to have resource constraints which often translate into poor management. Upcountry stations also seem to have challenges with human-resource shortages and poor working conditions which impact on quality and professionalism.

There are strong indications that although the public is relatively satisfied with the adequacy of local content provisions, the industry may be faced with a situation of quantity versus quality. It is not clear that the available local content is diverse, as most stations' local content provisions boil down to popular music by local artists. The majority expressed a desire that local content should be regulated to guarantee quality, a constant supply development and protection of local talent. A need was also expressed for more local content and local language broadcasting on TV.

The study's findings also suggest that in Northern and Eastern Uganda the regional languages (Luganda for the Eastern region and Luo for the Northern region and Ateso/Ngakarimojong for the North East) identified by the Ministry of Education and Sports for use in education at the lower levels of school would be well accepted as languages of broadcasting. If these languages were adopted for broadcasting, they would have cultural, economic and political dividends. However it should be noted that language tends to be a volatile subject of debate in Uganda.

Besides, there were also strong attachments expressed to broadcasting in the mother-tongue. Finally, in Iganga district, there was a considerable number of respondents who objected to Luganda as a language of broadcasting or said they had no opinion on the matter. This could be partly attributed to the cosmopolitan nature of the Busoga sub-region. The implications for policy in these findings are that policy would need to tread carefully to strike a balance between the practical need to encourage fewer more widely spoken languages of broadcasting for purposes of efficiency, and respecting the rights of the people in the Eastern and Northern region to preserve and develop their unique cultural heritages and identities. The time may not yet be ripe for following the Tanzania model where government mandates a couple of broadcast languages and outlaws the rest. Rather the use of the regional languages may need to be introduced in an incremental way, alongside the rest of the languages in a given region.

The study revealed a general dearth of media literacy among ordinary people in Eastern and Northern Uganda. Particular attention was focused on how well the public understood the new media (particularly mobile telephones and the internet), how they used them and whether they were taking advantage of potential synergies between the new and traditional media to expand the limits of their participation in public discourse. The findings indicate that in the Eastern region, while 83% percent say they use mobile phones, only 62% say they own mobile phones. In the Northern region, 75% use mobile phones, but only 58% own their own sets. There are very few people that know about the internet and the communication and networking opportunities it offers, and even fewer who use it. These are mostly people 25 years and younger. This implies a need for training in the nature, functions and dysfunctions of particularly the new media to enable the public to optimize their use. Such training would need to go together with sensitization on developments in the media sector including digitisation and the digital migration policy and their economic, social and other implications.

The study's findings also indicate that the majority of people in Northern and Eastern Uganda including local leaders and media practitioners have very limited awareness of how the broadcast sector is regulated. While many see the need for regulating aspects of the media that affect them directly such as the technical quality of services, cultural appropriateness of programming, accuracy, professional conduct etc., there is some ambivalence about whether government is the best placed to regulate the sector. Apart from the need for regular sensitization on pertinent aspects of media policy and regulation, it may be appropriate to initiate a national dialogue on the merits and demerits and role of different forms of regulation including statutory, self- and co-regulation, which the majority of people interviewed do not seem to appreciate. The ideal would be to come up with a model that strikes a balance between empowering the growing communication sector and protecting audiences and the independence of media players.

11.0 Policy Recommendations

Objective 1: General Performance of the media

- ❖ Policy should provide for regular training of staff to ensure professional standard and currency with changes in the media and regulation
- ❖ Policy should provide for a fund for media training to which providers in the sector contribute a set percentage to promote training and the maintenance of professional standards in the industry.
- ❖ All licensed operators in the sector should be required to contribute a specified percentage of their revenues towards continuous training of media practitioners in order to maintain professional standards and levels of awareness.
- ❖ Policy should establish awards for excellence and other incentives for professional/ethical media practice to encourage high professional performance
- ❖ Policy should provide for a waiver of license fees for all registered educational/training facilities as a way of supporting practical training for the maintenance of professional standards in the sector.
- ❖ Policy should clearly define three distinct tiers of broadcasting basing on principles established in international instruments such as the Declaration of Principles on Freedom of Expression and the African Charter on Broadcasting.
- ❖ Policy should define a clear scope of operation, licensing regime and accountability mechanisms for each tier of broadcasting. Training stations should be seen as a special category under community media.
- ❖ Policy should provide for the broadcast of at least one national bulletin on every radio and TV station per day, and the inclusion of international news in the news offerings of stations

Objective ii: Expectations, met and unmet needs

Access

- ❖ Policy should propose measures to ensure that the largest number of Ugandans possible in the Eastern and Northern regions of Uganda have access to the means of broadcasting and communication infrastructure and to affordable communication opportunities including receivers and services.
- ❖ Policy should co-ordinate with the relevant ministry to extend power to ensure that grid power is extended to as many Ugandans as possible in the Eastern and Northern

region and should explore alternative means of power such as solar energy to address the deficiencies in this region.

- ❖ Policy should address the infrastructural bottlenecks that impact on signal clarity for radio, television and telephony in North and Eastern Uganda.

Media and democracy

- ❖ Policy should address identified bottlenecks to freedom of expression such as owner and government interference in the editorial operation of stations and provide complaint mechanisms for the public to raise instances of interference.
- ❖ Policy should guarantee equitable representation of political views, religious, cultural and other views at all times, and specifically during election periods.

Objective iii: Gaps in regulation

Regulation

- ❖ Policy should provide a balance between internal regulation (market forces) and external regulation without stifling the development of the industry.
- ❖ Policy should secure diversity in the ownership of the media and balance in their distribution
- ❖ Policy should be specific on the level of foreign ownership permissible in the sector bearing in mind the need to balance the benefits of investor capital and employment with the need to preserve the country's national sovereignty, cultural heritage and local content industry.
- ❖ Policy should initiate national debate involving all key stakeholders on the mode of regulation to adopt between government regulation, self-regulation or co-regulation for the sector.
- ❖ Policy should provide for a complaints management mechanism to handle complaints from the public about media content and professional conduct.
- ❖ Policy should provide for a transparent and participatory process of the appointment of regulatory bodies, making them accountable to the public through parliament, and protecting their independence from interference by government, business and other powerful players.
- ❖ Policy should cater for new threats to national security as well as privacy arising as a result of the convergence and digitalisation of media technologies.

Training

- ❖ Policy should provide for a sensitization programme for all key stakeholders on national broadcast/communication policy, law and regulation, digital migration policy and implications and other relevant development in the industry as they arise.

Signal distribution

- ❖ Policy should provide for more than one signal distributor for the sector to discourage monopoly and the resultant potential for manipulation.
- ❖ Policy should provide for regulation of TV signal distribution in the digital dispensation
- ❖ Policy should secure measures for signal sharing between broadcasting and telecommunications in the era of digital and mobile TV services in such a way as to prevent signal interference.

Local content

- ❖ Policy should clearly define local content as it applies to the broadcast media.
- ❖ Policy should initiate public dialogue to determine in a participatory manner the proportion of local content that media players will be required to provide. This should be done in consultation with key stakeholders including producers, media owners and the public. The requirements specified for local content should vary depending on the tier of broadcasting (public, private, community).
- ❖ Policy should facilitate collaboration between media players and independent content producers with a view to enriching the variety of programming and repertoire of local content in Uganda's broadcast media.
- ❖ Policy should facilitate talent development to encourage growth of the local content sector
- ❖ Policy should provide for the enactment of copyright legislation that protect the rights of artistes and other content producers without overly limiting access for users.
- ❖ Policy should encourage innovation in technology and content by facilitating innovators and rewarding innovation and excellence.
- ❖ Policy should seek to provide for collaboration between the relevant government ministries to promote/enforce the use of the regional languages identified by the Ministry of Education and Sports as languages of broadcasting in the Eastern and Northern region. These include Luganda for the Eastern region and Luo, Ateso and Ngakarimojong for the Northern and North-Eastern region.
- ❖ Policy should continue to encourage the use of as many mother-tongues as possible and economically feasible alongside the regional languages.
- ❖ Policy should promote the use of English and Kiswahili on all stations in the Northern and Eastern region.

The Public Broadcaster

- ❖ Policy should initiate a national debate on the transformation of the governance, management and operation of the Uganda Broadcasting Corporation to bring it in line with internationally accepted standards of a public broadcaster. Policy should also provide for the implementation of the provisions of the Draft National Broadcasting Policy on this process.

Community media

- ❖ Policy should provide for a community broadcasting media sector in conformity with internationally agreed standards and with a mandate distinct from commercial or public broadcasting and with preferential licensing conditions to encourage growth of the sector

Advertising

- ❖ Policy should protect the interests of consumers in terms of truthfulness, quality, decency and cultural appropriateness of advertising
- ❖ Policy should require broadcasters to distinguish clearly between editorial content and advertising to guarantee the listener/viewer uninterrupted blocks of non-advertising content.

Convergence and Digital Migration

- ❖ Policy should, following wide consultations, identify a specified digital technical standard that takes care of needs such as sustainability and compatibility in the Ugandan context.
- ❖ Policy should pronounce itself on the allocation of spectrum in terms of the number of licences, the location of digital broadcast services on the spectrum, the number and types of licences available for the different tiers of broadcasting, licence fees for different kinds of broadcasters etc.
- ❖ Policy should provide for a regulatory regime to minimize procedural, technological and other bottlenecks to entry into the broadcast/communications market. Such a regime could include the idea of a one-stop centre for new entrants and for licence renewals in the context of a merged regulator. The regime should also extend the licensing period to five years, with provisions for revocation under very special circumstances.
- ❖ Policy should provide for the reality that “broadcasting” will in the digital era potentially be available on a wider range of media than just television.

- ❖ Policy should safeguard the peculiar interests of the broadcast sector in the process of merging the broadcast and telecommunications regulator, with particular attention to the public interest.
- ❖ Policy should provide mechanisms for archiving broadcast content for historical/socio-cultural, legal and economic reasons particularly during the transition from analogue to digital broadcasting.
- ❖ Policy should provide for recruitment of adequate Human Resource with the requisite expertise to perform the functions of a converged regulator.
- ❖ Policy should provide for cooperation and networking with regional and international regulatory bodies to ensure synergies, harmony and coordination in the sector.
- ❖ Policy should put in place incentives to encourage investment in infrastructure that make access to converged media provisions easier and less costly.
- ❖ Policy should provide for environmental protection during digital migration (and in particular the aspect of disposal of old equipment).

Protection of children and other vulnerable groups

- ❖ Policy should protect minors against programming that negatively impacts on their development and well-being and from editorial and advertising content that seeks to take advantage of their vulnerability.
- ❖ Policy should provide for a water-shed period, technical measures and/or warnings at the beginning of these programmes to protect children from sexually explicit and gratuitously violent content.
- ❖ Policy should provide for sanctions for repeated violation of the watershed period and rewards for its observance.
- ❖ Policy should protect women, minors and other vulnerable groups from advertising and other programming that demeans them or portrays them as sex objects.
- ❖ Policy should protect all Ugandans against demeaning language or innuendo based in ethnicity in both advertising and editorial content.
- ❖ Policy should provide for the prohibition of advertising or editorial content that incites hatred or violence among different peoples of Eastern and Northern Uganda.
- ❖ Policy should provide for requisite warnings to be placed before advertisements of substances that may be harmful to minors or Ugandans in general.

- ❖ Policy should provide for specific licensing conditions for video-halls that take into consideration the protection of minors against negative influences of unregulated viewing. These should include safety standards, minimum age of admission and hours of operation.

Persons with Disabilities

- ❖ Policy should provide for embedded closed captioning for all programming for the benefit of persons with disabilities accessible on an elective basis.
- ❖ Policy should provide for training of PWDs to access closed captioning facilities
- ❖ Policy should require all television stations to provide sign language services for key programming including news.
- ❖ Policy should provide for persons with disabilities to access the full range of entertainment, information and education programming.

Educational broadcasting

- ❖ Policy should clearly define what qualifies as educational broadcasting.
- ❖ Policy should provide for and support educational broadcasting particularly on the public broadcaster.
- ❖ Policy should provide for preferential licensing conditions or incentives for broadcasters who guarantee that an agreed percentage of their programming will be educational broadcasting. This should be undertaken as a form of affirmative action to counter the deluge of entertainment content that threatens to displace educational programming because of the relatively higher costs of production of the latter.

Policy review

- ❖ Policy should provide for its periodic review through a participatory process involving a wide range of stakeholders including government, regulators, media owners, managers and practitioners, ISPs, academicians, training institutions, NGOs, local and religious leaders, vulnerable persons like PWDs, women, children and the elderly etc.
- ❖ In reviewing policy, due consideration should be given to previous policy efforts to the extent that they are still relevant, in conformity with internationally accepted standards.
- ❖ The overall import of future broadcast policy should be to facilitate the sector to optimally contribute to democratization and development.

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GENERAL PERFORMANCE

1. **Do you ever listen to the Radio?** 1) Yes 2) No
2. **Do you ever watch TV?** 1) Yes 2) No
- 3) **a) Do you feel your area is adequately covered by Radio?** 1) Yes 2) No

b) If no, why do you say so? (multiple responses allowed)

- 1) Poor Signal/Limited coverage
- 2) We receive only a few radio stations
- 3) There isn't any radio stations in the district
- 4) No electricity/ Frequent power cuts
- 5) Some people don't have radios
- 6) Interference of radio signals
- 7) Other (specify)_____

4. **a) Do you feel your district is adequately covered by TV?** 1) Yes 2) No

b) If no, why do you say so? (multiple responses allowed)

- 1) Poor Signal/Signal not clear
- 2) We receive only a few TV channels
- 3) No TV Signal/No TV coverage in the area
- 4) No electricity/ Frequent power cuts
- 5) People cannot afford TV/there are no TVs
- 6) Interference of TV signals
- 7) Some TV channels have to be paid for
- 8) Other (specify)_____

➤ AUDIENCE NEEDS AND PREFERENCES

5.

<i>What needs do you normally expect your radio/TV station/s to meet? (Don't read list. Circle all mentioned)</i>	<i>Name of Radio or TV Station that meets these needs</i>	<i>Extent to which these needs are met (Circle as applicable)</i>
1 News/Current affairs		1. Low 2. Moderate 3. High
2 Personal announcements		1. Low 2. Moderate 3. High
3 Farming programmes		1. Low 2. Moderate 3. High
4 Business entrepreneurship issues		1. Low 2. Moderate 3. High
5 Educational / Development issues		1. Low 2. Moderate 3. High
6 Social/Cultural/Family issues		1. Low 2. Moderate 3. High
7 Debates/ Talkshows		1. Low 2. Moderate 3. High
8 Political issues		1. Low 2. Moderate 3. High
9 Religious programmes		1. Low 2. Moderate 3. High
10 Entertainment (Music/drama)		1. Low 2. Moderate 3. High
11 Sports		1. Low 2. Moderate 3. High
12 Youth programmes		1. Low 2. Moderate 3. High
13 Children's programmes		1. Low 2. Moderate 3. High
14 Programmes in my language		1. Low 2. Moderate 3. High
15 Others Specify: _____		1. Low 2. Moderate 3. High
_____		1. Low 2. Moderate 3. High
_____		1. Low 2. Moderate 3. High

6. **What specific needs would you like your radio/TV stations to meet that they are not currently meeting?** (multiple responses apply, circle 'Not applicable if respondent neither listens to radio nor watches TV)

- | | |
|--|--|
| 0. No additional needs/All needs are met | 1. Career guidance programmes |
| 2. Programmes on farming | 3. Sports programmes |
| 4. Business programmes | 5. Local Ugandan music |
| 6. Developmental/Educational/selfhelp programs | 7. Drama |
| 8. Social life issues/Family issues/ Cultural programs | 9. Programmes of leaders consulting citizens |
| 10. Religious programmes | 11. Political debates/parliamentary debates |
| 12. Health issues | 13. More entertainment programmes (e.g. music) |
| 14. Children's programmes | 15. Enviromental issues |
| 16. Youth programmes | 17. Programmes in language I understand |
| 18. Programmes in my local language | 19. Other (specify)_____ |
99. Not Applicable (Respondent neither listens to radio nor watch TV)

➤ PREFERENCES: PROGRAMMING AND PLACEMENT

7. **What kind of programming do you most listen to on radio (give local examples)?** (Circle 'Not Applicable' if respondent doesn't listen to radio)

Type of Programming (<i>Don't read list. Up to 3 responses allowed</i>)	Actual Name of Programme (e.g. Capital Gang, Olutindo etc)	Name of Radio Station that airs program	Language in which program is aired
1. News/Current affairs			
2. Personal announcements			
3. Farming programmes			
4. Business entrepreneurship issues			
5. Educational / Development issues			
6. Social/Cultural/Family issues			
7. Debates/ Talkshows			
8. Political issues			
9. Religious programmes			
10. Entertainment (Music/drama)			
11. Sports			
12. Youth programmes			
13. Children's programmes			
14. Others Specify: _____			
99. Not Applicable (Respondent doesn't listen to radio)			

8. What kind of programming do you most watch on TV? (Circle 'Not Applicable' if respondent doesn't watch TV)

Type of Programming (Don't read list. Up to 3 responses allowed)	Actual Name of Programme (Untold Story, Vvumbula etc)	Name of TV Station that airs program	Language in which program is aired
1. News/Current affairs			
2. Farming programmes			
3. Business entrepreneurship issues			
4. Educational / Development issues			
5. Social/Cultural/Family issues			
6. Debates/ Talkshows			
7. Political issues			
8. Religious programmes			
9. Entertainment (Music/drama)			
10. Sports			
11. Youth programmes			
12. Children's programmes			
13. Others Specify: _____			
99. Not Applicable (Respondent doesn't watch TV)			

IF RESPONDENT NEITHER LISTENS TO RADIO NOR WATCHES TV SKIP TO QN 18

9. a) What is your favourite radio station? (only one) _____

b) Why? _____

10. a) What is your favourite TV station? (only one, skip if respondent doesn't watch TV) _____

b) Why? _____

11. **Are you satisfied with the quality of programming on your favorite radio?**

- 1) Yes 2) No

i) If yes, what are the reasons: (multiple responses apply)

- 1) Everything is OK
- 2) They talk about essential issues/ have educative programmes
- 3) There is a clear program line-up/organised programming
- 4) There are no unnecessary interruptions
- 5) They have quality programming
- 6) They seek for various views from the grassroots/They are interactive
- 7) We get to listen to the programmes we want/variety of programmes
- 8) Signal reception is clear
- 9) They are articulate/have good presentation
- 10) They play good music
- 11) Their program schedule is convenient for most people
- 12) They use my local language
- 13) They at least use a regional language that is close to mine / a language I understand
- 14) They broadcast the truth\ give true information
- 15) They are sensitive to the needs of my age-group (specify age-group)
- 16) Others (Specify) _____

ii) If no, what are the reasons: (multiple responses apply)

- 1) They over advertise / too many advert interruptions
- 2) They have a poor signal
- 3) Some frequencies overlap
- 4) There are very frequent power cuts
- 5) Some programmes are not good
- 6) Time allocated for programmes is not enough
- 7) There is no clear programme line up/lack of proper programme schedule
- 8) Programme schedule not convenient
- 9) They are not sensitive to the needs of my age-group (specify age-group)
- 10) They use only English
- 11) They do not use my local language or a regional language close to mine.
- 12) Others (Specify) _____

12. **Are you satisfied with the smooth flow of programming on your favorite TV? (skip if respondent doesn't watch TV)**

- 1) Yes 2) No 3) No Opinion

- i) ***If yes, what are the reasons: (multiple responses apply)***
- 1) Everything is OK
 - 2) They talk about essential issues/ have educative programmes
 - 3) Programmes are aired on time as scheduled/organised programming
 - 4) There is a clear program line-up
 - 5) Their program schedule is convenient for most people
 - 6) They have quality programming
 - 7) They air interesting programmes/have variety of programmes
 - 8) Signal reception is clear
 - 9) They are articulate/have good presentation
 - 10) They do not keep interrupting my favourite programme(s)
 - 11) Others (Specify)_____
- ii) ***If no, what are the reasons: (multiple responses apply)***
- 1) They have a poor signal/signal not clear
 - 2) They over advertise / too many advert interruptions
 - 3) There are very frequent power cuts
 - 4) Most programmes are foreign/don't involve local people
 - 5) Most programmes are in English/languages I don't understand
 - 6) There are few good programmes
 - 7) Some programmes are not good/not educative
 - 8) They keep interrupting my favourite programme(s)
 - 9) Others (Specify)_____

13. How would you rate the general performance of the electronic media in Uganda in terms of:

<i>Aspect (Read List)</i>	<i>Rating (Circle as appropriate)</i>				<i>Reasons for rating given (skip if respondent has 'No opinion')</i>
a. Serving the community?	1) Bad	2) Fair	3) Good	4) No Opinion	
b. Promoting a Ugandan cultural identity?	1) Bad	2) Fair	3) Good	4) No Opinion	
c. Promoting a variety of political views?	1) Bad	2) Fair	3) Good	4) No Opinion	
d. Promoting distinct ethnic identities in terms of languages?	1) Bad	2) Fair	3) Good	4) No Opinion	
e. Promoting distinct ethnic identities in terms of music, dance and drama?	1) Bad	2) Fair	3) Good	4) No Opinion	
f. Promoting distinct ethnic identities in terms of oral literature?	1) Bad	2) Fair	3) Good	4) No Opinion	
g. Availing a balance of information, education and entertainment?	1) Bad	2) Fair	3) Good	4) No Opinion	
h. Availing information essential for development in language appropriate to the local people?	1) Bad	2) Fair	3) Good	4) No Opinion	
i. Protecting children against content/ programs they should not be exposed to	1) Bad	2) Fair	3) Good	4) No Opinion	
j. Provision of relevant child-related information (e.g on their health or education)	1) Bad	2) Fair	3) Good	4) No Opinion	
k. Promoting protection of the rights of children?	1) Bad	2) Fair	3) Good	4) No Opinion	
l. Promoting the rights of other vulnerable persons	1) Bad	2) Fair	3) Good	4) No Opinion	
m. Promoting a variety of religious beliefs?	1) Bad	2) Fair	3) Good	4) No Opinion	
n. Cultural appropriateness of advertising?	1) Bad	2) Fair	3) Good	4) No Opinion	
o. Accuracy, fairness and balance of information?	1) Bad	2) Fair	3) Good	4) No Opinion	
p. Quality of presentation?	1) Bad	2) Fair	3) Good	4) No Opinion	
q. Promotion of participation in public discussion of issues of common concern	1) Bad	2) Fair	3) Good	4) No Opinion	

14. Do you find public debate on the electronic media useful?

- 1) Yes 2) No 3) Have no opinion

i) **If yes, why do you say so?** _____

ii) **If no, why do you say so?** _____

15. Do you think the broadcast media in Uganda are generally free to air facts without fear of undue influence from government, politicians, owners or other powerful groups or persons?

- 1) Yes 2) No 3) Have no opinion

i) **If yes, why do you say so?** _____

ii) **If no, why do you say so?** _____

16. a) What do you think is the best way to handle advertising on radio/TV stations? (Read options)

1. A few adverts several times in the course of the programme
2. A large block of adverts once or twice in the course of the programme

b) Explain. _____

17. If your favourite program (apart from News) was being aired, would you rather have the program interrupted to run the main news bulletin of the day or keep watching/listening till the programme is over?

1. Interrupt Program 2. Keep watching/Listening till the end 3. No Opinion

➤ PREFERENCES: LOCAL CONTENT

18. What to you constitutes a Ugandan programme/ song/film?

19. What to you constitutes a local programme/song/film?

20. a) Are you getting enough "local content on radio?"

- 1) Yes 2) No 3) Have no opinion 99)N/A-Doesn't listen to radio

b) If no, why do you say so? _____

21. a) Are you getting enough "local content on TV?"

- 1) Yes 2) No 3) Have no opinion 99)N/A - Doesn't watch TV

b) If no, why do you say so? _____

22. a) Do you think all media in Uganda has a duty to make people feel Ugandans (promote a Ugandan National Identity)?

- 1) Yes 2) No 3) Have no opinion

b) Explain your answer: _____

➤ PREFERENCES: LANGUAGE

23. What is your mother-tongue? _____

24. What language are you most comfortable with? _____

25. What is the regional language you are most comfortable with?

- 1) Luganda 2) Luo 3) Ateso 4)Ngakarimojong 5) Runyakitara
6) None of the above

26. In what language would you prefer to receive:

Type of Programming (Read List)	Language Preferred (English, Lusoga etc)
News	
Current Affairs	
Talk Shows	
Personal announcements	
Music	
Sports	
Drama	
Features	
Documentaries	
Children's programming.	
Others (specify _____)	

27. What difference does it make to you if a programme is in your mother-tongue or not?

28. Do you think UBC Radio (former radio Uganda) and UBC TV (former Uganda Television) should be required by law to carry a specific portion of local content on their stations?

1) Yes 2) No 3) No opinion

29. Do you think private radio and TV should be required by law to carry a specific portion of local content on their stations?

1) Yes 2) No 3) No opinion

30. Do you think Radio and TV stations should be required to broadcast in:

a) English? 1) Yes 2) No 3) No opinion

b) The regional language most used by population in the region?

1) Yes 2) No 3) No opinion

c) specific dominant local languages

1) Yes 2) No 3) No opinion

➤ **VIEWS REGARDING NEW MEDIA**

31. Have you ever heard of the Internet?

1) Yes

2) No (if no, skip to Qn39)

32. (If yes), have you ever used the Internet?

1) Yes

2) No (if no, skip to Qn39)

33. (If yes), where do you usually access internet from?

1) Café` 2) Work place

3) Mobile Internet/Dongle

4) On mobile phone

5) Other (specify): _____

- 34. What do you normally use the internet for:** 1) education/research purposes 2) recreation
 3) Conduct business 4) Networking with friends/family/associates
 5)Others specify_____

Type of New Media	35. Have you ever heard of this media?	36. Have you used this media?
Twitter	1) Yes 2) No	1) Yes 2) No
Facebook	1) Yes 2) No	1) Yes 2) No
Blogging	1) Yes 2) No	1) Yes 2) No
Other (specify)	1) Yes 2) No	1) Yes 2) No

IF RESPONDENT DOES NOT USE THE ABOVE NEW MEDIA, SKIP TO QN40

- 37. What kind of issues do you normally discuss or read about on Twitter, Facebook, blogs or other social networks??**

- 1) Political/Governance issues 2) Just chit-chat/gossip 3) Sports 4) Family issues
 5) Making/maintaining friendships 6) Current affairs 7) Business 8) Academics
 9) Health issues 10) Issues related to my profession
 11) Others (specify)_____

- 38. What are the most important things you have benefitted from using Twitter, Facebook, blogs or other social networks?** _____

- 39. How do you think the traditional media (radio and television) could best utilize Twitter, Facebook, blogs and other social media to improve broadcasting?** _____

- 40. Do you use a mobile phone?** 1)Yes 2)No (Skip to Qn 46)

- 41. Do you own a mobile phone?** 1)Yes 2)No

- 42. If does not own a phone, whose mobile phone do you use?**

- 1) Family member 2)Friend 3)Pay phone 4) Other (specify)_____

- 43. Do you use a mobile phone to participate in radio or TV programs?** 1)Yes 2)No

- 44. If yes, how?** 1) Call in/give my opinion 2) Subscription to pay TV
 3) Others specify)_____

45. What else do you use your mobile phone for?

- 1) Phone calls 2) SMS 3) Internet Access 4) Paying bills
5) Others specify) _____

46. Any other comments/suggestions regarding improving electronic media?

End Time: __: __

Thank You

Appendix II-Qualitative Instruments

UCC Research.FGD.guide

Good morning/afternoon. I amfrom the Uganda Communications Commission. The Commission is conducting a study to find out the views of the public on the performance of radio and TV in Uganda. I would like to ask you a few questions. We hope that your views will help in the formulation of better and more relevant policy and regulation for the media. Your views will be treated with confidentiality.

Listenership/Viewership

1. Do you listen to radio? Why do you listen?
2. Do you watch TV? Why do you watch?
3. Do you use the internet? What in particular do you use the internet for?
4. Do you use mobile phones? What in particular do you use mobile phones for?

Media Performance

5. To what extent do you think the media are giving you what you need?

(Probe):

- i. Radio,
- ii. TV
- iii. Bibanda/film halls).
- iv. The internet
- v. Mobile phone companies

6. In what areas are you not satisfied? (Probe for each: Be specific)

7. What is your view of the performance of the government in regulating the media so far?

(Probe: do you think government needs to increase or decrease regulation of the media? In what areas?)

8. Do you think there is a need to regulate internet and mobile phone content and usage in the same way radio and TV content and usage are regulated? If yes, how?

Local Content

9. What to you is a local programme/song/film? Probe: What are the key ingredients?
10. In light of the above, should the definition of “local content” be limited to “made in your village”? If not, what else should it include? Probe: Would you consider content from neighbouring countries (e.g. Congo, Kenya, Tanzania, Rwanda, Sudan) local content? What about content from the rest of Africa? What else should be considered in the definition of local content apart from the programme’s country of origin?

Language

11. Are there certain programmes that you particularly prefer to hear or watch in your mother-tongue? Which ones? Why?
12. Do you propose that local radios in this area should broadcast in specific local languages OR should they broadcast in regional languages (Luganda for East Luo for North, Ateso/Ngakarimjong for North East)? What about TV?
13. Do you think all radio and TV stations should consider how much money a language can bring in before they choose to use it on their station? Explain your answer.

Community media

14. Does your community have a not-for-profit radio station managed and supported by members of the community? What language/s does it broadcast in? (IF NO, Skip to 18).
 15. What issues does such a radio station focus on?
 16. What are the funding sources for this station?
 17. Sometimes the interests of the person funding a programme (e.g. government, or an advertiser) affect the content of the programme. Do you think members of your community would be willing to volunteer time and contribute money to run a station that focuses on the concerns of their community?
 18. What is your general evaluation of existing community stations in your area? (Station owned and run by the local people).
- (If none exists) Do you think your community would benefit from such a station? Explain your answer.

Regulation

19. What is your comment on the idea that the government should be involved in regulating the kind of content that goes on radio, TV, the internet at all? (Probe: in terms of what type of regulation and how much)?

20. Do you think government should be involved in regulating the internet at all? What about mobile phones?

If yes, in what way? If no, why not?

22. Can you make some specific suggestions for regulating radio, TV, bibanda /movie theatres, the internet, mobile phones? (Probe to ensure each is tackled).

23. Do you think there should be a required minimum of local content on your radio or TV station? If yes, how much?

24. What type of content in particular would you prefer to have locally produced or to reflect local themes?

(Probe: News, music, drama, sports, debate, children's programming etc)

25. What in your opinion should the media provide for children? Do you think programming on radio, TV, in bibanda and movie theatres at the moment takes care of the needs of children?

26. Do you think programming on the electronic media (radio, TV etc.) treats issues concerning women, the disabled, the elderly and other disadvantaged groups fairly? (probe: portrayal in advertisements, in drama, portrayal of violence against women, elderly etc.)

27. Do you think the timing of programmes is generally appropriate for different age-groups (adults, children)?

28. Do you think there should be special times set aside for certain "adult" programmes?

29. Do you think there are any other concerns that radio, TV and bibanda, film theatres should be addressing that they are not addressing right now.

Thank you

UCC Research.instrument2KII.localeaders

A: OBLIGATIONS OF THE MEDIA

1. What role is radio playing in your area?
2. What role is TV playing in your area?
3. What role are bibanda/film halls playing in your area?
4. What role, in your opinion, are the electronic media supposed to play in society?
(Probe:Radio, TV, Bibanda/film halls, internet, mobile phones)

B: GENERAL PERFORMANCE OF THE MEDIA

5.How do you think the electronic media are performing? (PROBE: In terms of

i) social responsibility?

ii) offering a genuine variety of perspectives?

iii) serving a cross-section of need groups?

iv) respect for social norms?

v) Contribution to the development of the area?

vi) Providing opportunities for ordinary people to participate in public discussion of issues of common interest?

vii)Meeting individual needs?

6. People today are able to get media content on their phones. Do you think mobile phones are playing a positive role, or a negative role in people's lives and in the development of Uganda? Explain your answer.

7. Have mobile phones contributed in any way to the performance of the media in your area?

What about the internet?

C: DIVERSITY

8. Would you say the private stations in your area are making an effort to portray the languages, cultures and experiences of the local people that they serve?

9. Do you think all cultural views in your area get a fair share of airtime on the private stations? If not, explain.

10. Do you think all political views in your area get an equitable share of airtime on the private stations ? If not, explain.

What about religious views?

11. What about on UBC Radio (former Radio Uganda) (probe: cultural, political, religious views?)

12. And on UBC TV? (Former UTV) (probe: political, cultural, religious).

13. Do you think mobile phones have contributed anything new to people's ability to access and to express diverse political, cultural, religious views? Explain.

14. What about the internet? What has its contribution been?

E: LOCAL CONTENT

15. Are any people in this area involved in the production of programmes for radio or TV? (If yes, probe for details: Give details: who, where do they come from? what kind of programmes? what are their sources of financing).

16. Is programming where people from your area are involved, popular with the community?

17. Do you think there is enough local content played on the radio stations in your area? (Probe: UBC; private stations)? What about on the TV stations?

18. Do you think all stations should be required by law to carry a specific portion of local content on their stations?

19. Are there any programmes (like news, children's programmes, presidential speeches, Health programmes, public service announcements) that you think every station should be required to air as a licensing condition? Probe: What kinds of programmes?

F: LANGUAGE

20. Are all language groups in your area catered for on radio/TV? Explain your answer.

Would you recommend that radios use specific local language, OR the most widely used regional language (like Luganda, Ateso, Ngakarimojong)? Explain your answer.

I: GAPS IN POLICY AND REGULATION

21. Do you think UBC Radio (formerly Radio Uganda) currently differs in any way from the private radio stations in what they offer and how they operate?

22. Do you think UBC TV (formerly UTV) currently differs in any way from the private TV stations in what it offers and how it operates?

23. Do you think UBC should strive to be different from other stations? Explain your answer.

24. Please comment on the contribution of

a) private radio stations

b) pay –television (like DSTV and Zuku)

c) mobile phones

d) the internet?

To people's lives and to the development of Uganda.

25. Are there any other concerns regarding radio and TV, mobile phones or the internet in your area that you would like government to address?

26. Any other comment you would like to make?

Thank you.

UCC Research.instrument2KII.religiousleaders (Catholic, Anglican, Muslim, Evangelical)

A: OBLIGATIONS OF THE MEDIA

1. What role are the following (one by one) playing in your area?

i) Radio,

ii) TV,

iii) bibanda/film halls

2. What new roles is the internet playing in your area in relation to providing information, entertainment, education and reflecting Ugandan cultures?

What about mobile phones?

3. In your opinion, what role are the electronic media supposed to play in society? (Probe)

B: CONTENT

4. Comment on the performance of UBC Radio (former Radio Uganda) in fairly representing the views and beliefs of different religious groups. (PROBE and record carefully and separately for each religious group)

5. Comment on the performance of UBC TV (former UTV), in fairly representing the views and beliefs of different religious groups. (PROBE and record carefully and separately for each religious group)

6. Comment on the performance of the private radio stations in fairly representing the views and beliefs of different religious groups.

7. Comment on the performance of the private TV stations in fairly representing the views and beliefs of different religious groups.

C: SCHEDULING (TIMING) OF PROGRAMMING. (Caution: we will take this station by station. Let's start with ...)

UBC Radio (former radio Uganda)

8. Do you think children's programmes on UBC Radio are broadcast at the appropriate time? Explain your answer.

9. Do you think important religious programming on Radio Uganda is broadcast at the appropriate time? Explain your answer.

10. Do you think "adult" programming on UBC Radio (former) Radio Uganda is broadcast at the appropriate time. Explain your answer.

REPEAT Questions 8-9, but referring to:

a) Private radio stations

b) Private TV stations

(Area there specific programmes that you think should be places earlier or later on the programme?)

D: RELEVANCE

(Caution: again, we will take this station by station. Let's start with ...)

11. UBC Radio (former) Radio Uganda

How relevant is religious programming on

a) UBC Radio

b) Private radio stations

12.

a) How relevant is religious programming on UBC TV?

b) Private TV stations (including DSTV)

PROBE: Is it programming that Ugandans can relate to? That meets their needs? That is in the appropriate language for the audience?)

D: LANGUAGE

13. Do you think the UBC Radio is availing important

a) Children's programming in all the languages of Uganda.

b) important religious programming in all the languages of Uganda?

14. Do you think UBC TV is availing important

a) Children's programming in all the languages of Uganda?

b) Religious programming in all the languages of Uganda?

15. Do you think the private radio stations are availing

a) children's programming in all the languages of Uganda?

b) important religious programming in all the languages of Uganda?

(Probe: Explain your answer).

REPEAT CHILDREN'S PROGRAMMING AND IMPORTANT RELISGIOUS PROGRAMMING
IN ALL THE LANGUAGES OF UGANDA FOR PRIVATE TV STATIONS

25. As a religious leader, what do you consider the main moral issues for the government to address right now in relation to

i. Radio

ii. TV

iii) The internet?

iv) And mobile phones?

16. As a religious leader, what other issues would you like the media to address themselves to?

17. As a religious leader, what specific changes would you like to see on Uganda's radio and TV?

Thank You

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1. What do you consider the main policy issues for Ugandans to address right now in relation to the broadcast media? Have any of these changed or developed since a similar study was conducted in 2004?

RESEARCH

2. What do you consider the priority research areas with regards to broadcasting policy and regulation in Uganda right now?

3. What is your assessment of the amount and quality of research in this area right now?

What would be your proposals?

TRAINING

4. What is your assessment of the state of media training in Ugandan right now? (probe for challenges).

5. What proposals would you make to make media training in Ugandan more appropriate?

How should the phenomenon of the new media (mobile phones and the internet) be accommodated in media training/curricula?

FREEDOM OF EXPRESSION

6. Do you regard the broadcast media in Uganda as serious contributors to freedom of expression? Elaborate.

Has this role improved or deteriorated since 2004? Explain.

7. What do you think are the main freedom of expression concerns in the broadcast media in Uganda right now? Give examples.

8. Do you have any suggestions for enhancing the role of the broadcast media in furthering freedom of expression and democracy in general in Uganda?

9. What role have the Ugandan electronic media played in recent elections?

10. What role do you think they SHOULD play?

REPRESENTATION

11. To what extent are the media in Uganda offering the whole range of Ugandans adequate opportunities for representing their concerns, preferences and identities in the media? Where are the shortcomings?

PUBLIC BROADCASTING

12. Some people have argued that the media cannot be used as tools of development and also continue to be avenues for free expression. Do you see a contradiction in the two roles? Elaborate your answer.

13. What do you consider to be the roles of UBC in Uganda?

14. What do you see as their major challenges?

15. What could be done to help transform UBC into a genuine public service broadcaster in the next few years?

PRIVATE MEDIA

16. What role should the privately owned electronic media play in Uganda?

17. What role are they playing?

18. How might policy help improve the situation?

COMMUNITY BROADCASTING

19. Do you think Uganda has a need for a community broadcasting sector?

20. What is your assessment of the state of community broadcasting in Uganda right now?

How have the new media (internet, phones) affected this sector? How might they further be harnessed to strengthen the sector?

21. What policy interventions would you propose to jumpstart/strengthen this sector?

22. Any other comments that might aid the policy review process?

23. Do you think stations owned by training institutions (such as colleges or universities) should pay a license fee? Justify your answer. Give examples of best practices from other parts of the world).

20. What has been the role of the internet and mobile phones to the broadcast sector in the past decade?

21. How do you see the majority of people using the new media ?

22. How might the new media (internet and mobile phones) be harnessed to further the democratizing/developmental roles of the traditional media?

Thank you

UCC Research UCC Research.instrument 2KII. Media Managers/Programme Producers

A: PRELIMINARIES

1. What is the name of your station/Production company?

2. What is your target audience?

3. Where are your studios located?

4. Where are your business offices located?

5. Do you use the internet in your operations? Explain.

6. Do you use mobile phones in your operations? Explain.

7. Do your audiences use the internet? Explain

8. Do your audiences use mobile phones? Explain.

B: AUDIENCE EXPECTATIONS

9. What is your target audience?

10. What needs does your typical audience member expect your station to meet? (Probe: Information, education, entertainment, any other?)

11. To what extent do you think your station is meeting these needs?

i. Information,

ii. education,

iii. entertainment,

iv. any other (named above)?

PROGRAMMING AND PLACEMENT

12. What kind of programming does your station offer (OBTAIN PROGRAMME SCHEDULE) (identify local examples; probe AND TICK)

i) News

ii) Current Affairs (e.g.)

iii) Talk Shows (e.g.....)

iv) Personal announcements (birango)

v) Music

vi) Sports

vii) Drama (e.g.....)

viii) Features (e.g...)

ix) Documentaries (e.g...)

x) Children's programming (e.g.....)

13. What kinds of programming are the most popular ?

*SOCIAL RESPONSIBILITY (this section can be compressed considerably, as long as you get a response on how the media are performing generally on social responsibility. The details here should help you know what to listen and to probe for).

14. How do you think the broadcast media in Uganda are doing in terms of respect for social norms and values? Elaborate your answer.

What specific contribution are private stations making to the enhancing democracy and development in the country?

15. How do you think the private radio stations are doing in terms of quality of information/content that they offer (Probe: Do you think the information on the private radio stations is on the whole

i. Accurate

ii. Balanced

iii. Relevant

iv. Socially appropriate). Illustrate from your own station.

16. How do you think the private TV stations are doing in terms of quality of information/content that they offer (Probe: Do you think the information that the private TV stations offer is on the whole

i. Accurate

ii. Balanced

iii. Relevant

iv. Socially appropriate). Illustrate using your own station.

17. Do you see any difference in the quality of staff on the government media and the staff on the private media? (Probe: in terms of training, professionalism, sensitivity to the audience etc).

DIVERSITY

18. Would you say the private stations in general are making an effort to portray all the different languages, cultures and experiences of their audiences? Elaborate.

19. To what extent do you think all political views in Uganda get a fair share of airtime on the private stations? PROBE for detail and examples

20. What about on UBC Radio?

21. And UBC TV?

LOCAL CONTENT

22. Approximately what percentage of your programming do Ugandans in Uganda make?

23. Do you think the production and airing of local programming should be actively boosted? Why?

24. If YES, in what ways should local production be boosted? Do you think there is a need for some guidelines on content on the radio and TV stations? Explain

28. Do you think stations should be required by law to carry a specific portion of local content on their stations? Elaborate.

If yes, what proportion (%) would you propose (in fractions or percentages) for:

i. UBC radio

ii. UBC TV?

iii. Private Radio

iv. Private Television

29. Are there any programmes (like news, children's programmes, presidential speeches, Health programmes, public service announcements) that every station should be required to air as a licensing condition? (Probe: Which ones?)

30. Are there specific time slots on your station that are allocated to local content as you have defined it? Probe for details.

31. Which programmes would you say attract the largest audience on your station, local ones, or foreign ones? Give examples. How do you explain this?

LANGUAGE

31. What are main languages spoken by people in your target area?

32. What languages are used on your station? (Note: Make a list).

33. What determines the languages available on your station?

34. Which of the following programme types are available on your station, and in what language (indicate language for each)?

Programme Languages available on station

i) News

ii) Current Affairs

iii) Talk Shows

iv) Personal announcements

v) Music

vi) Sports

vii) Drama

viii) Documentaries

ix) Children's programming.

35. Now that Uganda has been divided into many districts, do you think stations should consider broadcasting in individual languages, or in broader regional languages such as Luganda for central

and eastern, Luo for Northern, Ateso/Ngakarimojong for north-eastern and R/R/R/R for western? Support your proposal.

36. Would you support the proposal that all stations in a region are only allowed to broadcast in English and one widely spoken language in their region. If yes, what language would you propose for your region? Why?

37. East Africa is regionalizing, and Kiswahili has been declared the second official language along with English. In light of this, what should be the role of Kiswahili on Ugandan radio and television?

Should it play a different role on UBC as compared to the private stations? Explain your answer.

38. Comment on what role English should play on Ugandan stations, compared to other languages. Should this role be different for UBC as compared to the privately owned stations? Explain your answer.

NEW MEDIA

39. In what ways have the internet and mobile phones affected your operations as a station?

40. What about the operations of the industry in general?

41. What aspects of the use of the internet and mobile phones should be regulated in your opinion? Ideally, who should regulate the internet and mobile phone in terms of content, usage, registration etc.

42. Any other comment?

Thank you.