
**The Impact of
Media Commercialisation on Programming: A Study of Radio Uganda**

**A thesis submitted in partial fulfilment of the requirements for the
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Journalism and Media Studies**

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DEDICATION

This work is dedicated to the following people: My family: my husband George and my children Vivian, John, Victor and Valentino, thank you for being so understanding and supportive; my late parents: Prince Edward and Susan Jjuuko, you taught me patience and stick-to-it-evenness; my late great and dear friend, Male Sarah, your inspiration is bearing fruit, your spirit and legacy will always live on.

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ABSTRACT

The 1980s and 1990s saw two major changes in the political economy of the media and the world economy at large: technological advancement and transfer and privatisation. There were significant shifts in media industries: newspapers, broadcasting, cinema and telecommunications when governments begun re-regulating their air waves so as to permit private satellite transmission via both encryption and free-to-air, in addition to public service and private channels. In most societies where these changes have taken place, public service broadcasting has been threatened by the rapid rise of commercial institutions, resulting in stiff competition for audiences.

This study set out to determine the extent to which commercialisation, in the era of liberalisation and commercialisation of media services in Uganda, has affected *Radio Uganda's* programming. Using a combination of qualitative and quantitative methods of investigation, I have established that while *Radio Uganda* still maintains certain public service principles and values, programming policy has increasingly been changed by commercial considerations. This is shown by the recent rise of commercial programmes and a fall in education and developmental programmes. Limitations of finance and other resources have compromised the roles and character of public service radio programming. The majority of programmes currently on *Radio Uganda* are evidently geared to attract advertisers rather than serve the public interest.

The study recommends, among other measures, that the licence fee be developed as a source of revenue for *Radio Uganda*. Secondly, government should inject more funding into public

service broadcasting institutions to supplement other sources of income, before granting them autonomy. Thirdly, while advertising and sponsorship brings in a considerable amount of revenue, it should not take a central place that undermines the listener's interest in radio programming. The Broadcasting Council should therefore map out solid policies that will systematically guide *Radio Uganda* in its programming in the new order.

CHAPTER ONE

INTRODUCTION

This study examines the impact of media commercialisation on the public service programming of *Radio Uganda*. From a media studies perspective, the study is largely premised on the hypothesis that *Radio Uganda*, due to pressures to commercialise, is slowly losing its public service values and principles. This chapter provides a general background to the study from both global and the Ugandan perspectives, and offers a statement of the problem which generated my interest in undertaking the study. It also outlines the objectives of the study, pertinent research issues, the significance of the study, and the structure of the thesis.

1.1 Background to the Study

Public service broadcasting the world over is undergoing continuous change as technological developments such as satellite broadcasting and cable television make it easier for market-based broadcasting organisation (Blumler 1992). Against a background of global trends of liberalisation and privatisation, public service broadcasters are faced with the challenge of having to compete with private broadcasters for audiences and revenue in order to sustain public broadcasts (Blumler 1992). In Uganda, *Radio Uganda*, the public service broadcaster has for sometime been engaged in competition with the numerous private commercial stations that have been established since the liberalisation of the airwaves in 1993. The station has itself opened up four commercial channels, namely, *Star FM*, *Green Channel*, *Gulu FM* and *Kabale FM*. It has also taken to spots advertising and the transmission of fully sponsored programmes of different genres and objectives (Baguma et al., in Muthoni 2000).

At the time of its inception in 1953, *Radio Uganda*, then, the *Uganda Broadcasting Service*, was mandated to foster development by promoting the country's economic and social advancement through public service broadcasting (Balikuddembe 1992). The station followed the *BBC* model as articulated by Reith in his 1924 book, 'Broadcast over Britain'. In this model, traditional public service values include "programming for diversity, citizenship, minority and national identity" (Reith cited in Tomaselli 1994:127). Reith therefore outlined three basic functions of public service broadcasting: to inform the public on political,

economic, social and cultural developments within society; to educate or enlighten the people of the nation as a whole; and to entertain them with programmes of high standards and good taste (Tomaselli 1994). From the Ugandan perspective, according to Balikuddembe (1992), there is a fourth function: mobilisation. The present study is an investigation of how *Radio Uganda* fulfils these functions amidst competition with the private commercial stations.

1.2 Statement of the Problem

Radio commercialisation, being a new phenomenon in Uganda, has brought with it social, political and economic challenges: public service broadcasting in Uganda, as elsewhere in the world, is exposed to the harsh realities of having to compete with the private commercial stations for revenue and audiences, as well as cope with shrinking government funding, without the support of a clearly defined vision of their new role in a pluralistic world (Baguma et al., in Muthoni 2000). Yet, amidst all this, there has been little research on the broadcasting sector in Uganda that goes beyond the anecdotal (Balikuddembe 1992; Kiyaga 1997; Baguma et al., in Muthoni 2000). The prevailing competition to build audiences also poses the threat of introducing a homogenising effect, characteristic of many market-driven media systems (Baguma et al., in Muthoni 2000: 87). This would be at the expense of the traditional public service broadcasting values mentioned above. This study has therefore investigated the influence of commercial logic in the programming of *Radio Uganda* and its implications for its public service mandate.

1.3 Objectives of the Study

1.3.1 General Objective

This study has basically examined the influence of commercialisation on the programming and performance of *Radio Uganda*. It has in the first instance established that there have been changes in the programming of Uganda's public service radio, changes that involve a shift from the ideals and values of public service broadcasting towards commercially-oriented programming. This has happened in various degrees in most countries where the liberalisation and hence commercialisation of media services have been embraced (Blumler 1992; Murdock 1994).

1.3.2 Specific Objectives

Specifically the study has sought to:

- a) establish whether *Radio Uganda* in post-liberalised Uganda still maintains its public service values when programming, or whether it is now driven primarily by profit motives.
- b) examine the nature of programmes produced before and after liberalisation.
- c) compare the performance of *Radio Uganda* before and after liberalisation.
- d) evaluate the amount of time allotted to developmental programmes vis-à-vis commercial programmes.
- e) present suggestions to transform *Radio Uganda* into a viable public service broadcasting institution that will address the developmental needs of the citizens.

The above objectives have been addressed by looking at the station's programming (schedules) in terms of commercial (entertainment, advertisements and sponsored) programmes vis-à-vis developmental (educative, development and informational) programmes, as well as talking to key players at *Radio Uganda*.

1.4 Research Issues and Assumptions

This study was guided by the assumption that *Radio Uganda* remains central to development possibilities in Uganda: its infrastructure is broadly spread, covering over 90% of the country, and the diversity of its programmes in a multiplicity of languages (currently standing at 26) underlines its importance in ensuring the population's universal access to information (Balikuddembe1992). However, at the onset of the study, there were indications that *Radio Uganda*, due to pressures to commercialise, is slowly losing its public service role (Baguma et al., in Muthoni 2000). For example, at the beginning of the year 2001, I observed changes in the timing of educational programmes which were shifted from prime-time in favour of commercial and entertainment programmes.

Another important issue noted at the onset of the study was that the liberalisation of airwaves in Uganda had greatly impacted on the programming of the public service broadcasters, *Radio Uganda* and *Uganda Television (UTV)*. The rapid proliferation of commercial television stations, for example, paved the way for a sharp rise in the amount of foreign

programmes on *UTV*. This is due to the cheapness of foreign programmes as compared to the production cost of local programmes, often in indigenous languages and dealing with local issues. Similarly, the formats on *Radio Uganda* had changed in favour of talk shows and entertainment programmes, which tend to attract sponsors and audiences. Foreign music had also become a common phenomenon on *Radio Uganda* (Baguma et al., in Muthoni 2000).

1.5 Significance of the Study

For scholars, academics and researchers, I hope that the findings of the study will contribute to the existing literature in the field of broadcasting, particularly on the liberalisation of the electronic media and its challenge to public service broadcasting institutions. On a more practical level, it is hoped that findings of this study will provide empirical information that will influence *Radio Uganda's* programming towards the planning and production of programmes in the national interest.

1.6 Methods of the Study

This study is a combination of qualitative and quantitative research methods. Two principle techniques were applied in data collection: document analysis and in-depth interviewing. The major documents reviewed in the study were programme schedules used by the station before and after liberalisation. This preference was made in line with an observation McQuail (2000) makes about mass communication research. He notes that for many purposes of analysis of mass communication, such as assessing change or criticising performance, it is essential to characterize the content of particular media and channels (McQuail 2000). Thus the analysis of *Radio Uganda's* programme scheduling before and after liberalisation has revealed the extent to which commercialisation has influenced programming. For example, the study has established a shift in the timing of educational and developmental programmes from prime or peak listening time in order to make way for commercial or sponsored programmes.

In-depth interviews were conducted on the basis of the resulting analysis. These interviews have yielded descriptive and explanatory data from *Radio Uganda's* decision makers, programme managers and programme producers. The respondents provided their personal experiences, views and interpretations of public service broadcasting values and principles as

well as commercialisation at *Radio Uganda*. In particular, the producers provided data on the challenges of liberalisation, their new responsibilities, roles and expectations. How decisions on programme production, scheduling and advertisements are made at *Radio Uganda*, constituted a guiding theme in the interviews. Exploring this theme would clearly be importantly instrumental in determining the extent to which commercialisation has influenced the current changes in programming. These methods have yielded overwhelming evidence of changes geared towards commercialisation at *Radio Uganda*.

My study is theoretically conceptualised in the framework of the concepts of public service broadcasting and the public sphere as articulated by theorists: Reith (cited in Tomasselli 1994) and Habermas (1989). It is also informed by a detailed review of literature on worldwide debates about the erosion of public service broadcasting principles due to commercialisation.

1.7 Thesis outline

The thesis consists of six chapters: In this first chapter, titled “Introduction”, I present a general background to the study and offer a brief account of its concerns, objectives and methods.

Chapter two, titled “Theoretical Perspectives and Literature Review” is devoted to the theoretical considerations underlying the study. It presents a review of literature on debates surrounding public service broadcasting and on theoretical and empirical arguments concerning the effects of commercialisation on programming. All the arguments correspond with the research issues and assumptions outlined in the introduction. The second chapter also points out that the study is premised on the notion that public service broadcasting has a key role to play in enhancing public dialogue, an aspect located within the concept of the public sphere as articulated by Habermas (1989).

In the third chapter, titled “History of *Radio Uganda* and context”, I examine the establishment and development of *Radio Uganda* prior to the liberalisation of media services in 1993. This is aimed at providing an understanding of issues of funding, roles and control of the station. It is in line with the public service broadcasting approach which contends that these institutions, usually start off with obligations which cannot be quantified in terms of the standard financial

measurements used by commercial institutions, because they are about intangible public goods, unquantifiable, or at least impossible to measure directly (McQuail 2000).

The fourth chapter, titled “Methods of Data collection and Analysis”, focuses on the methods, procedures and techniques employed by this study. It primarily gives a rationale for the adoption of qualitative techniques of data collection and analysis, that is, in-depth interviewing, programme schedule analysis, and document analysis. This section also explains how data was processed and analysed.

In chapter five, titled “Findings, Interpretations and Discussion”, I present and discuss the findings of the study in terms of seven major themes, namely:

- indicators of change in programming towards commercialisation,
- perceptions of public service broadcasting,
- *Radio Uganda’s* mandate,
- issues of funding,
- programming policy,
- programme production and scheduling and,
- commercialisation.

The report combines data emanating from programme schedules analysis, in-depth interviews and document analysis. In this chapter, I also discuss the findings in accordance with the research issues and assumptions mentioned in the introduction. The implications of commercialised programming at *Radio Uganda*, for its public service mandate are examined, in relation to the issues raised in chapter two (theoretical perspectives and literature review). I also discuss how the station has responded to the new challenges, and to what degree these responses have led to the redefinition of public service broadcasting. The chapter finally revisits the concepts of public service broadcasting and the public sphere discussed in the second chapter, in line with the study findings.

Finally in the sixth chapter, titled “Concluding Reflections and Recommendations”, I give a summary of the study and suggest possible reforms for the future of *Radio Uganda*. These recommendations are made in the light of the study findings.

CHAPTER TWO

THEORETICAL PERSPECTIVES AND LITERATURE REVIEW

2.0 Introduction

This chapter presents a review of literature on theoretical arguments and debates surrounding public service broadcasting the world over, commercialisation and other issues relevant to the study. The chapter is divided into five different sections. The first section introduces the study and the choice of the theoretical framework. Sections two and three provide an overview of the concepts of public service broadcasting and the public sphere (major theoretical frameworks employed in the study), while section four critically views the effect of commercialisation on the output of public service broadcasting. The last section discusses the current crisis of public service broadcasting institutions as a result of competition from commercial broadcasting institutions.

2.1 Theoretical Framework

This study examines the impact of media commercialisation on programming: a study of *Radio Uganda*. From a media studies perspective, it particularly focuses on the influence of commercialisation on the programming of Uganda's public service radio. The theoretical perspectives employed in this study are: public service broadcasting and the public sphere. The study views the role of the media particularly radio in the public sphere. It argues that the media, especially public service broadcasters have a key role to play in development and in enhancing public dialogue (Curran and Gurevitch 2000; McQuail 2000). This view stems from Habermas'(1989) concept of the public sphere. He contends that "media institutions on the one hand are the source of symbolic production and may be used as means of social control, on the other hand, the media have emancipatory potential owing to their ability to enhance public dialogue about important social, economic and political issues" (1989:303).

Given the theoretical focus of my study, the next section attempts to address the following relevant issues: What constitutes public service radio, what is the basis for entrusting obligations upon it, what kind of obligations are these and what is a public sphere and how does it relate to public service radio?

2.1.1 The Concept of public service broadcasting

There have been numerous attempts at defining the concept ‘ public service broadcasting’ (for instance, Dahlgren 1995; Syvertsen 1991; Scanell and Cardiff 1982; Keane 1995a; Tomaselli 1994; and McQuail 2000 and McChesney 1997) of which public service radio is just an aspect thereof. However, the definition of what is precisely meant by public service broadcasting remains unclear. McQuail (1994), for example, points out that there has never been a generally acceptable version of the theory of public service broadcasting, and the diversity of form is now greater than ever before. He contends that emphasis in describing the concept should be on the general notion of ‘the public interest’ which should also deploy some notion of diversity. But Syvertsen writes in view of the various debates in defining public service broadcasting:

To any one who bothers to compare the different definitions present in the debate, it becomes apparent that these vary tremendously in shape and form. Some use the concept in order to describe a national system as a whole, others use it order to describe certain institutions and others again use it to describe a mixture of programmes. There are substantial disagreements at which precise characteristics should be included in the definitions. (1992:17-18)

In the above, Syvertsen clearly demonstrates how problematic the description of the concept of public service broadcasting remains. However we can consider the definition of public service broadcasting from McQuail (2000) and McChesney (1997) points of views. These define public service broadcasting as a system of broadcasting that is publicly funded and operated in a non- profit way, and required by law to meet various informational needs of all citizens. For the purpose of this study, public service broadcasting is defined in terms of state owned television and radio establishments, that are not only financed by the state through the tax payers funds and/ or partly by viewers and listeners through a compulsory licence fee, but are also controlled by the state (Opoku-Mensah 1998). This is the common form of public service broadcasting in most African nations. In the Ugandan context, public service broadcasting refers to television and radio stations owned, financed and controlled by the state. Both Uganda’s public broadcasters, *Radio Uganda* and *Uganda Television* , fall under this category and have a mandate to inform, educate, mobilise and entertain the populace (Baguma et al., in Muthoni 2000).

The above definitions nonetheless, share the perception of public service radio as one aimed at providing a service to the public. It compares with the dictionary-based definition of public service broadcasting as one “whose first duty is to a public within a democracy serving to inform, educate and entertain, not serving to fulfil the requirements of commercial interests”(Watson and Hill 1989:4).

The *British Broadcasting Corporation (BBC)* was the first pre-eminent public service broadcasting institution to embrace the principles of public service and devotion to the highest interest of community and nation, under the guiding hand of its first Director-General, John Reith (Tomaselli 1994). Lord Reith (cited in Tomaselli 1994:127), identified four crucial elements of broadcasting:

- rejection of commercialism,
- extension of programmes to every one in the community,
- the establishment of unified control over broadcasting,
- the maintenance of high standards”.

Radio, he argued, was a scarce resource, which needed to be developed and regulated in the interests of the nation. Reith conceived the task of the BBC primarily in cultural and education terms. Accordingly, public service broadcasting should seek to inform and enlighten the people of the nation as well as entertaining them with programmes of “high standards and good taste”. Traditional public service values under the Reithian model therefore, include: programming “for diversity, citizenship, minority and national identity” (Tomaselli 1994:127). According to Reith, the universal reach helped to constitute the public as members of a unitary public. It was, according to Reith, a ‘good thing’ that it could be shared by all alike for the same outlay and to the same extent: “The genius and the fool, the wealthy and the poor listen simultaneously, and to the same event. There is nothing in it, which is exclusive to those who pay” (Reith cited in Tomaselli 1994: 17-18).

Like Reith, McQuail (1994) emphasizes universality of service, diversity, editorial independence, social responsibility and accountability, cultural quality and identity, public financing and none-profit operations, as key aspects of public service broadcasting. The above view is rooted in the 1986 Peacock committee in Britain. The committee according to McQuail

(1994) endorsed geographical universality of provision and reception; providing for all tastes and interests; catering for minorities; having a concern for national identity; keeping broadcasting independent from government and vested interests; having some element of direct funding by the public; encouraging competition in programmes, and not just for audiences, and encouraging the freedom of broadcasters as key principles of public service broadcasting.

It is apparent from the above aspects that Reith's model of public service broadcasting began with the conception of the public. Thus, it is a compelling factor for broadcasting to be organised as a public good and as a public service available to all. In his historical account of public television in both Britain and Norway, Syvertsen (1992: 67-80) critically illustrates that the public service arrangement was the ultimate compromise of conflicting economic, political, technical, regional, social and cultural interests. The "public service" model was implemented as means to fulfil specific obligations to the public in most nations at the time when broadcasting was introduced. However, the Reithian beliefs can be thought of as an instance in which the public service ideals were nurtured at an institutionalised level early in the history of public service broadcasting (Blumler 1992).

It is crucial to underline the fact that the general idea of organising broadcasting as a public service is not just unique and particular to Britain. As Thompson (1990) argues, the public service broadcasting model has been transplanted with varying degrees of success from its originating country, Britain, to numerous other social formations, where such institutions play pivotal roles in the development process. In Uganda, for example, since independence as will be discussed in the chapter 3 of this study, *Radio Uganda* operated under the *BBC* model but with a considerable degree of government control. This same situation pertains in most African nations. The justification for continued state control over broadcasting in Africa according to Opuku-Mensah (1998) has generally been the important role it can play in stimulating education and economic development. Governments recognizes the pivotal "public service role" of broadcasting in feeding information to fragile societies. For example in Uganda, media campaigns on health issues, agriculture and environmental issues, radio has often been deployed and proven useful (Kayanja 1995). But as the study demonstrates in chapter five, public service broadcasting at *Radio Uganda* is currently being interpreted as a market-based

one. I will now briefly define and discuss the concept of commercialisation as opposed to public service broadcasting

2.1.2 Public service broadcasting versus Commercial broadcasting

Commercialisation in the broadcasting sector, according to (Murdock and Golding 1989), is a product of two major processes currently taking place: technological innovation and convergence, and privatisation. The former is creating a range of new kinds of communications and information services as well as restructuring established media industries, whilst the latter provides the essential social and ideological context in which these changes are being promoted and developed.

In this study, the term commercialisation is used within the context of liberalization, privatisation and globalisation which have given preference to the private sector to drive economic and technological development (McQuail 1994). Thus, private commercial broadcasting stations operate for profits by monopolistic concerns, and are heavily dependant on product advertising revenue. The aim and underpinning of private stations exerts considerable influence on content in the direction of political populism as well as support for business consumerism and free consumerism (Curran 2000; McQuail 1994). McChesney (2000) contends that neo-liberal policies have assisted in the realm of a global commercial media market-based broadcasting. This has become a foreboding world for public service broadcasters.

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

Dietz (1987) argues that while the exercise of citizenship presupposes collective action in pursuit of equality and fraternity as well as of individual liberty, the ideology of consumerism encourages people to seek private solutions to public problems by purchasing a commodity. It urges them to buy their way out of trouble rather than encouraging them to press for social change and improved social provision. It also redefines the nature of citizenship itself so that it “becomes less a collective, political activity than an individual, economic activity – the right to pursue one’s interests without hindrance, in the market place” (1987: 5).

Indeed, the above is often the case. According to Murdock (1992), the consumer market place offers an array of competing products, but it does not confer the right to participate in deciding the rules that govern either market transactions or the distribution of wealth and income that allows people to enter the market in the first place. It provides choice at a price, but without empowerment thus compromising the aspect of the public interest. Carver (1995) in his analysis of commercial stations supports this view. He contends:

To meet their running costs, commercial stations are almost wholly dependant on limited and finite advertising revenue, and therefore are unable to invest in the expensive equipment needed to cover the entire country, or to employ sufficient staff to reach the multiplicity of language groups. (1995:6)

In relation to the above, McQuail (2000) observes that where media are run on commercial basis, the media’s view of what is the public interest tend to equate ‘public interest’ with what interests the public. This shifts the responsibility for norms, ethics and values and so on to society. In this regard he emphasizes that the whole dispute lies at the heart of a debate over liberalism and collectivism that has raged for the entire 20th century affecting all spheres of public life.

Note should also be taken that historical trends in broadcasting indicate that this system was not an engine of profit making. According to McChesney (2000), vibrant political debates took place in various nations over how best to deploy broadcasting. In both America and Britain, for example, advertisers worked diligently to have the systems accept advertising. In Britain most especially, these campaigns were unable to generate even minimum public enthusiasm for commercialised programming.

When reconciled to public service broadcasting principles, the very idea of selling audiences becomes very problematic. This, according to Curran and Seaton (1988), poses a threat to programming. For instance, what kind of listenership do advertisers want, and how are the audiences packaged to attract sales? Indeed how does the real purpose of providing audiences to advertisers affect the apparent purpose of producing programmes for public consumption? In order to understand how public these institutions are, it is necessary to map out a theoretical basis for conceptualising obligations for public service broadcasting institutions. Hence for now, I critically review three cornerstones of public service broadcasting namely: control structure, privileges, and obligations. The obligations will be discussed in line with the various principles of public service broadcasting as they emerged in the various theoretical debates outlined earlier on in this discussion.

2.1.3 Control Structure

In principal, public service broadcasting institutions are construed as self-governing and autonomous, particularly in their day-to-day affairs. In Britain for example, according to Syvertsen (1992), a publicly appointed Board of Directors with a Chairman and a Director-General ensures such autonomy in management matters. The Board is ideally made up of members from varied social groups and associations guaranteeing a degree of diverse public representation. On closer analysis however, a control structure underwritten in public legislation governs public service broadcasting. The control structure is explained by the way the broadcast medium historically developed. Essentially the scarcity of electromagnetic resources in the past meant that ways of regulating the existing ones were adopted to ensure that they were utilised for the public “common good”. This entailed a number of measures from the state:

Firstly and most importantly, the ultimate authority to broadcast came from the state, and it was to the state that the institutions in the last instances were accountable. Secondly, the controllers of the Corporations were publicly appointed. Thirdly, financial allocation and control resided with the state. And finally, the state retained a measure of control over content. (Syvertsen 1992:82)

As the present study indicates in chapter 3, the Ugandan government does not only own, finance and control *Radio Uganda*, but the entire staff is publicly appointed by the Public

Service Commission, a body responsible for the appointments of civil servants. However, Garnham (1980) observes that state control of public service broadcasting institutions does not necessarily mean that this is the best method of serving that public. He raises two important questions in this regard: First, can the state be trusted to make judgements of national priority as to how broadcasting should be used. Or the need of each individual citizen for maximum freedom of choice in their search for personal satisfaction, and the need for broadcasters to express the world as they see it? Does the state represent people and should it therefore control broadcasting directly? The second question he poses is whether broadcasters can be given freedom without “encasing them in an ivory tower subject to the temptations of cultural elitism” (Garnham 1980:15). These questions point to the problematic nature as to the mechanism of the control structure placed upon public service broadcasting.

Therefore, it can be argued that public service broadcasting control through bodies such as Parliament and Ministries of Information, as it is in Uganda, aims at bringing broadcasting under some kind of control exercised in broader public interest. In reality however the control structures make broadcasting vulnerable, especially from the state itself, since it might have its own vested interests outside public representation. It is for this reason therefore, that independent broadcasting associations or authorities are set up.

According to McQuail (2000) Independent Broadcasting Authorities aim at balancing the traditional control of the state. Their mandates often include carrying out broader consultations on protection and viability of public broadcasting, limitations on cross-media control and licensing conditions. They hold public hearings and comment on various aspects of public broadcasting. At most the state is reduced to being one of the actors rather than the ultimate controller of the process.

Meanwhile, the basis of state control of broadcasting in general has been taken over by rapid technological changes. As observed in the introductory chapter of this study, these changes have transformed the whole basis of public service broadcasting. Blumler (1992) and Keane (1991) note that the traditional technological argument of spectrum scarcity, for instance, has been rendered redundant by the new technological possibilities such as cable and satellite

television, community radio and television in addition to computerised networks. Therefore, former public service broadcasting monopolies are forced to exist alongside the new structures making the monopolistic control of the medium by individual states ineffective and clearly indicating that it is now possible to broadcast outside the control structures imposed by the nation state.

2.1.4 Privileges

Besides experiencing a control structure public service broadcasting institutions have also a number of privileges awarded them. High above the list of privileges is the legislated monopoly. In the case of Britain, political economists have argued that the absence of competition secured the *BBC* important positions in Britain. The monopoly provided an economic and efficient way of expanding and managing the broadcast system in the early years of scarce resource (Curran 2000; Keane 1991; Syvertsen 1992; Tomaselli 1994). As Reith argued, “Unity of control is essential in a concern where expansion is so rapid and the problems so unique” (cited in Tomaselli 1994:73). Secondly, the monopoly was important because it solved the problem of funding. According to Syvertsen (1992), absence of a monopoly would hinder the sustainability of the compulsory licence fee. Finally, a monopoly station was, at least in Reith’s view, seen to be important for realizing the cultural potentials of broadcasting (Tomaselli 1994).

In a significant way, the licence fee is also another kind of privilege. Licence fee guarantees an important source of income to the broadcasting institution. The licence fee, often fixed and compulsory, is a distinct advantage to a public broadcaster over a commercial broadcaster when it comes to a steady funding base (Syvertsen 1992). However, licence revenue only makes noticeable contribution where the audience size is big and where audiences are generally obliged to pay their licence fee on a regular basis. In Uganda however, the licence fee has not been effective but public service broadcasters have since their inception, been funded by government through the taxpayer’s funds. It can be argued therefore, that from the very beginning of public service broadcasting, crucial links were made between the two main privileges of the *BBC*: monopoly and licence fee, and between the privileges on the one hand and the possibilities of fulfilling the obligations on the other.

The privileges formerly enjoyed by public service broadcasters are presently being eroded by changing circumstances whereby the broadcast media, is becoming more internationalised and commercialised. Public service broadcasting institutions are therefore finding their privileges not enough to withstand competition with new players in the field. This problem has forced most public broadcasters, according to Keane, “to intensify co-production deals, to privatise or sub-contract parts of their programming and production facilities, to engage in international marketing ventures, and in general to speak the language of profit conscious business executives” (1995: 6-7). However there is a dilemma in the fact that public broadcasters will still owe society a special set of obligations regardless of their dwindling privileges base.

2.1.5 Obligations

The third and most important cornerstone of public service broadcasting relates to the obligations that it is supposed to fulfil in return for their privileged positions and their high degree of operational autonomy. I will try to identify and discuss the most important of these expectations as they emerged in the different theoretical debates (Reith cited in Tomaselli 1992; McQuail 1994; Dahlgren 1995; Murdock 1994; Thomson 1990; Keane 1991 and Curran et al 1996). It is important to note that these obligations in a way constitute the various public service broadcasting principles and expectations that are entrusted upon public service institutions. From the Reithian model and the various debates on the principles of public service broadcasting, this study has mapped out eight key principles of public service broadcasting upon which the obligations are based.

The first principal and most important as critically discussed earlier on, is one that stipulates that public service broadcasting should be universally available to all citizens of the nation. Opoku-Mensah (1998:2), while analysing the state of broadcasting in Southern Africa, notes that, “the public’s right to be informed on all matters of public interest is a fundamental right, the exercise of which ensures that all citizens are able to participate in all matters related to their social, political and economic life and thereby to make an informed contribution to the development of their country”. This gives prominence to the idea that public broadcasters should provide a universal service. In the case of the *BBC*, the obligation to carry on a broadcasting service within all parts of the United Kingdom was set out in Paragraph 3a of the

BBC Charter (BBC 1927). The primary goal was to establish a structure which would secure all members of the population access to broadcasting.

Whilst in Uganda the universality of these services is far more difficult to reach, *Radio Uganda's* infrastructure is to a certain extent more broadly spread, covering over 90% of the country, and the diversity of programmes via a variety of languages underline its importance in ensuring the population's universal access to information (Balikuddembe1992: 54-57). In contrast, the greatest number of commercial stations, broadcast within a radius of about 150 kilometres of Kampala, the capital city (Baguma et al., in Muthoni 2000).

The second public service broadcasting principle emphasises that it must be funded by the public it serves, specifically by means of a compulsory licence fee levied on all radio and television sets owners who expects a good service in return (Dahlgren 1995). The third principle of the ideal-typical public service broadcasting that public broadcasters are obliged to adhere to is the need to encourage competition in good programming rather than competition in numbers (Tomaselli 1994). Balanced output is the crucial factor here. Public broadcasting institutions should provide a balanced programme schedule. They are expected to transmit not only the more popular types of programmes, but also programmes considered to be of a high value to society. As noted earlier when looking at the different theoretical perspectives, broadcasting is perceived to be of paramount importance for the enlightenment of the population (Opoku-Mensah, 1998; Reith cited in Tomaselli1994; Murdock, 1994; Thomson, 1990;Curran et al, 1996; Humprey1996; and Boyd-Barret 1995). Thus, it is expected of broadcasters to make the best within the fields of education, information and culture and to a certain extent entertainment, available to the general public.

Balanced programming goes with the obligation to broadcast in the national interest. This would, according to Reith, help to strengthen national identity and national culture (Tomaselli 1994). The idea of national identity however, was based on the view that in Britain there were certain values, ideas and institutions in society which were beyond controversy and conflict, that is, common to the nation as a whole (Syvertsen 992). The *BBC* along with other social institutions was thus expected to pay respect to these values.

The fourth and fifth public service broadcasting principles crucial to this discussion stipulates that public service radio programming should cater for all existing interests and tastes and that minorities in society must be given a special privilege in programming. In addition, the sixth principle stipulates that public service programming should be related to national identity and community. The seventh principle of public service broadcasting is that which stipulates that the service should keep away from all vested interests, especially the state and commercial interventions. In the same way, the eighth principle states that public service broadcasting guidelines must be designed to liberate rather than restrict programme makers (Keane 1991).

This final principle involves, according to Keane the freedom for broadcasters to have full programming and editorial independence. As I see it, these two principles are clearly essential to public service broadcasting. Without keeping a clearly defined distance from vested interests in society such as commercial and government interventions, *Radio Uganda's* role as a public service broadcaster is threatened. As findings of this study will show later in chapter five, programme production at *Radio Uganda* at the moment is heavily dependent on sponsors who not only influence content but also the nature in which the programmes are produced.

This section is thus summed up by yet other illuminating guidelines towards the obligations, duties and principles of public service broadcasting. In its campaign for the liberalisation of broadcasting, the Media Institute of Southern Africa (MISA) outlined the major tasks of public service broadcasting to include the provision of comprehensive, varied and balanced television and radio programmes for the entire public including ethnic, national, religious and the minority groups. Stations must offer a multiplicity of views and ensure that the minorities have fair access to the public broadcast media. This obligation requires public service broadcasters to devote a percentage of broadcast time to the local languages of the different groups. The duties of public service broadcasting according to MISA include the requirement to inform the public about matters of public interest, provide balanced, objective news coverage and to offer a right to reply to inaccurate statements (Barker 2000). The next section addresses the issue of public service programming.

2.1.6 Public service programming

As noted earlier in this section, the concept of public service broadcasting by definition and function, allows these institutions to carry programmes which may not have majority interest but are still essential for an informed citizenry. Such programmes tend to be neglected in commercial systems since they do not attract advertisers (McQuail 2000). The idea behind public service broadcasting is to have programming that is strong on public issues, rational, and representative of citizenry, without influence from private, commercial or political powers (Habermas 1989:303).

Public service programming in most societies has roots in the broadcasting structure of the *BBC* built on the ideologies of the Rethian model. Since its inception in 1953, *Radio Uganda* has had programming ideals similar to those of the *BBC*, namely to inform, entertain and educate. Apart from having its staff trained by the *BBC*, the station took its character from the *BBC* during the colonial rule (Kiyaga 1997). These characteristics were also pronounced in broadcasting institutions in post-independent African states (Katz and Wedell 1977).

Opoku-Mensah (1998) argues that public service programming in African states, was driven by two types of policy concerns, which were at times contradictory. These concerns also have traces in the history of programming at *Radio Uganda*. The first concern is that of political and national integration, aimed at building national and cultural identities. This is also coupled with social, economic, and educational development. Emphasis in programming therefore should be on locally produced programmes in indigenous languages on issues of culture and related aspects. The second concern is reflected in the pre-occupation with the use of radio as a tool for national development. Radio programmes therefore should be geared towards national development. *Radio Uganda* for example, has since independence, been deployed to fight the three enemies of the country: poverty, ignorance and diseases. The station introduced the Directorate of Educational Broadcasting in 1981 to cater for programmes on health, agricultural and environmental issues as well as serving minorities and disadvantaged groups (Kiyaga 1977).

Keane (1991) views public service programming as a broad commitment to provide and to protect mixed and complimentary programme schedules. It includes a commitment to certain minorities and to covering, as far as possible, different genres of programme making. Hence, public service broadcasting is driven by higher aspirations than solely to provide entertainment. It can also be argued from the Keane perspective that public service broadcasting is the attempt to make popular quality programmes: “It does justice to human experience; it deals with more than stereotypes; it adds to the quality of peoples lives; and, its programme genres reflect the complexity of human beings” (Keane1991: 17). Having explored the merits and demerits of public service broadcasting, the next section looks at another theoretical perspective of the study, the public sphere.

2.2 The Public Sphere

The second theoretical approach in this study is one that is premised on the notion that public service radio programmes have a key role to play in the democratic public sphere. This theoretical angle assumes that public service radio programmes are potentially crucial for democracy and development within a given society (Curran 2000). The public sphere in this study is defined as a space where all interest groups interact with one another to discuss issues concerning society as a whole. It is a public space for interaction among citizens in the political processes (Curran 2000). The public sphere “takes place when citizens, exercising their rights of assembly and association, gather as public bodies to discuss issues of the day, especially those political concern as happened in certain parts of urban Europe from 17th century to the first half of the 19th century” (Dahlgren 1995:7).

If we refer back to the previously discussed notions, principles and values of public service broadcasting, it is apparent that most discourses tend to critically link public service broadcasting in general to the public sphere, seeing it as central to the creation and sustaining of democracy and development. The media in general, and in the context of the present study, public service radio in particular, has a significant role to play in the public sphere. The central question from all these is whether public service broadcasting contributes to public life by presenting a diversity of values and perspectives on issues that affect the broad generality of the public, and if so, to what extent can we determine that it provides the public sphere?

2.2.1 The Media and the Public Sphere

Commentators such as Dahlgren, Curran and Shulz draw on “*The Structural Transformation of the Public sphere*” written by Habermas as the starting point for theorising about the media and its role in the public sphere, democracy and political life. For Habermas (1989), in 18th century Europe, political views and decisions in the public sphere were open not to the play of power, but to argument based upon evidence, and the concern was not private interest but the public good. The public sphere was thus constituted as the free space for rational and universal politics distinct from the economy and the state.

The free space mentioned above, refers to the link between the private lives of people and their political, economic and administrative institutions. Habermas saw it as the “sphere of private people coming together as a public in a free arena” (Goldsmiths Media Group 2000:38). Thus, the media has the role of mediating between the two by giving people access to the means through which they can debate and decide on the core issues of their welfare, in a framework of democratic participation (Goldsmiths Media Group 2000). The key characteristics of the Public Sphere according to Habermas (1979) included:

- Protection from both power of state and church,
- Sustainability by private individuals with alternative source of economic power,
- Openness to all, in the same way access to the market was open to all.

The ideal public sphere therefore is seen as being, a free unbiased space within society characterised by freedom from both the state and/or corporate control. It is through the media that people can get to participate freely on an equal basis in discussions relevant to the public good (Curran 2000; McQuail 2000). Kuhn (1998) sees the public sphere as an “institutional framework and set of practices which encourage wide and inclusive debate about issues of social and political importance”(1998:23-24). McQuail (2000) also theorises that the public sphere is a rational space which provides a more or less autonomous and open arena or forum for public debate and where “access to the space is free, and freedom of assembly, association and expression are guaranteed”. (2000:157).

Scannell (1990) has focussed on the view that mass media today are not based on face to face conversational contact but on a system of communication at a distance, whereby time and distance is compressed without the need for physical contact. Curran (1991) points out that by generating a plurality of understanding, the media should enable individuals to reinterpret their social experience, and question the assumptions and ideas of the dominant culture. Curran further argues that “a public sphere that functions economically and politically requires the institutional guarantees of a constitutional state with a goal to recreate the media as a public sphere in a form that is relatively autonomous from both the government and the market” (1991:102-103). However examples from Africa, where the broadcasting sector is continuously controlled and dictated to by governments and recently by the market, indicate the divergence of most public broadcasters from the idea of the public sphere. Secondly, the current trends of commercialisation in the media, especially the broadcast media, have made the concept of public service broadcasting as a public sphere problematic and almost non-existent (Carver 1995).

The role of public service broadcasting as a public sphere is highly constrained by state control. There are many examples where public service broadcasters have acted as little more than mouth- pieces of governments (Downing 1995; Curran and Seaton 1988). This is typical of most African states (see above section on control structure). According to Opoku-Mensah (1998), the media in post-independent African states were expected and pressurized to support the rulers in what in reality was the establishment and perpetuation of a subservient media, which lack legitimacy, editorial independence and professionalism. These experiences reveal the variety of different pressures that have been applied. Public service broadcasters have been censored by restrictive laws and regulations, undermined by being packed with government supporters, squeezed by refusals to increase government funding, intimidated by public and private criticism, and crushed through sackings of staff and threat of privatisation (Curran 2000).

Habermas (1989) pointed out that the public sphere was destroyed by the very sources that had brought it into existence. He argues that the development of the capitalist economy in the direction of monopoly capitalism, among other things, led to an uneven distribution of wealth,

to rising entry cost to the public sphere. These trends represent the current developments and rise of direct control by private and state interests of the flow of public information in the interest, not of rational discourse, but of manipulation. As the study will demonstrate later in chapter five, the former appears to be the direction in which public service broadcasting in Uganda is destined. The impacts of the new developments of privatisation and liberalisation are already being felt in the public sphere. Changes in the realm of news, programming and presentation as well as editorial policy debates are slowly taking a new shape.

Given the above discussion, it can be noted that there are three crucial features of the media as a public sphere: free access for all to the public space, the freedom of expression, and lack of emphasis on status in debates (McQuail 2000). Curran (2000) notes that the notion of the media as a public sphere with its role in the process of democratic participation has remained as a strong evaluation of the media in modern day capitalist societies. To fully appreciate this view, it is crucial to note that within liberal theory, the media is ideally reduced to the workings of the free market, where competition is allowed to proceed without protection of any kind. Through the free market the media is seen to facilitate expression, information and participation in debates for the functioning of democracy (Curran 2000). Liberal theory ignores other influences that do shape the media, including political pressures and private interests of media share holders, the pressure exerted through news management as well as the ideological power of leading groups in society (Curran 2000).

2.2.2 The Role of Radio in the Public Sphere

As a crucial part of society, the media can play a pivotal role as agents of information and debate that facilitate development and functions of democracy; providing public arenas for political participation and promoting accountability of ruling elites (Curran 2000). For these roles to be fulfilled however, the media must be perceived as legitimate, independent, diverse and professional. Public service broadcasting and other media can thus be perceived as an essential part of the new public sphere. The media do not only transmit but also shape the form and, to a certain extent the context of the message or content (Mano 1997). Therefore, radio programming can only function as a public sphere in mediated messages and a representation

sense. This means that the listeners' interests and informational needs should be represented in all aspects of programming.

The dimension of representation in the public sphere points to such basic questions as what should be selected for portrayal and how it should be represented as these choices have a bearing on the reception process, itself a socially interactive phenomenon. Hence, in terms of the public sphere, "there must be discursive interaction to permit and foster the processes of social interactions" (Dahlgren 1995:17). The issue becomes one of how to make the best use of public service radio representation for democratic purposes. From here, the study proceeds to isolate some of the key and specific roles potentially earmarked for public service radio (and other media) in the public sphere. These include: the public watchdog, agency of representation and the creation of an informed citizenry.

2.2.3 The Public Watchdog

Among the major roles of public service radio in the public sphere is the watchdog function which is crucial for the democratic well-being of society. On the one hand, the watchdog role involves revealing abuses in the exercise of state authority, although it is sometimes extended to include facilitating a general debate about the functioning of government (Curran 2000). This is something which is essential in all forms of democratic theory. It has to do with the principle that choices made by those in power are to be publicly scrutinized and contested. The watchdog role according to Ansah (1991) is important mainly because a democratic government is expected to render account of its stewardship on a regular basis,

The mass media constitutes the institutional framework for carrying out this function of regular monitoring and scrutiny to ensure the performance matches promise. In a democratic society actions of government are expected to be regulated by the force of public opinion, and the press or mass media in general is the most appropriate medium for gauging and reflecting this public opinion. In the absence of any such monitoring mechanism, there is a danger that government will become complacent, unresponsive and irresponsible. (1991:7)

On the other hand, a broader definition of the watchdog role exists. Curran (2000) defines the watchdog role in terms of the media as a source of redress against the abuse of power of others that is other than the state. However, the difference between these two definitions is important.

Whilst the first one restricts the watchdog function to government, the second broadens it beyond the state to business, civil society and individuals. Most important of all, is the fact that the first definition of the watchdog role encompasses arguments from a much older perspective which would not trust public service broadcasting to a watchdog role owing to their supposed proximity to government. But, as Curran argues in his reassessment of the traditional approach of the public watchdog role, public service broadcasters enjoy some “publicly” based independence that enable them to perform the watchdog role more meaningfully at times than privately owned broadcasting concerns. Curran also points out that strong internal systems of checks and balances and fear of public disapproval are strong components in public service broadcasting’s performance of the watchdog role (Curran 2000). The other major role of public service broadcasting in the public sphere is that of representation.

2.2.4 Agency of Representation

The media as noted before, are viewed as agencies of information and debate that facilitates the functioning of democracy. For example, the media brief the electorate and assist voters to make an informed choice at election time. They also provide a channel of communication between governments and governed, which helps society to clarify its objectives, formulate policy, coordinate activity and manage itself. Curran (2000) contends that representation fosters channels of communication that link organised groups and social networks to the public arena. This approach assists the internal functioning of these groups and amongst individuals belonging to such groupings. This is essential because it encourages broader participation of citizens in society. At the same time, participation in multiple areas helps to create a democratic public sphere in which citizens are involved in decision-making.

Public service radio is thus obliged to play the representation role through staging a public dialogue informed by a diversity of values and perspectives in entertainment as well as in public affairs coverage (Curran 2000). It should also facilitate the role in which citizens reinterpret their social experiences, and question the general direction in which society is heading. The representation of diverse views existing in society is necessitated by the need to give people the opportunity to define their “normative vision of the world and their place in it

through access to alternative perspectives of society” (Curran 1991:103). Public service radio is especially obliged to play this role owing to the public based privileges that it enjoys.

A more advanced form of public representation which radio is well suited to play according to Curran (2000) is the realisation of common objectives of society through agreement or compromise between conflicting interests. This can be done in association with other media by facilitating democratic procedures for resolving conflicts and defining collectively agreed aims. Curran further contends that to meet these obligations the media need to be diverse and open. It must be accessible to society and enable it to see its questions and puzzles articulated, its uncomfortable contradictions explored, invisible experiences brought into the light, its marginalized groups allowed a voice (Curran 2000). However, the advent of commercialisation may not enable this to happen, as the goal of profit maximization is likely to compromise these values (Carver 1995; Curran 2000; McChesney 2000). Curran (2000) recommends that public service radio should be organised in a way that enables diverse social groups and organisations to express their views. It should also involve people in wider societal dialogue from their various positions of interest.

To conclude this section, my argument is that the role of public radio as an agency of representation is very essential because it encourages wide participation in society, potentially creating, in public service radio, a citizens’ channel which allows the public to be heard and to receive essential information on citizenship issues.

2.2.5 Informed Citizenry

Opoku-Mensah (1998) and Murdock (1992) note that there are three crucial elements for people to exercise their full rights as citizens of a given society. Firstly, they must have access to the broadest possible range of information, advice, and analysis that will enable them to know what their individual rights are, thus enabling them to pursue those rights effectively and to make informed decisions and contributions on matters of social, political and economic concern in their lives (Opoku-Mensah 1998). Secondly, Murdock argues, they must have access to, and be able to use communication facilities in order to register criticism and propose alternative courses of action. Thirdly, they must be able to recognize themselves and their

aspirations in the range of representations on offer within the central communication sectors and be able to contribute to developing and extending these interpretations (Murdock 1992).

Considering the potential role of public service radio discussed in the preceding sections, one can argue that public service radio broadcasters are obliged to foster and maintain citizenship rights to knowledge and information, for the democratic well-being of society. This would not be appealing to private commercial broadcasters, because such programming would not be attractive to advertisers. Murdock (1992) identifies four basic spheres in which such citizenship rights should be underwritten. The first sphere concerns civil rights in the sense of rights that are exercised in the sphere of civil society: freedom of expression; freedom of movement; freedom of association; and freedom of conscious. Murdock contends that without these civil rights, it is impossible to work towards a fully democratic society based on open debate and a genuine competition for power.

The second issue is that citizenship has to do with political rights to participate in the making and exercise of the laws by which one consents to be governed. In liberal democracies these entail both the right to choose between competing candidates for legislative assemblies, and the right to participate in the application of laws in courts through the jury system. Public service radio must therefore develop and maintain the existence of political rights so that all citizens know and make use of them.

Other sets of citizenship rights are social and cultural rights based on the extended definition of citizenship as a right to membership of a social and cultural formation. This implies the right to participate in existing patterns of social and cultural life and the right to challenge these configurations and develop alternative identities and forms of expression. Opoku-Mensah (1998) also argues that public service radio's role is important as it is obliged to provide information on social and cultural rights through its programming. The other crucial role of radio in the public sphere is that of entertainment.

2.2.6 Entertainment

Representation via public service radio cannot exclusively be perceived in rationalistic or informational terms, radio can also be perceived as an entertainment and/ or enter-educate medium. Curran (1991) views public service radio entertainment, as one of the means by which people engage in an intuitive and expressive level in a public dialogue about the direction of society. A drama, musical, or a fictional magazine programme on radio is thus an important dimension in which public dialogue takes place and in this sense it is an integral part of the media's informational role. The entertainment programmes on radio for example, are interlinked by the so-called serious ones such as news and current affairs or educational programmes, to provide a relief to listeners. In sum, public service radio is obliged to fulfil the entertainment function for the amusement and relief of its listeners. The public sphere concept in relation to the present study will be discussed further in chapter 5.

2.3 Public service broadcasting in a State of Flux

In the remaining part of this chapter, I will deal primarily with some of the reasons that have put public service broadcasting in a state of flux. The 1980s and 1990s have seen two major changes in the world economy as well as in the political economy of the media: technological advancement and transfer as well as privatisation. Significant shifts in media industries, occurred when governments embarked on the exercise of re-regulating their air waves permitting private satellite transmission via both encryption and free-to-air, in addition to public service and private channels (Blumler 1992).

Thus, public service broadcasters have to come to terms with a host of essentially novel conditions according to Blumler, there are:

The termination of the monopoly sway of public service broadcasting bodies; an invasion of transnational forces at corporate, production and distribution levels; a shift from spectrum scarcity to multi-channel abundance; the unleashing of unprecedented competition for revenue and viewing shares; uncertainties about how the programming patterns on offer will be affected; associated uncertainties about likely shifts of audience preferences and tests in response. (1992:1)

In most societies where the above changes have taken place, public service broadcasting has been threatened with the sharp rise of commercial institutions resulting into a stiff competition for audiences who increasingly seek to be diverted (through entertainment) rather than represented. In response, public service broadcasters have consequently opted for more entertainment programmes. This has weakened the informational dialogue and link that used to exist between the media and the public (Opoku-Mensah 1998). In relation to this, Keane (1991) and Murdock (1992) point out that the dominant forms of commercial broadcasting stations do less to enhance the public sphere. This is because their operational goal is that of profit maximisation. In any case, stations driven by commercial considerations are generally unlikely to be interested in broadcasting to remote communities with little spending power. In Uganda, for instance, five out of ten radio commercial stations broadcast only in English and within a radius of about 150 kilometres of Kampala, the capital. The state owned *Radio Uganda* by contrast, broadcasts everyday in twenty 23 vernacular languages in addition to Arabic, English and Swahili.

It is clear that the decline of public service broadcasting is a threat to public service functions of broadcasting as a public sphere, against which it may seem that, the only remedy is the re-introduction of strong state-regulated controls on private operators. However, such control would definitely be disliked by governments which have dismantled public service broadcasting. Boyd-Barret (1995) contends that it is difficult to see how a system dominated by private ownership can guarantee the diversity of information and argument required for the proper functioning of democracy and development.

Boyd-Barret (1995) observe that, because market models of broadcasting are partly legitimated through a critique of the elitist and patronising aspects of public service ethic, an emancipatory rather than an oppressive conception of the public service ethic is needed to counter the arguments for a market-led broadcasting system. Murdock (1994) also argues that the liberalisation of broadcasting in Europe led to a sharp rise in foreign content. This is due both to the economics of local production and the fact that new distribution systems outstrip the supply of local programmes. This is the same situation pertaining in most African nations where broadcasting liberalisation has set foot.

In Uganda, for example, the rapid proliferation of commercial television, paved the way for a sharp rise in the amount of foreign programmes imported into the system particularly on *Uganda Television*, since the cost of the later outstripped the production of locally originated programmes by a very considerable margin. Similarly, playing foreign music on *Radio Uganda* has become a common phenomenon. The style of presentation has also had a considerable change in favour of more entertainment programmes.

Another constraint to the public service broadcasting model as a public sphere is the tendency towards internationalisation of the media. Garnham (1980), while analysing the structures of televising in Britain, highlights the paradox that while media ownership, control and (entertainment) content become increasingly internationalised, it cannot be said that the media's function is geared towards developing an international public(s) nor even a European public in the way that the *BBC* once created a national public for the United Kingdom. The media public affairs agendas today are not dominated by a systematic organised calendar of rituals and events similar to that of the *BBC* in its first three decades of broadcasting. This demonstrates the paradox facing public service broadcasters today whose quest for survival is being compromised by commercial considerations, and not considerations for public service principles and values.

The impacts of commercialised broadcasting, however, will entirely depend on the terms on which competition is allowed to proceed. Britain was the first European country to introduce a commercial television service in competition with the public broadcasting system when the *Independent Television Network* was launched in 1954. However, the private sector was carefully regulated to ensure a reasonable spread of ownership and to limit foreign programming to 14% of the total output. Without these safe guards, moves to liberalise broadcasting serve to open up national markets to the major international corporations (Murdock 1994).

In sum, I argue in support of Murdock's (1994) view that the liberalisation and privatisation trends represent an unholy alliance between western governments desperate for growth and in competition with one another for that growth. This is coupled with multinational corporations

in search of new world markets in electronic technology and information goods and services. The result of this trend, Murdock (1992) argues, will be to shift the balance in the cultural sector between the market and public service decisively in favour of the market and to shift the dominant definition of public information from that of a public good to that of a privately appropriate commodity and the will to define audiences as consumers rather than citizens.

Thus, the overall consequence of liberalisation particularly in developing nations, will be a gap between the number of voices in society and the number heard in the media. This is because the public media in the competition for audiences is likely to lose its values and norms and become more concentrated and homogenized.

2.4 Conclusion

This chapter has primarily discussed public service broadcasting theoretical perspective, in the process mapping out the ideal-type obligations that are expected of radio offered as a public service. The notion of the public sphere approach as revealed in the second part of the discussion, amplifies the importance of the various obligations facing public service radio and demonstrates how they are important for the democratic and developmental processes in society. This chapter has also highlighted theoretical concerns on the impact of commercialisation on public service radio programming. The next chapter presents a background to *Radio Uganda*.

END NOTES

¹ To inform the public on political, economic, social and cultural developments within the society; provide platform for debate and discussions of policy, choices and alternatives; play a watchdog for society over powerful institutions; entertain the public through appealing to emotions, fantasies and others and to represent a diversity of social groups by creating and sustaining identities and assist in mobilisation efforts, education notwithstanding, are much more strengthened through public service broadcasting.

² In Britain, this point is illustrated by the BBC's practice of asking for security clearance for new staff members, performers and contributors which became known in 1980. The vetting was carried out secretly and had nothing to do with access to knowledge. As in the Ugandan case, the broadcasters are hired through a civil service system, regards of their professional and technical qualifications (also see Kiyaga 1997).

CHAPTER THREE

HISTORY OF *RADIO UGANDA* AND CONTEXT

3.0 Introduction

This chapter outlines the establishment and development of *Radio Uganda* prior to the liberalisation of media services in 1993. It sets a basis for understanding the factors that led to this research and thereafter the findings of the research. In line with the public service broadcasting and the public sphere approaches, this historical account is vital to the understanding of *Radio Uganda's* social responsibilities before commercialisation. The issues of programming, roles, funding, and control are discussed.

3.1 A Brief History - *The Uganda Broadcasting Service (1953 – 1963)*

The establishment of radio broadcasting in Uganda was as a result of recommendations by the Plymouth Report in 1937. This report, according to Kayanja (1994), contained views of the committee set up by the colonial government concerning the establishment of radio broadcasting in Uganda. Two years later, the Twinning Report paved way for radio broadcasting in Uganda (Miller cited in Kayanja 1994). Hence, *Uganda Broadcasting Service (UBS)* was introduced under the Colonial Ordinance Act and placed under full government control (Balikuddembe 1992).

3.1.1 *Control, Ownership and Financing*

In his study, Balikuddembe (1992) established that the channels of broadcasting in Uganda, both in colonial and post-colonial times, were to a great extent conceived on the grounds of serving the ruling power. As an illustration, *Radio Uganda* and *Uganda Television* are still owned and run by the government and since independence have been operated through official directives, laws, decrees and declarations of various political leaders.

This mode of operation has its foundation in the 1958 Committee of Inquiry into government information services. The committee, Balikuddembe (1992) contends, had recommended that the *Uganda Broadcasting Service* should be the immediate responsibility of a minister whose

portfolio would enable him to take an overall view of the country's broadcasting affairs, problems and government policy as a whole. This trend continued even after Independence in 1962. This is when the *Uganda Broadcasting Service* became *Radio Uganda* and was placed under then Ministry of Information and Tourism, with full government control and funding (Wamala 1992).

3.1.2 Aims of *Uganda Broadcasting Service*.

Whereas the aims of *Uganda Broadcasting Service* at the time of its inception were associated with citizenry, to a greater extent they were meant to benefit the government of the day. These aims according to Balikuddembe (1992) included:

- to link citizens closely with the colonial administration,
- to foster confidence among the people and secure their cooperation in the measure taken for the country's economic and social advancement,
- to kill rumours and combat subversive propaganda aimed at frustrating government measures and,
- to publicise Uganda abroad.

Balikuddembe (1992) further notes that the above aims were drawn to combat the general strikes and anti-colonial propaganda that prevailed in the country at that time, following a survey done by a number of people including a *BBC* engineer, Graham Phillips. There was thus a centralised broadcast infrastructure to make radio specifically serve the intentions of the colonial administration and to foster development as Twinning, a British District officer put it,

We envisaged the development of colonial broadcasting and its jurisdictions not only as an instrument of entertainment for Europeans and others of similar education but also as an instrument of advanced administration and development. (cited in Wamala 1992: 8)

Whilst the above statement seems rather obscure, the roles of *Uganda Broadcasting Service* in relation to the concepts of public service broadcasting and the public sphere discussed in the preceding chapter were to a certain extent beginning to transpire through the mentioned functions: provide entertainment, advance colonial administration and enhance development. Despite the fact that radio was originally seen as a tool for serving the colonial interests, its

role in education and development was brought forward in the station's subsequent programming.

3.1.3 Programming at *Uganda Broadcasting Service* and later, *Radio Uganda*

Wamala (1992) notes that regular broadcast at *UBS* begun with a pair of 250-watt medium wave transmitters providing 0.4-kilo watts to receive and transmit broadcasts to a radius of 15 kilometres around Kampala, the capital city. To understand Twinning's statement regarding the role of radio broadcasting in the colonial scheme of things, it is necessary to consider the implications of the term 'development' in relation to programming at *UBS*. According to Wamala (1992), subsequent programmes were geared towards enlightenment and education of the populace on issues such as agriculture, public health and political mobilisation. Agricultural programmes in particular, were meant to mobilise the populace to grow cash crops such as coffee, tea and cotton for the country as well as to provide raw materials for Western industries (Wamala 1992).

In a related perspective, Balikuddembe (1992) notes that *Radio Uganda's* mandate at its inception was geared towards the promotion of the country's economic, political and social developments through public service broadcasting. Thus, public service broadcasting at *UBS*, according to Carver (1995), has roots in colonial broadcasting system modelled upon the *British Broadcasting Corporation* and its core conception of broadcasting discussed in chapter two. The programmes were in a multiplicity of languages since there was no lingua franca for all citizens. Later in 1954, the two-hour day broadcast of *UBS* chose to use English and Luganda as major broadcasting languages. These relayed international news from the *BBC* (Wamala 1992).

On 1st November 1956, the *UBS* stopped relaying news from the *BBC* and started editing and compiling its own national and international news. In the same year, radio programmes increased from two to seven hours a day and more local languages such as Runyoro, Rutoro and Lugbara were introduced. English continued to serve the colonialists and Ugandan elites. By the end of 1960s, most of the community could receive radio programmes and by 1965 the station had two channels namely, Blue and Red. These broadcast in 16 languages for 98 hours

a week. The programmes included news (both local and foreign) and developmental programmes in the areas of agriculture, health and local drama (Wamala 1992).

Following Uganda's independence in 1962, the *Uganda Broadcasting Service* became *Radio Uganda* and fell under full government control. Airtime was increased and more vernacular languages were employed. Supported by short wave transmitters and more hours of transmission per channel, *Radio Uganda* was able to accommodate 22 of the local languages. It was also in 1962 that the commercial division was set up to cater for personal announcements such as death announcements, lost property and other personal issues (Wamala 1992). It was considered essential for people to communicate with each other on personal matters, thus, the introduction of the commercial section was more in the public interest than purely commercial motives. Wamala (1992) notes that the meagre revenue accruing from commercials was submitted to the government treasury to supplement the general financial allocation to these institutions.

In 1969, government boosted radio capacity with four high-powered transmitters in Mawagga for the Mid-land section, Bobi for the Northern, Cheriba for the Western and Butebo for Eastern region. In this way, by 1971, each of the four main regions in the country was able to transmit to its people in their vernaculars for at least 8 hours a day. Major broadcasts included news in most of the languages mentioned above; developmental programmes like agriculture, health and the environment; religious programmes such as prayers, sermons and songs of praise; local drama, school broadcasts as well as foreign music (Balikuddembe 1992). By 1975, the whole of Uganda and about 80 kilometres into the Congo had been covered. *Radio Uganda* however, remained fully controlled, owned and funded by government.

In more general terms, there were programmes on *Radio Uganda* to supplement school education or to take core responsibility for instruction with the classroom teachers' assistance. There were also out-of-school programmes to reach adults with basic literacy and numerous skills as well as more advanced distance education programmes at a higher school and university level (Kiyaga 1997). In addition, there were programmes to teach health, agriculture and nutrition issues as well as programmes to affect family planning decisions (as population

control measures) to the ever-increasing population. The populace were provided with informal education, adult training and more information diffusion programmes (Wamala 1992).

This continued to be the state of radio broadcasting prior to the liberalisation of airwaves in 1993. Categories of radio programmes and percentages of airtime on *Radio Uganda* as of March 1993 (shortly before liberalisation) are shown in the table below:

Table 1: Categories of programmes and airtime allocation (*Radio Uganda* 1993)

TYPE OF PROGRAMME	PERCENTAGES OF WEEKLY AIRTIME
Educational (agriculture, health, environment, and others)	21%
News and Current Affairs	33.2%
Entertainment	17.1%
Commercials and advertisements	25%
Others	3.6%
Total	100%

Source: (Kayanja 1994: 29).

Educational programmes are defined in the present study as those programmes geared towards creation of awareness amongst the populace on matters of public concern, with the overall aim of improving their lives (Jjuuko 1998). Such programmes tend to focus on issues such as agriculture, health, and the environment, among others. News and Current Affairs programmes are informative programmes on current issues in the country and the world at large. They include news bulletins in all the local languages, talk shows and highlights. Entertainment programmes include all sorts of amusements such as drama, local and foreign music, sports, folk songs and others. Commercial programmes are also defined in this study as those programmes produced and aired to acquire revenue. McQuail (1994) observes that content in such programmes is geared towards the direction of business consumerism. In the present study commercial programmes include: commercial spots, personal announcements and

infomercials. Programmes in the 'others' category include: station promotions, continuity announcements and musical interludes (see table 4 in chapter 5).

It should be noted that this categorisation is based on the station's different programme sections and the themes they represent. However the categorisation is also problematic. For instance, a drama programme can ably be located in the Educational category. For the purpose of clarity of analysis, this study has adopted the above categories (see table 4 in chapter5).

Thus, the above table and the historical account of *Radio Uganda's* programming prior to liberalisation, represents important aspects of public service broadcasting and its link to the public sphere, democracy and development. The developmental goal reflected in its public service broadcasting values, principles and norms is seen to focus on the public interest as illustrated by the categories of programmes indicated above. The figures indicate that at least 75% of programmes were devoted to the needs of the citizens, in the areas of agriculture, health, news and current affairs, entertainment and other categories as determined by government. Meanwhile, commercials were allocated only 25%.

3.2. Liberalisation of Airwaves in Uganda (1993)

Liberalisation of media services in Uganda was part of the wider Structural Adjustments Programmes (SAPS) of the World Bank (WB) and the International Monetary Fund (IMF) that begun in 1987 (Kiyaga 1997). The whole purpose of liberalisation was to introduce competition into markets that were previously only served by the public sector. This trend according to (Murdock 1994) has happened in various degrees to the broadcasting sector in Europe, America and Africa. In its publication, the World Bank (1992) puts Africa's poor economic performance as a result of poor policies, macro-economic and sectoral, emanating from a development paradigm that gave the state a prominent role in production and in regulating economic activity. Protectionist trade policies and government monopolies reduced the competition so vital for increasing productivity. As a result, the state had to pull back from direct intervention and improve its capacity to provide basic services and a stable policy environment. Kiyaga (1997) also notes, in support of the above view that:

The government's adoption of SAPS was due to lack of practical alternatives for addressing the deep economic crisis the country was facing, to eventual conviction by the government's top officials of the necessity of adopting many

elements of the neo-liberal agenda, to absence of a strong, coherent anti-neo-liberal lobby within the government structures and the broad Ugandan community, to some 'nudging' from the World Bank itself'. (1997: 6)

Liberalisation therefore has led to a formation of many media institutions in Uganda today particularly in the electronic media. According to Steadman & Associates (2000), there are over 15 radio and 6 television private commercial stations. Most of these media organizations are indigenous with neither previous experience nor exposure to broadcasting operations. When the Ministry of Information licensed them, there was no clear vision of what was expected of them. The optimum goal for many of these stations is to make profit without consideration for the moral obligations towards society (Baguma et al., in Muthoni 2000).

Thus, the role of public service broadcasting in Uganda is in transition particularly over the last eight years of liberalisation, deregulation and privatisation processes in the country. As a number of private commercial stations multiply, competition for audiences is sharpening. In a bid to cope with this competition, public broadcasters in Uganda are forced to introduce more commercial programmes, change programming and scheduling in favour of advertiser friendly broadcasts. For example *Radio Uganda* as we have already observed in the preceding chapters, had to introduced four FM commercial stations namely: *Star FM 98*, *Green Channel*, *Gulu FM 100*, and *Kabale Station* (Baguma et al., in Muthoni 2000). Similarly, *Uganda television* had to shift transmission of developmental programmes such as *This Farming World* (an agricultural programme) from prime time to early hours of the day where the programme has no viewer-ship, to provide space for commercial or sponsored programmes. Being an employee of *Uganda Television* and producer of the above-mentioned programme, I was advised to look for sponsors in order to have the programme re-scheduled for prime time.

The above scenario is an indication that national public service broadcasters (*Radio Uganda* and *Uganda TV*) are slowly losing their public service mandate through pressures to commercialise so as to compete with the new independent private broadcasters. However, despite the fact that the number of independent private stations has increased, the diversity of locally produced programmes has not increased in the same way (Baguma et al in Muthoni 2000).

3.3 Radio Uganda today

Radio Uganda has infrastructure and transmission equipment that can ably cover the whole country (Kayanja 1995). There are short wave transmitters including one with 20 kilowatts capable of sending signals to almost the entire country and even beyond. In addition, there are medium wave transmitters in Butebo in the Eastern Region; Mawagga in the Central East, Bobbi in the Northern Region; and Kibira in the Central Region. Four other transmitters are located in the Southwest, Central and Northern parts of Uganda. The upcountry transmitters are situated in all areas of the country to enable the decentralisation of radio broadcasting to regional or lower levels.

Currently *Radio Uganda* transmits in 26 languages including Hindustani, Kishwahili and English. There are eight different sections for programme production namely: Politics and Economic Affairs, News and Current Affairs, Farm and Environment, Health, Religion and Culture, Gender, Sports and, Presentation, Library and Transcription. Each of these sections is mandated to perform certain functions with clearly defined themes and goals that should come out in the programmes. Other key sections at the station include: Research and Public Relations, and the Commercial section. The station broadcasts every day for 24 hours on four channels: Red, Blue, Butebo and *Green Channels*. The latter is one of the commercial stations established soon after liberalisation.

Thus, the station's decentralised mode of broadcasting outlined above, is one way to ensure universality and diversity in its programming. This also prioritises *Radio Uganda's* responsibility as the only broadcaster with nationwide reach, responsible for communicating matters of national interests to audiences of many languages in the remotest, rural parts of the country. Meanwhile, the public service mandate of Uganda's public broadcasters, is being more clearly articulated, particularly in the context of the new Government White paper's vision:

The objectives of the policy are to ensure the provision of information for development to be as comprehensive as possible and so designed that it reaches its targeted recipients in the forms best adapted to their needs and the circumstances of reception. To secure these objectives, it is necessary to co-ordinate the available resources and channels for

communication notably *Radio Uganda* and *Uganda Television*.
(Government of Uganda White Paper: Second Draft, January 1999:79)

However, this does not match with the government's funding commitment to the stations. In a bid to acquire revenue for the sustenance of public broadcasts, *Radio Uganda* is already in head-on competition with the new commercial stations. The current nature of programming at *Radio Uganda* therefore, as findings of the study show in chapter 5, highlights tremendous changes towards a commercial logic. How successful *Radio Uganda* will be in implementing the White Paper's plan remains to be seen.

The above discussion has provided a brief historical perspective of *Radio Uganda* from the time of its inception in 1953, to the time when Uganda liberalised her airwaves in 1993. The chapter has also given a background to the present day *Radio Uganda*, highlighting some of the current changes in programming that prompted this research. The next chapter presents the methods of data collection and analyses, employed by the study.

CHAPTER FOUR

METHODS OF DATA COLLECTION AND ANALYSES

4.0 Introduction

This chapter presents the methodology used to carry out this study. In it I discuss: the research design, the physical location of the study, the population of study, sampling methods, research procedures as well as data analysis and processing. Finally, the chapter highlights some of the limitations to the study and how I endeavoured to overcome them. The above methodological approaches will be discussed in line with the questions raised in this study as well as their relevance to the aims of the study.

4.1 Research Design

Though largely qualitative, this study employed a combination of qualitative and quantitative methods of data collection and analysis. Hence, the techniques employed in the collection of data included: in-depth interviews and document analysis. I also reviewed the literature on the merits and demerits of public service broadcasting. An open-ended interview guide was designed to generate data from decision makers and producers on the prevailing changes at *Radio Uganda*. How decisions on programme production, scheduling and advertisements are made at *Radio Uganda*, constituted a guiding theme in the interviews.

The qualitative research tradition was chosen because it allows the use of versatile techniques to understand social phenomena. It allows for a more focused analysis of experiences and perceptions (Lincoln and Guba 1995; Cantrell 1993). Lincoln and Guba observe further that qualitative methods are important because of their reliance on the human being as the key instrument of research:

Qualitative methods are extensions of normal human activities: looking, listening, speaking, reading and the like. We believe the human will tend therefore, toward interviewing, observing and mining available documents and records. (1995:199)

Bryman (1988), notes that interviews in particular, are important in generating rounded account of a particular group or organisation since they require minimum guidance from the researcher and allows “considerable latitude for interviewees to express themselves freely” (1988:46). The flexibility of in-depth interviewing in this study was important to get a wider understanding and description of the problem from the respondents’ personal perspectives as well easy interpretation of the respondent’s responses, and data analysis.

I also studied and analysed *Radio Uganda’s* programmes schedules used before and after liberalisation to establish the extent to which commercialisation has influenced programming. McQuail (2000) notes that for many purposes of analysis of mass communication (for instance, assessing change or criticising performance) we need to be able to characterise the content of particular media and channels. Content analysis, according to Robinson and Reed (1998), is the reviewing of data to elicit recurrent themes. This method was, however used in a preliminary way eschewing the complexity involved in its conduct. This is the basis of schedule analysis. Scheduling according to Ellis (2000), defines the basic programme choices which define a broadcast service (2000). Therefore, analysis of programme schedules provided a concrete basis of analysing and discussing part of the inside character of public service radio programmes. In the first place, I categorised programmes in their different genres. Whilst the second stage was the analysis of programme schedules using public service principles and values as basic informative guidelines.

4.1.1 The physical location of the study

The study was conducted in Kampala at the headquarters of *Radio Uganda*. Since the objectives of the study were primarily to establish the influences of commercialisation on programming, it was deemed important to conduct the study at the station’s headquarters. These premises host a variety of the station’s activities and accommodate the majority of the staff amongst whom, were the primary informants namely: decision makers, managers, heads of sections and senior producers. The secondary informants included: junior producers and others. *Radio Uganda* also houses the production studios for almost all the programmes. These premises therefore provided an appropriate study area to establish the existing changes in programming at Uganda’s public service radio.

4.1.2 Population of Study

The study population comprised of a diversity of respondents, but targeted a specific category of respondents, decision makers and other vital players in *Radio Uganda*:

- The Acting Director of Information
- The Commissioner for Radio Uganda
- The Controller of Programmes
- The Chief Commercial Manager
- The Chief News Editor
- Heads of Sections
- Programme producers.

These interviewees were important in assessing the extent to which commercialisation has influenced the current changes in programming. Interviews with producers were important as I wished to gauge how they understand their responsibilities, roles and expectations in the new order. The criteria for selecting the above interviewees was largely flexible and open ended but still, restricted to the fact that these have a significant input in *Radio Uganda's* programming, especially in the areas of production, presentation, advertising and marketing, purchase, and control of the programming decisions. The above areas emerged as key aspects throughout the course of study.

4.1.3 Programme Schedules

Programmes schedules were the major documents reviewed. Due to the overwhelming amounts of programme schedules that were available for analysis, a systematic sampling technique was adopted. The universe was all programme schedules used in 1991, 1996 and 2000. These represent two years before liberalisation (which occurred in 1993), two years after its introduction, and three years later (see table below in the **sample size** section). From each of these years, I selected programme schedules for a two-month period based on the station's annual pattern of quarter programming. Quarter programming at *Radio Uganda* is a minimum 13-week schedule that programmes are planned. I therefore examined and analysed January and March schedules, from the first quarter of each of the three years.

This stratified random sampling method allows for the appropriate representation of schedules for the different programme genres (Deacon, et al., 1999), thus facilitating the assessment of the frequency and recurrence of programmes in the genres: educational, informational and entertainment (sponsored and non-sponsored), and how much time is allocated to them. This approach is useful to identify trends in programming over the years (Deacon, et al., 1999). The choice for these categories was based on the Reithian tradition of public service broadcasting mission: to inform, educate and entertain.

4.1.4 Sample Selection

Given the qualitative nature of this study, purposive sampling was used to select the study respondents. This type of sampling was applied due to the following reasons:

- a) The study aimed at specific and in-depth information from officials directly involved in decisions and actions regarding programming and programme production at *Radio Uganda*.
- b) The study also targeted a specific category of programme schedules, that is, a certain proportion of schedules of programmes produced before and after liberalisation of the airwaves.

By conducting research with such respondents and schedule proportion, the researcher expected to get deeper understanding of the subject of the study and a wider perspective into the problem.

4.1.5 Sample Size

A total of 18 respondents were selected to be interviewed for this study. Also, a three-year sample of programme schedules was selected for analysis. Categorisation of the sample size for both respondents and programme schedules is shown in the tables 2 and 3 below.

Table 2 Categories of respondents

Category of respondents	Number
1) Decision makers (policy and programming, controller of programmes)	4
2) Programme managers	3
3) Heads of programmes	4
4) Programme producers	6
5) Retired programmers	1
Total	18

Table 3 Programme schedules for the selected years

Year	Month	Number of schedules
1991	January and March	62
1996	January and March	62
2000	January and March	62
Total (3 years)	6 months	186

4.2 Research Procedure

I discussed the content of the research instruments with my supervisor, who advised me on how the instruments could capture information from the respondents. He then provided me with a letter of introduction to the relevant authorities at *Radio Uganda* notifying them about my research agenda and objectives. This instrument (the letter) was very useful in obtaining permission to undertake the research in the study area.

Before conducting interviews I had to generate data from library documents and programme schedules. Therefore I approached the Presentation Section where the Presentation Officer was very co-operative and availed me with all the required information and the programme schedules for the period of analysis. These shed light on the research issues and interview guides. Based on the resulting analysis, I then proceeded with the interviews.

I made appointments with the various respondents at the hours and venues of their own choice and convenience. Most interviews were carried out in their offices. Others were interviewed outside of offices to avoid disturbances from fellow workers, friends and even visitors while in office. I worked closely with the Commissioner of *Radio Uganda*, the Controller of Programmes, the Presentation Officer and a Senior Programme Producer, to make appointments with the various respondents in their respective sections, at the hours and venues of their own choice and convenience. This made the respondents to fully co-operate during the in-depth interviews.

The duration of the interviews ranged from 45 minutes to 1 hour depending on how informative and patient the respondents were. The probing technique was employed where the respondents had not clearly or adequately answered the questions. At the onset of each interview, I explained to the respondents the purpose of the study, thus their consent was obtained in all cases. Due to the fact that the study targeted detailed qualitative data, I personally conducted all the interviews. A tape recorder was used in order to capture the details of the interviews.

All in all, it took me four weeks to collect the required data for this research.

4.3 Data Analysis and Processing

Qualitative and quantitative techniques were employed in analysing the data. The process begun with the transcription of all the interviews taped. The information was then typed and manually analysed using themes and code categories in the interview guides and the conceptual framework.

During the analysis a list of beliefs, opinions, ideas, observations, statements and attitudes expressed for each topic (theme) of the interview was made. The statements were coded in the left margins of the interview reports, and comments were coded in the right side margin. The statements were further categorised into new themes, depending on the resulting and subsequent analysis. Answers from the different respondents were then compared to establish

the most occurring responses and these were used in the analysis and interpretation of the data. The data was summarised in a narrative form and the most significant quotations are used to illustrate the major findings of the study presented in Chapter five. Relevant and reviewed literature is also used to discuss the findings of the study. The above is in line with Jensen and Jankowski's view that "drawing of conclusions centrally involves the researcher as an agent of analysis and interpretation". (1991:64).

Using a quantitative approach, programme schedule analysis involved three major stages. Firstly, the classification of programme genres into 5 categories coded as A: News and Current Affairs, B: Educational and Development, C: Entertainment, D: Commercial programmes and E: Others (see table 4 for in chapter 5). Secondly, counting of programmes that were aired under the various categories during the study period. This was done with an assumption that all categories of programmes might have been equally affected by sudden changes to the programme schedule. Thirdly, the exercise also involved calculating the time allocated to the different programme categories using morning prime-time broadcasts, morning broadcasts, afternoon broadcasts, evening prime-time broadcasts and late night broadcasts variations.

4.4 Limitations to the study

A few methodological, practical and theoretical limitations were encountered during the course of study.

Some respondents, especially producers, at the outset, did not feel free to air out their views because of the secrecy oath associated with civil servants in Uganda. These, before being deployed into service, take an oath never to reveal any inside information regarding any government institution under which they serve. However, I repeatedly explained to these respondents the purpose of the study and that it was purely for academic purposes. I requested the respondents to detach themselves from their official capacity as civil servants, but be objective in analysing the current changes at *Radio Uganda*. As a result, I managed to obtain their full co-operation. This helped a great deal in shaping the trend of the interviews.

In spite of the limitations cited above, the study was successfully conducted. The next section presents and discusses the findings of the studying, in accordance to the research issues and assumptions mentioned in the first chapter.

CHAPTER FIVE

FINDINGS, INTERPRETATIONS AND DISCUSSION

5.1 Introduction

This study set out to determine the extent to which commercialisation has influenced *Radio Uganda's* programming in the era of liberalisation and commercialisation of media services in Uganda. The study is based on the hypothesis that *Radio Uganda* amidst competition with private commercial stations for audiences and revenue, is moving away from its public service mandate to programming that is commercially oriented. In this chapter I present and discuss the findings of the study. The interpretation and discussion are dictated by the objectives of the study as stated in chapter one, and informed by the theoretical considerations and literature review in chapter two. The chapter combines findings from in-depth interviews, programme schedules analysis, and documentary (secondary) data. The findings are presented, illustrated and corroborated with quotations arising from in-depth interviews with the following interviewees:

- the Director of Information and Secretary to the Broadcasting Council: Okullu-Mura
- the Commissioner of *Radio Uganda*: Jack Turyamujuuka
- the Controller of Programmes: Charles Byekwaso
- the Presentation Officer: John Alinaitwe
- the Chief Commercial Manager: Paul Olungi
- the Chief News Editor: Mageseso Namungalu
- Heads of Sections: Sylvia Nakabugu, Richard Baguma, Joyce Gunura, Mary Irene Kaboole,
- Producers and others

For the purpose of clarity of analysis, data is presented and discussed concurrently, under the various sections. Due to the qualitative methodology employed in this study, the findings are presented in a narrative rather than the statistical form, based on seven major themes namely:

- i. Indicators of change in programming towards commercialisation.
- ii. Perceptions of public service broadcasting,
- iii. *Radio Uganda's* mandate,

- iv. Issues of funding,
- v. Programming policy
- vi. Programme production and scheduling
- vii. Commercialisation

5.2 Indicators of change in *Radio Uganda's* programming towards commercialisation

In this section I present a summary of findings in respect to the changes in *Radio Uganda's* programming towards commercialisation. These changes are further discussed through out the whole presentation under the various sections and later in respect to public service broadcasting principles in the last section of this chapter, titled general discussion. My investigations have established numerous changes at the public radio during the era of liberalisation. Most significant and apparent changes include: the introduction of commercial channels, the replacement of

non-sponsored programmes with sponsored programmes, an increase in commercial airtime, commercialised content programming, a change in programme formats and scheduling, and the plans to make the institution autonomous of government control and financing.

Despite its emphasis on public service broadcasting, *Radio Uganda* has now taken on a new role and mandate of generating revenue out of its service. Firstly, *Radio Uganda* has created commercial channels namely: *Star FM* and *Green Channel*. These channels according to the Commissioner of *Radio Uganda* are purely commercial and programming is different from that of mainstream *Radio Uganda*:

These channels have a lot of freedom in their programming. For example *Star FM.100* would not find it difficult to advertise cigarettes, beer or condoms. As public service broadcasters we cannot touch such issues. Even the public now believe that *Star FM* is not part of *Radio Uganda* because of their recent nature of programming. (Interview with Jack Turyamujuuka, commissioner, *Radio Uganda*, Kampala, 13/07/2001)

Trends in programming over the years as evidenced in interviews with various respondents indicate a shift from emphasis on programming for citizens' needs towards a more commercial oriented programming. For example there is more emphasis on entertainment programmes and the style of presentation has also changed in favour of more talk shows and live broadcasts. The Controller of Programmes said:

Our programmes are much better. On top of talk shows and the emphasis on economic development and rural people, we are also emphasizing some relief to our listeners. We produce some fun and entertainment to hold them before sending the message. In the past we used to talk for some 30 minutes and then people would switch off. But now when we hear some body playing good music on another radio station, we also change in order to attract the audience. (Interview with Charles Byekwaso, Controller of Programmes, *Radio Uganda*, Kampala, 13/07/2001)

On the one hand the above may be a sensible strategy, as it suggests that once there is listenership the developmental programmes can be promoted. On the other hand, most of these programmes are neither pre-planned nor researched so they may not be the right ones for the listeners' needs. But as Chibita (1999) notes, these are the resulting effects of the competitive environment in the broadcasting sector in Uganda born of liberalisation. She further contends that in such a situation broadcasters (both private and public) have to come up with programming that captures as much of their target audiences as possible from their rivals:

This means among other things, that they must select and package the programmes so that for the average member of the audience, they do not take too much sophistication to appreciate. Entertainment programming in this respect wins over public affairs programmes. (1999:28)

The Controller of Programmes also supports the above view. He maintains that the need to win a large proportion of audiences and a high volume of advertisements at *Radio Uganda* today is greater than ever before. Faced with the stiff competition the station is left without any choice but to adopt entertainment programming and therefore commercialisation:

When we had the monopoly, nobody was competing with us. Today we are competing for audiences we must know what the audiences want and find means of giving it to them. We are therefore trying to change our programme content and quality to suit our listeners' needs. (Interview with Charles Byekwaso, Controller of Programmes, *Radio Uganda*, Kampala, 13/07/2001)

My investigations have also established that even within the course of programmes, sponsors and their products are promoted. The management of *Radio Uganda* however has no problem with this arrangement. According to the Controller of Programmes educational and developmental programmes would be good to attract advertisers:

Our programmes are much better, people like them unlike these private stations which are just for the urban areas and they do not address issues such as agriculture, health and the environment. For us we go so much deeper into these issues. Therefore, it would be attractive to advertise even within such programmes. Agricultural inputs for example can be promoted within an agricultural programme. And so by advertising in

such programmes, our revenue base is strengthened. (Interview with Charles Byekwaso, Controller of Programmes, *Radio Uganda*, Kampala 13/07/2001)

The shrinking government funding apparently has a bearing on the level of commercialisation at the public radio. Today, government has seriously reduced its financial commitment to the Public Broadcasters: *Radio Uganda* and *Uganda Television* (Baguma et al., in Muthoni 2000). Therefore the need to capture the audience and acquire sponsorship for the production of programmes has led to various compromises. The diversity of programme sources for example, is tipped in favour of particular kind of sponsor and preferred programming, as evidenced by statements of the various producers interviewed, particularly the head of the Gender section:

Now we prefer money. We have set aside the public service role and our major goal is to generate revenue. Partly because of the need to finance public broadcasts, but also because we need to entertain our listeners, this is what every station is doing and we don't want to lose our audience to private stations. (Interview with Joyce Gunura, head of the Gendersection, *Radio Uganda*, Kampala, 20/07/2001)

Sponsorship of programmes has become a principle determinant in the initiation and maintenance of programmes on the station. Producers cannot initiate their own programmes due to lack of resources. Instead, sponsors initiate the programmes and as result these sponsors dictate the content and design of "their" programmes. This does not only compromise and threatens the professional aspects but also undermines public service broadcasting values and principles. Broadcast output is equally affected as one producer clearly put it:

We are no longer selective about what should be the content of our programmes. In most cases the programme sponsor dictates what to cover and whom to interview, what are the key issues he or she thinks should be highlighted. Some sponsors even go to the extent of phrasing the questions to be asked. We have tried very much to reason with these people on issues of production ethics, but without production funds one cannot have enough bargaining power. (Interview with Rose Komugisha, Producer, *Radio Uganda*, Kampala, 12/07/2001)

This study has the objective of comparing Radio Uganda's performance before and after liberalisation. Worth pointing out therefore are the changes in programme scheduling from shorter and brief slots to longer blocked slots. Originally, programmes were allocated between 15 - 30 minutes each. Today according to the Presentation officer, John Alinaitwe, the slots are longer and they take a magazine format whereby various programmes from a particular genre, region or based on language, are packaged in one long block of between 1 – 3 hours of broadcast time. This kind of programming "attracts and holds the audiences' attention thereby

keeping them from tuning to other stations” (Interview with John Alinaitwe, Presentation Officer, *Radio Uganda*, Kampala, 22/07/2001).

The precarious financial circumstances prevailing within *Radio Uganda*, compels the station’s programmers to place sponsored programmes in peak times and others, often very relevant to the stations mandate such as agricultural and environmental programmes elsewhere, because of the need to deliver more listeners to advertisers in order to attract revenue. This is simply because it is profitable to run advertisements during peak times.

Data has also indicated clearly that airtime allocation to commercials and spot advertisements entirely depend on the turnover of advertisers. As the Chief Commercial Manager testified in section 5.7.9, “as long as there is business airtime will be allocated to any commercial programme any time”. This is an indication that commercialised programming today takes precedence over public service programming at *Radio Uganda*.

However, the mandate of Radio Uganda is currently at stake in the sense that the station is a public service broadcaster and not a commercial broadcaster. The public obligation that it has to fulfil compels it to offer a lot of free services to the public. Nevertheless, there is the issue of costs, without a steady financial source there is no future for *Radio Uganda* as a public service broadcaster. Slowly but surely commercialisation is taking shape. The plans of turning the station into an autonomous institution leaves it without any other choice but to place its financial base on commercialised programming. In the absence of alternative funding that will provide more protection from market forces, *Radio Uganda* like most public service broadcasting institutions the world over as observed in chapter 2 will continue to face constraints on its ability to provide quality programmes in the interest of listeners.

In sum, the shrinking government funding of public service radio appears to be fast changing the complexion of public service radio programming to one largely targeted at listeners packaged as consumers. This trend is not unique to *Radio Uganda*. As Siune and Hultèn (1988) noted, funding of public channels is steadily changing face:

The changing business environment has gradually found its way into the public service television sector. Most public channels are partly financed by advertising and earlier restrictions have often been eased. Sponsorship

and merchandising is encouraged to help increase, or at least protect the revenue sources for these channels. (1988:24)

Most interviewees: producers and administrators were obviously in favour of the above opinion. They maintained that commercialisation is an inevitable course for *Radio Uganda* in the current environment, especially when government is withdrawing its financial support. Nevertheless, their preference is for a more methodical and considered strategy. They believe that systematic commercialisation is a straight way towards autonomy from government control or any other economic interference (sponsors). There is a strong feeling that properly executed commercialisation will promote rather than suppress the public service mandate of *Radio Uganda*. In the next section, I present the various perceptions of public service broadcasting at Radio Uganda.

5.3 Perceptions of public service broadcasting at *Radio Uganda*

In line with the focus of this study, I wished to investigate what my interviewees understood by the concept of public service broadcasting. The criteria of arriving at what exactly constitutes public service broadcasting especially in the African context has often been difficult for researchers and academics, as different governments have adopted different models (Syversten1992). Backed by the various interviewees' statements, this study has established that the definition of the concept of public service broadcasting, its principles, values and norms, remains an unresolved task for the institution as well as government. *Radio Uganda's* Chief Commercial Manager, however, closely defines public service broadcasting from the perspective of the *British Broadcasting Corporation (BBC)* Model. In terms of this model, public service broadcasting is publicly funded, operated in a non-profit way, and is required by law to meet the informational needs of all citizens (McQuail 2000; McChesney 1997; Tomaselli 1994). The Chief Commercial Manager *Radio Uganda* puts it this way:

My understanding of public service broadcasting is the heavy reliance on the provision of a service to the public, irrespective of what its economic value is. This calls for a public funding commitment and the accountability of broadcasters to the public. (Interview with the Chief Commercial Manager, Radio Uganda, Paul Olungi, Kampala, 16/07/2001)

Several respondents asserted that public service broadcasting is associated with state ownership and funding and therefore has an obligation of serving the majority interests and needs of the

general public. In line with some of the features of public service broadcasting as discussed in chapter 2, they noted that the nature of public service programming, should cover important aspects of human life such as health, nutrition, agriculture, environment, taxation, civic education and others, as deemed necessary for citizenry. In the words of Charles Byekwaso, the Controller of Programmes, *Radio Uganda*:

Public service broadcasting is the type of broadcasting owned by the state and broadcast for the needs of citizens. Certain programmes must be geared to cater for all informational needs of the public, especially those issues that directly affect their lives. (Interview with the Controller of programmes, Charles Byekwaso, 13/07/2001)

Most respondents interviewed stressed the above as crucial elements of public service broadcasting. These perceptions do concur with the traditional definition of public service broadcasting in the African context. In this regard, public service broadcasting is associated with state ownership, control and financing with major roles: to inform, mobilize, educate and entertain the populace on matters of public concern (Opoku-Mensah 1988; Baguma et al in Muthoni 200; Carver 1995). The studies on perceptions of public service broadcasting, established another strong argument that *Radio Uganda* performs more of a government service role than a public service role and therefore the station cannot claim to serve in the public interest. The Assistant Head of Politics and Economic Affairs said:

We respond more to the government demands than really the public interest. One can argue that government represents the public, which is true to a certain extent, but I would think that, citizens' needs and not government's wants is what should be propagated and transmitted to the listeners. (Interview with Richard Baguma, Assistant Head, Politics and Economic affairs, Radio Uganda, Kampala 12/07/2001)

In relation to the above, the term "public interest" seems difficult to define. It is arguable therefore, that public interest is a meaningful term to refer to those interests considered necessary for the well being of every one in Uganda. Chibita (2001:28-29) contends that some people have hijacked the phrase "public interest to mean what the public is interested in" rather than what is the best interest of the majority of society, in terms especially of information and culture.

Reflecting back on the traditional public service broadcasting model, as outlined in chapter 2, we note that it has three basic functions: firstly, to inform the public on political, economic, social and cultural developments within society; secondly, to educate or enlighten people of the

nation as a whole and thirdly, to entertain them with programmes of high standards and good taste (Tomaselli 1994). From the Ugandan perspective, there is a fourth function: mobilisation. However, the function of generating revenue at *Radio Uganda* is also being clearly articulated. For his part, the Acting Director of Information Okullu-Mura, whose portfolio is charged with the responsibility of overseeing 'important' information for public consumption, observed that public service broadcasters in Uganda today have two major and important functions. Firstly, due to their state funded status, they are obliged to provide a service to the public, secondly, due to the broadcasting aspect, these institutions should also incorporate a commercial component, so that they generate revenue to contribute to the consolidated fund, which is normally ploughed back into the service.

5.3.1 Public service and the Economic factor

Among the objectives of this research was to establish whether *Radio Uganda* in post-liberalised Uganda, still maintains its public service values and is not driven by profit motives. On the issue of the economic factor in relation to the present environment at *Radio Uganda*, the Chief Commercial Manager revealed that the present day *Radio Uganda* is not driven by public service principles, but instead it is openly commercially motivated. This has resulted into an impasse, as to where *Radio Uganda* places its loyalties. The Chief Commercial Manager was more pragmatic in saying that the institution does not close doors to revenue making possibilities:

As head of commercial operations, I am compelled to show the output in terms of commercial revenue collections in a given financial year. If it is not satisfactory, I must justify why it has fallen short of the expectation, and possibly try to ensure that the collections meet the target. Now, that is why there is a dilemma in the issue of public service broadcasting. If government expects a certain amount of revenue collection, then the public service broadcasting obligation is out of question. As a public service institution we would be concerned with what people need and not what people can buy. (Interview with Paul Olungi, the Chief Commercial Manager, *Radio Uganda*, Kampala, 16/07/2001)

The above scenario leaves the concept of public service broadcasting without bearing. During the interviews, the Chief Commercial Manager, the Acting Director of Information and the Controller of Programmes, confirmed that they are obliged to meet the public's informational needs yet are also compelled to meet the revenue collection obligation. The Chief Commercial manager said:

We may not need the judiciary in this country to come and advertise with us. But as public service broadcasters, we need to educate the masses on the roles of the judiciary. When talking about the constitution for example, we should not expect the Constitutional Review Commission to pay us in order to educate and mobilize the public on issues of the constitution, yet of recent, these are, all, avenues of revenue collection. (Interview with the Chief Commercial Manager, *Radio Uganda*, Paul olungi, Kampala, 16/07/2001)

The above puts *Radio Uganda* in a big dilemma in trying to meet the two areas that require the station's attention: to serve the public interest and to meet the revenue collection obligation. At a later stage, I will present findings on the actual programming of *Radio Uganda*, which is indicative of the redefined roles of the station in view of the prevailing competition in the broadcasting sector. In the next section, I present and discuss the station's mandate.

5.4 *Radio Uganda's* mandate

The focus of this theme was to find out the mission of *Radio Uganda*, its scope of coverage, transmission aspects, and target audience. The study has established that, *Radio Uganda* is mandated to maintain a reliable radio station that meets the expectations of the public. Both the Commissioner and the Controller of programmes maintained that the station's chief mission is to educate, inform and mobilise the public. These functions as noted in chapter 3, are modelled upon the *BBC* and are in line with the public service broadcasting values (Kiyaga 1997). Due to the advent of liberalisation and hence commercialisation, the station is of recent mandated to generate some revenue on a small-scale basis. Being a government institution, programming tries to address aspects specific to government policies (The Uganda Broadcasting Service (Advertisements) Regulation, and Programme Code 1962). The Commissioner, *Radio Uganda* contends:

So our role first and foremost is to inform the populace of the policies of government then we try to mobilise the people to respond to these policies, educate them on how to improve their lives and all sorts of news. (Interview with the Commissioner, *Radio Uganda*, Kampala, 13/07/2001)

5.4.1 Target audience

Radio Uganda, as part of its mandate to address developmental needs of the citizens, chiefly addresses the rural community where poverty levels are high and where activities such as agriculture (the back bone of the country's economy) are conducted. According to the Controller of Programmes, the station broadcasts in 24 of the 52 local languages to reach these

communities “in their own languages which they understand better”. Other languages employed at *Radio Uganda* include: Hidukistan, Kiswahili and English, the national language for the general information of the elite.

However, the Commissioner contends that the use of many languages is problematic especially in the new order where government has cut down on its budget expenditures on public institutions. This in a number of instances has implications on the station’s mandate to reach all communities in the country:

Because of our public service role we try to address everybody wherever they are irrespective of whether we get money or not. This is a bit of a problem for us especially where resources such as production funds are inadequate. (Interview with the Commissioner *Radio Uganda*, Jack Turyamujuka, Kampala, 13/07/2001)

Indeed with a limited budget, producers and reporters in the least cannot reach the rural areas to cover local issues and news. As the next section demonstrates, *Radio Uganda* cannot claim that it mainly targets the rural population. This is due to the poor signals that have been identified as a major obstacle to the achievement of a universal service. Limited finances at *Radio Uganda* have been a recurrent problem raised through out the interviews.

5.4.2 Scope of coverage and Transmission aspects

According to the Controller of Programmes, *Radio Uganda* covers 90% of the country and has recently established satellite transmission whereby its broadcasts are received in different parts of the world such as Japan, United States of America and others. The controller of Programmes disclosed further that there are plans in the near future to cover the entire country, through the introduction 26 Frequency Modulation (FM) radio stations. Projections of FM stations are that they will receive programmes from the station’s headquarters (*Radio Uganda*, Kampala station) and redistribute them in all the regions.

The Commissioner of *Radio Uganda* however, advanced that the scope of coverage is beyond 90%. He said that the station has the capacity to cover the whole country, backed by a countrywide distributed infrastructure. This infrastructure includes: Mawagga medium wave transmitter located in the Central region, Cheriba transmitter in the West, Butebo in the East

and Bobbi transmitters in the Northern region. In addition, there are two short wave transmitters as well as the newly installed Frequency Modulation (FM) transmitters. These transmitters boost both *Radio Uganda's* new commercial channels: *Star FM* and *Green Channel*.

However, the Assistant Head of Politics and Economic Affairs contradicts the above statements, he maintains that whilst the station's scope of coverage is theoretically claimed to be national, some parts of the country especially the rural areas experience poor signals. These hamper the station's target of a universal service.

When you travel to places like Kabale the clearest of the *Blue Channel* which is supposed to be for the Western and Central regions is around Kabale town where there is booster transmitter. Outside that, the medium wave signal is very poor, so listeners in those areas do not pick the signal. The same problem pertains in Karamoja (North East) where there was an attempt to put an FM channel, but due to lack of resources to run it, these plans flopped. Hence, the Karimojong rely on the neighbouring Kenya radio station, for their news and other programmes. In West Nile, it is a struggle to pick the red channel signal for *Radio Uganda* and therefore, that community listens to *Rhino FM*, a local Commercial station. So this is an indication that it is not a universal reach, and besides no one has made an attempt to research on the real scope of coverage of *Radio Uganda*. (Interview with the Assistant Head of Politics and Economic Affairs, Richard Baguma, Kampala, 12/07/2001)

Issues arising from the above statements raise two crucial concerns on the aspect of public service broadcasting. First, public service broadcasting by its very definition is supposed to be widely available to the benefit of all citizens (McQuail 2000 and McChesney 1997). Therefore by covering 90% of the country, *Radio Uganda* does not make its programmes widely available to all citizens as it is expected under its public service mandate.

Secondly, where one lives: rural, remote or urban, should make no difference to the service one gets. Such aspects as the potential listener's failure to have a radio set should be the restrictions on them rather than the unavailability of transmission signals, as the Assistant Head of Politics and Economic Affairs indicated in the above interview. Mano (1995:72) also points out in this regard, "public service radio should strive to have its signals available even to the remotest and poorest parts of the country".

5.5 Issues of Funding

Historical trends brought out in this study postulated that *Radio Uganda* has been largely funded by government. However recently, the station has embarked on the generation of revenue through commercialised programming. The money generated from commercial revenue however, is submitted back to the consolidated fund in the government treasury, and therefore the station does not have access to it. “If we need part of it we have to apply for it but sometimes we do not even get it”, said the Controller of Programmes. He further argued that funds allocated to *Radio Uganda* are insufficient even to finance programme production:

I would say that we are ‘starving’ because the money we get from the pool, from the budget is not sufficient. People don’t seem to prioritise our programme production needs. After applying, even a year can elapse before getting logistics such as equipment and spare parts and these are also ‘peanuts’. (Interview with Charles Byekwaso, the Controller of programmes, Radio Uganda, Kampala, 13/07/2001)

Nevertheless, there are plans according the Commissioner of *Radio Uganda*, of making public service broadcasters in Uganda (radio and television), autonomous institutions. They will be called agencies and will be required to generate their own revenue through commercialised programming. They will also have full allowance from government to spend the money as deemed necessary. The proposal and feasibility study have been finalised (Baguma et al., in Muthoni 2000). What remains is the blessing from government and for it to release its grip on these institutions, and thus implementation will take place. The Commissioner alluded further that *Radio Uganda* will be under completely different management:

In the new order we will have our own chief executive who will be allowed to spend the money depending on the needs of the station. This means that we will also be able to plan much more that we do now, depending on the revenue we will be collecting. The money will also be used to motivate staff. (Interview with the Commissioner, *Radio Uganda*, Jack Turyamujuka, Kampala, 13/07/2001)

The major debate arising from the above point is whether *Radio Uganda* as an autonomous institution will be able to sustain itself without any funding support and commitment from government. In the theoretical discussion in the second chapter of this study, it was noted that the universal transmission of programmes is a primary justification of operating broadcasting as a public service (Curran and Gurevitch 2000; McQuail 2000; McQuail 1994 and Reith, cited in Tomaselli 1994). This is also the major reason why the license fee for example is compulsory to every one owning a radio or a television set in countries such as Britain, Norway and Sweden (Blumler 1992 and Siune and Hultèn 1998). Therefore, the universal

access of programmes is a crucial area of the principle on which public service broadcasting is based. In the next section, the study attends to the subject of programming that *Radio Uganda*, as a public service broadcaster, provides for its listeners especially in the era of commercialisation.

5.5.1 Financial Constraints

Before I present and discuss the operations of the different programme sections at *Radio Uganda*, It important to note that public service broadcasters in Uganda are financially constrained. *Radio Uganda* and its sister institution, *Uganda Television*, were originally run under the Ministry of Information and Broadcasting with a full ministerial budget. However, since 1999, the Ministry of Information became a Department of Information under the Office of the President. This has affected the operations of these institutions in two ways: First, the Office of the President has its own priorities that are quite different from those of the public broadcasters and which are given prominence. According to Sylvia Nakabuggu the head of Farm and Environment section, certain plans, programme proposals and projects from the Information Department are abandoned, rejected or simply ignored. Second, other organizations and agencies like the United Nations Children's Fund (UNICEF) and The United States Agency for International Development (USAID), which used to fund these institutions, cannot directly do so today because of the many bureaucracies that prevail.

Under a fully-fledged ministry, *Radio Uganda* had full mandate to draw plans, projects and budgets under its jurisdiction thereby carrying out its plans and functions effectively, but once the Ministry of information became a Department under the Office of The President, its budget allocation lowered. It should be noted that before there was a vote for each programme production section. Producers would originate proposals and access the funds without going through unnecessary delays. In the new order however, there is a line of bureaucracies that must be followed, before budgets and proposals are approved. This bogs down the operations of the station especially in view of the journalism profession where time and deadlines are critical factors (Interview with Sylvia Nakabuggu, head Farm and Environment section, *Radio Uganda*, Kampala, 07/2001).

It should be noted that the above changes are the result of liberalisation and commercialisation of media services (Blumler 1992). The fact that private stations can earn revenue and sustain themselves, serve as a point of reference for government to withdraw its funding commitment to public service broadcasters. The financial constraints as the study demonstrates in the upcoming sections, have impacted on public service broadcasting functions in many ways. Notably the production of programmes entirely depends on the availability of a sound budget. Also, the introduction of commercial programmes pushed many public service broadcasting programmes off the schedules. Again with the new structure in management the vote allocation for programme production is no longer available. The task is therefore entirely left to the producers who have to seek for funds from public, private and non-governmental organisations to fund their programmes. This, according to the Head Farm and Environment, compromises the public service values and principles. The funding institutions in most cases are the originators and the source for the programmes and therefore they are likely to influence programme content as well as message design:

If you listen to most of the programmes we produce today, you will realize that they are public relations programmes (PR), whereby the sponsor will need to be promoted in the programme and also dictate over content to suit his own objectives. This definitely has an effect on the end results in that the programme does not reach its targeted audience, hence cannot achieve the intended objectives. (Interview with the Head of Farm and Environment, Sylvia Nakabuggu, *Radio Uganda*, Kampala, 22/07/2001)

The above is a common phenomenon throughout the various sections of *Radio Uganda*. Even where the programmes are studio based, producers are given handouts commonly referred to as “envelopes”. Handouts are defined as freebies or bribes. With their meagre salaries most of them are tempted to accept these handouts. This, as noted earlier has great influence on the final product (the programme) as it will shape the trend of its post-production, as producers will tend to please their benefactors. Asked about how they have been able to cope with the prevailing competition and all the problems of shrinking government funding, the head, Farm and Environment said:

It has not been easy, some how we are just surviving through people who are still interested in the station. We still have an audience who are still interested in our programmes especially in the areas of health, agriculture, politics and economics and listeners’ favourites. But we will soon lose these people if government does not come to our rescue. (Interview with Sylvia Nakabuggu, head of Farm and Environment, *Radio Uganda*, Kampala, 22/07/2001)

The issue of financial constraints tends to run across all programme production sections of *Radio Uganda*. This is a major dilemma of broadcasting as a public service. As Dahlgren (1995) and the Peacock Committee (1986) observed, there must be a funding commitment by the public, in this case government, to support these institutions in exchange for their obligations and mandates (also see Reith cited in Tomaselli 1994). Such obligations are not likely to be on the agenda of private broadcasters because they do not attract advertisers (Kayanja 1994; Baguma et al., in Muthoni 2000; carver 1995). The financial dilemma facing *Radio Uganda* will be discussed further in the subsequent sections especially that on programming. For now, the study explores the aspect of policy on programming.

5.6 Policy on Programming.

The purpose and major focus of this theme was to establish whether government has a policy on the programming of public service broadcasters, as well as the newly established private commercial stations. The study has established that the policies on broadcasting programming, performance and establishment of broadcasting stations, for both public and private stations, are still in the formation stage. These policies are developed under the government White paper and the Broadcasting council.

5.6.1 The New Policy: *Information and Communication for Development*

As mentioned above, the Government of Uganda (GOU), is currently developing a new policy in the government White Paper titled, *Information and Communication for Development* . The policy is aimed at “identifying gaps, contradictions, and conflicts in the current flow of information between government and the public” (Baguma et al., in Muthoni 2000:131). The policy is done in consultation with key public, private and civil society stake holders, ministries and regional governments, civil society organizations, communication utilities (including commercial providers of electronic services), schools and churches. According to Baguma et al., all types of communication are considered in making the White Paper: electronic media, newspapers, folk and traditional storytellers, and informal social exchange (Baguma et al., in Muthoni 2000). Among many other recommendations, the White Paper proposes that government should,

merge *Radio Uganda* and *Uganda Television* into a new independent public broadcasting corporation, decentralise *Radio Uganda*, encourage private broadcasters to cover the whole country and transmit developmental programmes. (2000:131-132)

The Director of Information, who is also the Secretary to the Broadcasting Council, Okullu-Murra, observed that the essence of the policy in relation to *Radio Uganda* is to ensure that the station fulfils its mandate of informing, entertaining, mobilising and educating the public. The Broadcasting Council is also in the process of formulating a policy in respect to the above and to ensure that private stations meet a certain percentage of the public's informational needs.

5.6.2 Policy on Private stations according to the Broadcasting Council

The formation of the Broadcasting Council in Uganda was to oversee, guide and regulate the activities of broadcasters, particularly private broadcasters. As noted above, government through the Broadcasting Council is trying to establish a regulatory framework and criteria for private media, including clear rules for broadcasting responsibility.¹ The Secretary to the Broadcasting Council, Okullu-Murra, said that whilst the policy induces even private broadcasters to broadcast a certain percentage of developmental programmes, experience has shown that these institutions have allocated very little time for such programmes. He explained that the Broadcasting Council only awards licenses to these institutions, on condition that they will devote a certain percentage of airtime to developmental programmes, geared towards educating the populace on aspects of national development. This has been the case elsewhere with similar institutions responsible for broadcasting regulations. The Media Institute of Southern Africa (MISA) for example, gives prominence to the principle of balancing the needs of both the general audience as well as a more specialized audience, before awarding licenses to applicants (Barker 2000).

That being the case however, according to the Secretary to the Broadcasting Council, these institutions have not lived to their expectations. This, in the first place is due to the fact that commercial stations entirely depend on commercial revenue for their operations and survival. Therefore, the motive of profit maximisation is greater than anything else. This means that they have to produce and package programmes that will attract advertisers. Second, because this

requirement is not on paper yet, its implementation is still a major challenge. Finally, the Broadcasting Council does not have the capacity (both material and human resource) to monitor programmes aired on all radio stations effectively (Interview with the Secretary to the Broadcasting Council, Okullu-Mura, Kampala, 24/07/2001).

Nevertheless, according to the Secretary to the Broadcasting Council, the public has been involved in monitoring the activities of radio stations especially the programmes that are aired. When for example, any member of the public detects any offensive information (to the citizens) on a particular radio station, she or he is mandatory to inform the Broadcasting Council, which follows up and resolves the matter.² In the next section I present and discuss data on programme production and scheduling at *Radio Uganda*.

5.7 Programme Production and Scheduling

Under this theme, I present the findings on the issues of programme production and programming. I will discuss the factors that influence the production, time allocation, and the different categories of programmes at *Radio Uganda*. The term “sponsored programmes” is used here to refer to those programmes with any part of their cost production or transmission met by an organisation or person other than *Radio Uganda*, with a view to promoting its own or other’s name, trademark, image, activities, products, or other direct or indirect commercial interests (Mintel cited in Brian Sturgess 1992: 40).

5.7.1 Programme Production

The findings presented under this section on programme production and scheduling, establish a great deal of education and information provided by *Radio Uganda* via its various programme sections. However, I have also observed a steady penetration of commercialisation into the operations of the public service radio. These are basically due to the shrinking government funding of the station. There are certain loopholes in the packaging of the programmes as well as inclusion and sourcing.

There are eight different sections for programme production at *Radio Uganda* namely:

- Politics and Economic Affairs,

- News and Current Affairs,
- Farm and Environment,
- Health,
- Gender,
- Religion and Culture,
- Sports
- Commercial sections.

Each of these sections is headed by a head of programmes with clearly defined goals and themes that should be represented in the programmes. Other key sections at the station include Presentation, Library and Transcription, Research and Public Relations.

The controller of Programmes revealed that the greatest proportion of content is local (99%) and the remaining 1% is made up of foreign music. The Politics and Economic Affairs section provides a platform for debate and discussion on national, political and economic issues. The News and Current Affairs section, deals with the production of both local and foreign news. Both Farm and Environment, and Health sections, operate under the genre of educational and developmental programmes. Religion and Culture was initiated to cater for the diversity of cultures in the country, while Gender caters for programmes geared towards marginalized groups, notably women, children and the disabled. The Sports section promotes and covers sports events. The Commercial section is responsible for revenue collection accruing from the major commercial outlets discussed in the second part of this chapter.

5.7.2 Programme schedules

In addition to the methodological approaches stated in chapter 4 of this study (sections 4.1.3 – 4.1.4), I will briefly justify the need to analyse *Radio Uganda's* programme schedules. The purpose of schedule analysis was to establish whether there are changes towards commercial logic at *Radio Uganda*. This was in line with the observations of McQuail (2000), when he noted that for many purposes in the study of mass communication, for example assessing change or criticizing performance, the researcher should be able to characterize the content of particular media and channels.

Scheduling according to Ellis (2000:24), “defines the basic choices which define a broadcast service”. Therefore, through the analysis of programme schedules before and after liberalisation and thereafter conducting interviews, I was able to locate the changes that exist in the programming of *Radio Uganda*. In this study, the schedules provided me with information on how long particular programmes have been broadcast for, at what time, or simply how many such genres of programmes are aired per given time. Most importantly the schedules provided a basis upon which I located a range of programmes in the early listening, prime time and late night listening categories at *Radio Uganda*. This is however not to say that the programme schedules detailed the exact content of programmes, rather, the point is that the schedules acted as informative guides to the kind and type of programmes that were aired during the period studied.

To recap on the approaches mentioned in chapter four, a systematic sampling technique facilitated the selection of programme schedules from a period of 3 years. The population was all programme schedules used in the years: 1991, 1995 and 2000. These years represent two years before liberalisation (which occurred in 1993), two years after its introduction and four years later. Based on the stations annual pattern of quarterly programming, I examined January and March schedules from the first quarter of the years 1991 and 1995. Then I examined April and June schedules from the second quarter of the year 2000.

The above stratified random sampling method facilitated the assessment of the frequency and recurrence of programmes in the genres: informational, educational, entertainment (sponsored and non-sponsored) and commercial programmes. This approach is in line with Deacon, et al.’s (1999) view that the technique of stratified random sampling does not only allow for the appropriate representation of schedules for the different programme genres but is also useful to identify trends in programming over the years.

Thus, I analysed the schedules based on four major types of programme genres categorised as A: news and current affairs, B: education and development, C: entertainment, D: commercial programmes. Other aspects in programming and scheduling such as continuity announcement,

Educational programmes as defined in chapter 3 are geared towards creation of awareness amongst the populace on matters of public concern, with the overall aim of improving their lives (Jjuuko 1998). They focus, as indicated in the table above on issues such as agriculture, health and the environment, among others. News and Current Affairs programmes are informative programmes on current issues in the country and the world at large. Entertainment programmes include all sorts of amusements such as: drama, local and foreign music, sports, folk songs, children programmes and others. The criteria for arriving at these categories is historical. As noted in chapter 3, *Radio Uganda's* programming was modelled upon the *BBC*, thus the various genres represented the stations public service broadcasting mandate which must be reflected in the stations programming as stipulated in '*The Uganda Broadcasting Service (Advertisements) Regulations and Programme Code, (1962)*'.

As mentioned earlier on in chapter 3, the above categorisation of the programmes is based on the station's different programme sections and the themes they represent. These categories are also problematic. For instance, drama programmes can ably be located in the Educational category.

5.7.2.1 A survey of Schedules for the period 1991; 1995; 2000.

Table 5: Volume of programmes aired during the period of study

Year	1991	1995	2000
Number of programmes	2220	2206	2366

Table 5 above shows the total volume of programmes (in all categories indicated in table 4), aired on *Radio Uganda* during the period of study. That is, January and March 1991 and 1995 respectively, and April and June for the year 2000. The results from the above figure show that there was a 1% fall (14 programmes) in the total volume of programmes aired between 1991 and 1995, while the number rose by 12% (146 programmes) in the year 2000. Four major conclusions can be drawn from the fall in 1991 and 1995 and the rise in 2000. First, it is an indication that *Radio Uganda* in 1995 had not gained stability from the shocks of liberalisation and competition from private stations. Second, liberalisation as observed in the introductory

chapter, had come with social, political and economical challenges. For instance, according to the Presentation Officer, the station was losing its producers to the new commercial stations and therefore there were few producers to produce the programmes thirdly, the issue of limited funding hindered programme production. In the year 2000 however, the rise of programmes can be attributed to the introduction of new programmes more so, commercial or sponsored programmes.

Table 6: General study of 6 months' sample of programmes transmitted on *Radio Uganda* for the period: 1991; 1995; 2000.

Programme categories	1991 January and March	Total %	1995 January and March	Total %	2000 April and June	Total %
A	618	56%	594	54%	700	59.1%
B	850	76.5%	616	55%	692	58.4%
C	182	16%	194	17%	216	18.2%
D	418	38%	620	57%	716	61%
E	152	14%	182	16.5%	42	4%
Total	2220	200%	2206	200%	2366	200%

The percentages are rounded-off to whole number. Source: Radio Uganda Library.

Key: A: News and Current Affairs; B: Educational and development; C: Entertainment; D: Commercials and E: Others

Table 6 reflects the total amount and percentage calculations for the programmes produced and aired on *Radio Uganda* during the period of study, in all the five programme categories or genres, namely: News and Current Affairs, Education and Development, Entertainment, Commercial and others (see table 4 for category description). The sample depicts a high volume of educational and developmental programmes at 76% and news and current affairs at 56% in 1991. Commercials and entertainment programmes had not gained popularity and therefore did not attract much attention from schedulers as indicated by their lower percentages of 38% and 16% respectively.

However, the schedules indicate an increase in the amount of commercial programmes from 38% (418 programmes) in 1991 to 57% (620 programmes) in 1995. This was the beginning of the existing changes at *Radio Uganda* today. The bulk of commercial programmes included, commercial spots and sponsored programmes. Education and development and, news and current affairs programmes also remained important in 1995 in the second and third position after commercials, at 55% (616 programmes), and 54% (594 programmes), respectively. Less attention was paid to entertainment programmes as depicted by the low figures of 17% (194 programmes) in the year 1995.

Whilst news and current affairs remained fundamental at *Radio Uganda* in the year 2000, there was a preponderance of commercial programmes at the station during the period of study. Commercial programmes constituted 61.5% (716 programmes of the 2366) of programmes aired on *Radio Uganda* in April and June. The time they occupy range between 30 seconds for commercial spots to about 30 minutes for personal announcements and sponsored programmes. Thus, the schedules generally revealed a steady rise of commercialised programming from 418 programmes (38%) in 1991, to 716 programmes (61%) in 2000. In contrast, educational and developmental programmes experienced a steady fall from 850 programmes (76%), in 1991 to 692 programmes (58%) in the year 2000. News and current affairs remained stable throughout the period of study at 56% on average.

The rise in commercial programmes and a fall in education and development programmes can be attributed to three major factors. First, most education and developmental programmes have now been replaced with commercial programmes; second, as data from in-depth interviews will show later, there has been an introduction of advertisements even within programmes; the third factor is that some educational and developmental programmes have now been commercialised as sponsored programmes, for example, *Export Panorama*, *Facts about Life and Electoral Commission* programmes. Note should be taken that these programmes have been categorised in both the Education and Development and the Commercial categories. Although these programmes still carry public service principles and values, the nature in which they are being produced as data indicates, is changing to favour the sponsors' objectives. The third factor on the one hand has positive implications for public service broadcasting

programmes as this will help to sustain public broadcasts. On the other hand, as data from interviews will indicate later, sponsors and advertisers have a tendency of dictating content of these broadcasts thus undermining the public service programme values and principles.

5.7.2.2 Time-Space allocation

The study identified the time and space occupied by each of the programme categories: News and Current Affairs, Educational and Development, Entertainment, Commercial programmes and others (see table 4 for description). It is assumed that all the categories of programmes might have been equally affected by sudden changes to the programme schedule. Therefore the data from programme schedules for the year 2000 provides a window into the time-space allocation for the categories of programmes indicated in table 7 below. The exercise involved calculating the time allocated to the different programme categories using morning prime-time broadcasts, morning broadcasts, afternoon broadcasts, evening prime-time broadcasts and late night broadcasts variations, for a typical Monday transmission.

Table: 7 showing total time allocated to the different categories of programmes.

Time	A	B	C	D	E
Morning prime -time broadcasts (6:30-8:30)	1 hour	15 minutes	-	45 minutes	-
Morning broadcasts (5:59-6:30) (8:30-12:00)	15 minutes	2 hours	1 hour	45 minutes	1 minute
Afternoon broadcasts (12:00- 18:00)	2.5 hours	2.44 hours	15 minutes	1 hour	1 minute
Evening prime-time broadcasts (18:00-21:00)	2 hours	15 minutes	-	1.45 hours	-
Late night broadcasts (21:00-24:00)	30 minutes	-	45 minutes	1.45 hours	-
Total	6.15 hours	5.14 hours	2 hours	6 hours	2 minutes

Key: A: News and Current Affairs; D: Educational and development; C: Entertainment; D: Commercial and E: Others

Table 7 reflects the amount of time for the different programme genres aired on a Monday in June 2000. The schedules revealed that news and current affairs programmes as well as commercials feature prominently during prime-time listening, whereas educational and entertainment occupy more time during non-peak listening. Generally the schedules reveal that most news and current affairs programmes like Main News (in all languages) and commercials like Personal announcements and spot advertisements, are aired for 15 minutes mostly during prime-time listening. This is in contrast with educational and developmental programmes, which, as indicated on the schedules are aired during non-peak listening hours. The same applies to entertainment programmes, which are aired during very late hours, usually at bedtime (see appendix 4, Monday).

This section has presented and discussed data on *Radio Uganda's* programming that emerged from programme schedules. The next section presents data on the operations of the different programme sections at *Radio Uganda* that emerged from in-depth interviews. The interviews were conducted based on the programme schedules analysis.

5.7.3 News and Current Affairs

The News and Current Affairs section deals with the production of both local and foreign news. The Chief News Editor is the overall head and under him are sixteen reporters, many of whom report for *Uganda Television* as well. There are basically two categories of news: The main news which provides a variety of bulletins in almost all the local languages mentioned earlier, and the longer and comprehensive version of news titled "News Hour". This is transmitted everyday at 8:00 pm for one hour. According to the Chief News Editor, Mageseso Namungalu, the editorial policy of *Radio Uganda* newsroom is that the biggest news makes headlines, but the important issue is that the news content should not contradict government policies.

Similarly, in an interview with the Controller of Programmes of *Radio Uganda*, it was established that whilst there are no government restrictions on programme content, producers and reporters are expected to be self-censored, to avoid those stories, which contradict the 'good' intentions of government. He also said that the station follows the guidelines and

regulations of the Broadcasting Council and the foreign policy of the country, to avoid conflicts with neighboring countries.

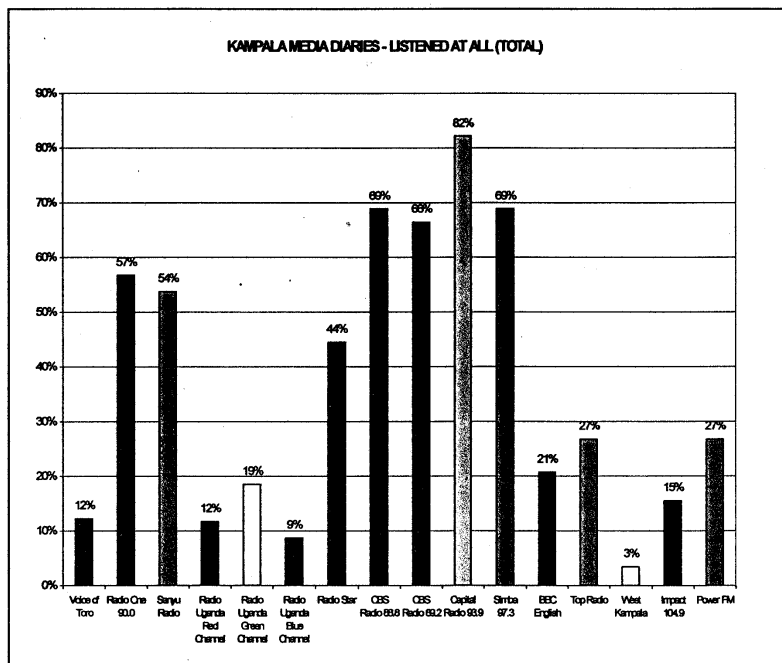
On the performance of *Radio Uganda's* Newsroom, the Chief News Editor observed that although the Newsroom is constrained with lack of logistics such as operating funds, transport and equipment, coupled with inadequate staff, the station is still the best in the country. News has a wide coverage, is credible and reliable. He further stated that even the new FM stations rely on *Radio Uganda* for their news tips and verification of their stories. The public largely depends on *Radio Uganda* to verify news bulletins on FM private stations.

People listen to news but many claim that these stations run untrue, speculative and biased stories, so the public still have to tune in to *Radio Uganda* to verify the stories they have heard on the private stations. (Interview with the Chief News Editor, *Radio Uganda*, M. Namungalo, Kampala, 18/07/2001)

While the above is the notion amongst many schools of thought at *Radio Uganda*, other findings of this study have indicated that the newly established commercial radio stations have claimed a large proportion of audiences from *Radio Uganda*. These stations tend to put emphasis on current and updated news. For example, on some radio stations a summary of the news is transmitted at the top of every hour, whilst on others, news updates are aired every after 20 minutes. According to research conducted by Steadman & Associates (2000), on radio listenership highlights in Uganda, *Capital Radio* one of the private stations was the leading station in total listenership with 90%, while *Radio Uganda* had the lowest at 9% as indicated in graph 1 below.

Graph 1. Radio Listenership Highlights

Total reach in greater Kampala



Source: Steadman & Associates (U) Ltd. 2000: 17

The graph above shows that *Capital Radio 93.1* is the leading station in total listenership at 82%. *Radio Simba* and *Central Broadcasting Service (CBS) 88.8* follows at 69% while *CBS 89.2* also follows closely at 66%. *Sanyu* and *Radio One* are closely competing for total audience at 54% and 57% respectively. *Radio Uganda's Star FM*, a commercial channel is listed with 44% of listenership. The mainstream *Radio Uganda*, trailed with only 9% of total listenership in Kampala the capital city. This is a clear indication that the newly established commercial radio stations have claimed a large proportion of audiences from *Radio Uganda*.

5.7.3.1 Discussion of the News

Through interviews with most producers on the main news bulletins at *Radio Uganda*, the study revealed a high concentration of government ministers and top government officials, as recurrent actors in most of the news stories. Based on my observation of the news content of public service broadcasters, top government officials particularly the presidency and the cabinet are featured in almost all the news bulletins on *Radio Uganda* and *Uganda Television*.

The above officials share this spot with judges, ambassadors, politicians and corporate executives. The ordinary citizen is frequently not covered in the news unless in connection with a disaster. This also applies to the foreign news usually obtained from *CNN International*, *Radio Deutschwelle*, *BBC* and *Canal France International*, where news reports tend to cover high profile people such as celebrities, politicians and of course, catastrophic incidents.

The findings above are similar to those of Mano (1997) and Dahlgren (1995), where the latter points to the category of ordinary citizens in Zimbabwe who do not seem to make much entry into the “who category” of *Zimbabwe Television (ZTV)* reporters. This, he contends, contradicts the public service philosophy which requires public service broadcasting to give space to as many diverse publics as possible. It is however arguable that those issues represented in these stations’s news are of news value in as far as the definition of news is concerned. As McQuail (2000) and McChesney (1997) have argued, all citizens including the minorities should be given equal opportunities of representations on public channels (also see Thompson 1990; Mano 1995; and Habermas 1989). This situation however, has not only been evidenced by the advent of commercialisation, but one can argue that the current trends of commercialisation have only hastened the situation.

In interviews with the different respondents, various views on the frequent concentration of top officials and corporate executives in the news and other programmes were advanced. The chief News Editor, *Radio Uganda*, refuted this ‘allegation’, saying that they use the “5 W’s”(what, who, where, when and why) in their approach and whatever and whoever is newsworthy enough gets coverage.

The biggest events make news, if the prominent people have made news we cover them. If they come up with interesting issues, that is what we go for because news is something interesting. (Interview with the Chief News Editor, *Radio Uganda*, M. Namungalo, Kampala, 18/072001)

In contrast, other respondents pointed to the limitations of logistics such as equipment, transport and staff allowances to travel around the country and be able to accommodate more actors into the news. Hence, some segments of society such as the rural populace, are usually left out. Accordingly, there were only two vehicles available for all the production staff (reporters and producers). These vehicles are also shared with *Uganda Television*.

Furthermore, there were a handful of recorders available for reporters and programme producers. This situation encourages *Radio Uganda* reporters and producers to cover the not so distant conferences, workshops and meetings occurring in and around Kampala, the capital city.

When asked whether or not the officials pressurise them for coverage, most reporters and producers rebuffed my claim saying that they are professionals who can stand their ground. According to Richard Baguma, the head of Politics and Economic Affairs section, since liberalisation, *Radio Uganda* is experiencing a higher degree of editorial independence and institutional autonomy. Producers and management are more liberal with the decisions on the sources and content of their various programmes.

In general, one may assert that the over-concentration of official actors in *Radio Uganda* news has a bearing on the issue of limited resources that is prevailing at the station. My observation is that the unrelenting lack of operating logistics induces producers and reports to cover those institutions that are willing to “foot the bill”, in terms of transport, staff allowances and related expenditures. Therefore the bigwigs in high offices have the ability and potential to do so.

In sum, evidence from the interviews shows that the biggest percentage of *Radio Uganda*'s main news bulletins appear to concentrate on top officials as main actors leaving out the ordinary citizens. Common events also seem to rotate around workshops, seminars and meetings that are around the capital city leaving out the rural areas. This contradicts the public service broadcasting principle that radio should provide a universal service. The next section explores the activities and the programming of the Politics and Economic Affairs section.

5.7.4 Politics and Economic Affairs

The Politics and Economic Affairs section was put in place to provide a platform for debate and discussion on national, political and economical concerns. Major themes emphasized by this section include but are not limited to matters concerning local administration, the law, and economic issues of the country in general and households in particular. About sixty programmes are produced every week under this section in all the 25 (local and English)

languages discussed earlier in the second part of this chapter. Broadcasts are often live and they take the discussion formats, usually inviting guests mainly politicians, corporate executives and subject matter specialists to come and ‘discuss, share and exchange views’ with the public through phone-in dialogue. The head of the section Richard Baguma, emphasized that these programmes play a crucial role in education and development:

We have educated the people about issues that directly affect their well being and how to live in harmony with the rest of society. Presently we are tackling projects geared towards poverty eradication and modernisation of agriculture. This is in line with the government policy and agenda. (Interview with Richard Baguma, head of Politics and Economic Affairs Section, *Radio Uganda*, Kampala, 12/07/2001)

Baguma’s argument that these programmes play a pivotal role in education and development raises some crucial concerns. In the first place, it is obvious that ordinary people, especially those from rural areas are rarely invited to participate in the discussions. Instead, politicians, corporate executives and generally the elites are, in most cases, the main actors in such programmes. Secondly, ordinary people may own radio sets but do not have access to other means of communication such as telephones and therefore cannot actively participate in these programmes that were originally meant for their well being. As discussed earlier in preceding sections, the issue of financial constraints seems to rotate around all the sections of *Radio Uganda*. Thus, the Politics and Economic Affairs section like other sections as the study establishes later, is not financially sound to include all voices in its programming.

Asked whether the station encourages free interaction and participation in its programming, the head of Politics and Economic Affairs section was non-committal and had mixed feelings. On the one hand, he contends, the station is a little bit sensitive when it comes to hosting certain guests especially those from the opposition. He cited an example of when he hosted the runner-up in the recent presidential elections, Dr. Kiiza Besigye, in one of the programmes in a local language “*Ekitekoteko Kyawe*” (*Your thoughts*). He said that he was cautioned to alert authorities whenever planned to host such guests.

While the above creates an impression that the authorities’ intentions were purely innocent and were meant to receive such guests in a warm and official manner, it is quite obvious that the move was highly political and meant to censure participants in those programmes especially

those from the opposition. This contradicts with Baguma's earlier assertions that *Radio Uganda* today has editorial independence and institutional autonomy. The official maintains that the goal of free interaction and participation is far from being attainable.

Certainly we carry the voice of our owner (government) more than the voices of the public and the opposition for that matter. It becomes very sensitive especially in the local languages where individuals such as politicians, ministers and LC 5 (Local Council) chairmen, would come and complain against a certain producer or a particular programme which they felt were directly attacking them as individuals or their constituents. (Interview with Richard Baguma, Assistant head of Politics and Economic Affairs section, *Radio Uganda*, Kampala, 12/07/2001)

When considered from the public service broadcasting and public sphere perspectives, it is obvious that the present day *Radio Uganda* does not carry the principle of catering for all existing interests and tastes. Neither does it provide equal opportunities to all citizens of society to participate in societal concerns. Thus, *Radio Uganda* does not fully provide the public sphere.

On the other hand, Baguma contends that since this is not an institutional policy, government cannot directly impose restrictions on producers and the various discourses contained in these programmes. He illustrated that a producer cannot for example be expelled because of producing a programme questioning or challenging government policy or a government official. Baguma contends, "This was unheard of in the past. Today we have more freedom than what we had before"(Interview with Richard Baguma, Assistant head of Politics and Economic Affairs Section, *Radio Uganda*, Kampala, 12/07/2001).

The above sentiments on editorial independence in programme production and programming were similarly shared by most of the producers interviewed. However, basing on the station's history of lack of editorial independence and government interference, the majority indicated that they are always cautious and give particular attention to self-censorship. "One has to decide where he or she places one's loyalties". These claims are inconspicuous considering the country's historical trends of government interference and control of broadcasters. During the tabling of the Land Bill for example, a producer from *Central Broadcasting Service (CBS)* a private radio station was detained for hosting a programme that appeared to be challenging the government policy on the Land Bill. Raboy et al, (eds). (1992), contends that the autonomy of

public service broadcasting is supported by the system of checks and balances. Therefore it can be argued that governments will continue to watch over public service broadcasters.

The Politics and Economic Affairs section may seem to be totally concerned with issues of public interest, but this study also found some trends of commercialisation. According to the Assistant head of the section, Richard Baguma, the programme at times hosts company executives to promote the images of their companies as long as they are willing to pay for airtime and production fees. Baguma contends that studio based programmes can some time become so boring to listeners. Therefore “producers are compelled to look for sponsors to fund outside recordings for footage and sound bites footage that can at least spice the programmes”(Interview with Richard Baguma, Assistant head of Politics and Economic Affairs Section, *Radio Uganda*, Kampala, 12/07/2000).

5.7.4.1 Benefits to Society

The programmes produced under the Politics and Economic Affairs Section have tackled various important aspects of society that needed urgent attention. These include but are not limited to the fight against the rampant corruption in the country, the Aids epidemic, the high rates of environment degradation, poverty eradication and export promotion. On corruption for example, there is a programme titled ‘ *From the IGG’S Office*’ (Inspector of Government’s Office), meant to address this problem. It has made a significant contribution towards the eradication of corruption. Many corruption cases were brought to the attention of concerned authorities and corrupt officials have been exposed, investigated and prosecuted as per the law. The programme has also generated feedback from the public which is increasingly becoming more participatory. They provide information; report on corruption tendencies in their localities, thereby exposing corrupt officials. They also provide suggestions and participate in debates and discussions on these issues. It should be noted at this point, that commercial stations do not usually deal with developmental issues mentioned above.

Another aspect of great importance and beneficial to society highlighted by the Politics and Economic Affairs Section is export promotion. This is meant to create awareness on the avenues in which the country can improve on its trade and export base, especially through agricultural produce as well as industrial (small scale) products. It generates ideas from the

public on how everybody can contribute to this goal. The head of Politics and Economic Affairs Section, *Radio Uganda*, Richard Baguma stated that the public has participated actively. They usually call the station or visit to seek for more information, clarify and cross check information on issues that were not clear.

In addition, the section has contributed greatly towards environment management, health issues especially primary health care, family planning and HIV/AIDS. In all these the publics have been active participants:

For example in one of the programmes where we discussed the Aids antiretroviral drugs. People reacted very fast through telephone calls and some flocked the station the next morning to seek for more information on these drugs. This goes to show that these programmes have a tremendous impact on society. If we can only package our programmes better than we do now, the results can be more positive. (Interview with Richard Baguma, head of Politics and Economic Affairs, *Radio Uganda*, Kampala. 12/07/2001)

The above acknowledges the fact that the Politics and Economic Affairs Section plays a pivotal educative role in its programming. However, like I mentioned before, certain members of society, due to geographical barriers, limitations of the existing communication infrastructure and other social and economic reasons, are alienated from participation and therefore it ceases to provide a universal service. The next section studied, is Farm and Environment.

5.7.5 Farm and Environment

The Farm and Environment section of *Radio Uganda* operate under the Directorate of *Educational Broadcasting*. The Directorate was established in 1982 under then Ministry of Information and Broadcasting, with a mandate to produce both radio and television educational programmes for the development of the country. The section is topic-specific responsible for agricultural and environmental programmes in all the 25 languages including English. Educational programming according to Kajjubi, cited in Jjuuko (1998) is:

Basically a non-formal, lifelong, continued education system through the use of the electronic media, which targets various groups like children, the youth, farmers, policy makers, rural dwellers, the disabled and many other members of society. It creates awareness amongst the people in all aspects of life: social, cultural, political, economic and religious aspects. (1998:33)

Jjuuko (1998) also notes that such programmes tend to get away from pure entertainment to an institutional catalyst; they focus on matters of public concern including health matters, agriculture, the environment, family matters, gender issues and others. Thus the current Farm and Environment section operates along those lines. Sylvia Nakabuggu the head of the section explained that their current mandate is to create awareness on agriculture and environment issues specifically to the rural populace but also to the country as a whole.

We mobilize farmers for sustainable agriculture and sustainable development, and at the same time act as a link between researchers, extension workers and the community. The overall goal is to ensure household and national food security through increased food production and proper storage. We believe that Ugandan farmers are able and have the capacity to contribute substantially even to regional food security. All they need is information on modern farming and sustainable agriculture, which is basically our obligation to give the public what they require to know. (Interview with the head of Farm and Environment, *Radio Uganda*, Sylvia Nakabuggu, Kampala, 22/07/2001)

Despite its crucial role in stimulating educational information for sustainable development, the Farm and Environment section is financially constrained in various ways. In the first place, there are no funds for programme production allocated to this section. With the advent of privatisation and liberalisation government is withdrawing funding to public broadcasting institutions. As such, producers are unable to reach out to communities especially the rural areas where 80% of the population and the agricultural populace reside. This would be important especially where successful message design depends upon the ability to identify the needs of the target audience (Jjuuko 1988). This certainly undermines the public service values of diversity and a universal service.

The head of the section explained that due to financial constraints, producers instead, end up getting information from within and around Kampala, the capital city which does not have any agricultural activity. She also pointed to other logistics that are not sufficiently provided such as recording equipment, transport and stationery. These constraints she maintains, have resulted in the production of substandard programmes which do not make much impact on the audience because sometimes they are incomplete.

5.7.6 Health

The Health Section of *Radio Uganda* was initiated five years ago to combat the health problems that faced the country namely, the high incidences of HIV/AIDS and the malaria

epidemic. These had aggravated morbidity and mortality rates among adults and children under five. There was therefore need for a strong information channel to create awareness, combat and bring down these diseases. There were other problems such as high population growth rates that needed urgent attention as far as public awareness was concerned. With increased public awareness and requisite data, the linkages of population issues would be easily manageable to achieve intended goals.

The Health Section therefore, has been a major channel through which government implement its programmes on health related issues. The Section head, Mary Irene Kaboole, explained that the responsibilities of this section are to produce programmes for the community meant to keep them healthy, fit, strong and energetic. The Health Section in conjunction with the Ministry of Health has since, been producing programmes towards the prevention of diseases especially the major killer diseases namely: HIV/AIDS, malaria, cholera, measles, polio, diphtheria, tuberculosis, whooping cough and others. The section has also created awareness on health campaigns such as the ongoing immunisation campaign for the eradication of Polio.

The general formats employed for most of the programmes are magazines and documentaries, question and answer sessions, panel discussions, drama and quiz shows. The head explained further, that during epidemics of the notorious diseases such as the recent Ebola epidemic in the Northern region, concerted campaigns are made through the health section to sensitise the populace on precaution measures. Kaboole declared that through radio programmes there have been behavioural changes amongst communities, hence several health problems have been reduced while others have been completely wiped out. She gave examples amongst others, behavioural changes in sex and sexuality which have brought down the infection rate of HIV/AIDS as well as population growth rates in the country. Others include Malaria and the recent Ebola outbreak, which was combated mainly through increased awareness, spearheaded by *Radio Uganda*. When I presented my hypothesis that *Radio Uganda* was heading towards commercialisation, Kaboole strongly refuted it:

If you look at our schedules they indicate that we still plan for the community and therefore give priority to programmes like politics and economics, farming, health. You know Uganda largely depends on agriculture and we also need a healthy nation therefore we give priority to such issues. We also promote democracy through our programming. None of the private stations perform these functions, this is just a feeling in urban areas that *Radio Uganda* is

commercialising. (Interview with Mary Kaboole, the head of Health Section, *Radio Uganda*, Kampala/20/07/2001)

Despite the fact that *Radio Uganda's* programme schedules represent a certain amount of the public service broadcasting programmes, the timing of these programmes as indicated in table seven has shifted from prime listening time in favour of commercial programmes. The quality of these programmes has also deteriorated due to lack of production funds and other logistics as brought forward by the various interviewees in preceding sections. Further discussion with the head of the Health Section, emphasized the poor facilitation in programme production. Due to lack of resonance production facilities and motivation therefore, the station is continuously losing its audience and personnel to private stations.

However, the above officer maintained that *Radio Uganda* is not in any way in competition with other private stations. The private stations she contends are fully commercially oriented. "Even in production our programmes are well researched and professionally done," she said. Another important section in *Radio Uganda's* programming gender.

5.7.7 Gender

The Gender section is in line with the public service broadcasting value of serving for minority interests. The section emphasises those aspects that deal with a certain category of society namely, the youth, children, women, the elderly, and the disabled. These are commonly referred to as the disadvantaged groups because they tend to be neglected and denied a voice on communication channels. The formation of the Gender section was politically motivated, originally to deal with women issues and to coordinate women programmes from each section in specific language groups. Thus the Gender section fulfils the public service principle of catering for all existing interests and tastes and giving minorities a special privilege in programming.

Joyce Gunura the head of the Gender Section, observed that while *Radio Uganda* still performs the public service role, programme production in this section like elsewhere in the station, largely depends on the good will of relevant organisations which deal with the above issues

namely the Ministry of Gender. This ministry is in charge of women and gender related issues in society. Other organisation which deal with these issues include the National Council for Children, which deals with destitute children; the Federation for Women Lawyers, a group of women lawyers that provides free legal assistance to families and other non-governmental organizations. These institutions according to Gunura fund most of the programmes produced under this section.

She contends further that the programmes have been of great value to the target audiences: There has been increased awareness on women emancipation for example, nutritional issues, family life education and Universal Primary Education. All voices according to Gunura have been represented and /or entertained including minorities such as prostitutes. In general, there has been increased knowledge and information on developmental concerns. However Gunura argued that it would not be long before the public service mandate of *Radio Uganda* is compromised:

We are not yet commercial but the prevailing situation around here suggests that we are headed towards that trend. For example we are encouraged to get sponsors for each and every programme we produce, in order to get prime time for our programmes, however important they may be. Not only for production costs but also for airtime. (Interview with Joyce Gunura, the head of Gender section, *Radio Uganda*, Kampala, 20/07/2001)

The above leaves public service broadcasting at *Radio Uganda* in a state of flux. We have already observed in this study that sponsors and advertisers may not likely be interested in public service broadcasting programmes. Therefore producers in their quest for sponsorship are also likely to change to more advertiser-friendly programmes such as entertainment.

5.7.8 Sports

The Sports Section covers sports events as well as promoting that field. The programmes produced under this section are arguably entertaining and are largely based on local sporting activities around the country, with some sports events from the western world. They take several formats: first, there are short briefings in ‘Sports Dairy’ and the Sports News Section in the ‘News Hour’ programme, and sometimes in the ‘Main News’ bulletin. Second, they take the format of discussions and debates on soccer and other types of sports and third, they bring live broadcasts of sports events from within and outside the country.

Sports programmes at present day *Radio Uganda* exhibit an even closer proximity to advertisement and sponsorship. Most of these programmes are sponsored and allow the sponsors' products to be advertised within the course of the programme. This, as established in the next section, illustrates the penetration of commercialisation in Uganda's public service radio and therefore undermining public service Programmes. The next section explores the activities of the Commercial section and the trends of commercialisation at *Radio Uganda*.

5.7.9 The Commercial Section and Commercialisation

Commercialised programming, as defined in the second chapter of this thesis, is that kind of programming that is heavily dependant on product advertising revenue. Content is geared in the direction of business consumerism and the goal of profit maximization is ultimate (Blumler 1992; Curran 1991; McQuail 1994). Therefore, this theme sought to address the major research goal of this study of assessing the extent to which commercialisation has penetrated *Radio Uganda* in the era of liberalisation. In this section I present and discuss findings emanating from the activities of *Radio Uganda's* Commercial Section.

The Commercial Section is perhaps the most influential section at *Radio Uganda*. It handles all advertisements including, commercial spots, personal announcements and sponsored programmes, as they emerge from the different programme sections and genres mentioned earlier. This study has established that commercialisation at *Radio Uganda* looms large today. All the above sections, for example, especially programme production, are highly influenced by the Commercial and the Presentation Sections. Space allocation for instance, will highly depend on the dialogue between the Commercial Section, and the particular section from which the concerned programme originates, as this will have a bearing on the time-slot allocated to that programme. As Joyce Gunura, the head of the Gender section alluded earlier, producers in present day *Radio Uganda* are encouraged to get sponsors for the production of their programmes and for airtime, especially prime-time listening. For example, most educational programmes from the Farm and Environment Section were shifted from prime-time to create space for sponsored commercial programmes and entertainment. This situation

undermines public service broadcasting values and principles, leading to commercialised programming.

Evidenced by the historical account of *Radio Uganda* in the third chapter of this study, emphasis in programming was put on public informational needs (Kiyaga 1997; Balikuddembe 1992; Wamala 1992). Although sometimes these programmes do not have a majority interest, they are clearly essential for citizenry and for the country's development. Hence, *Radio Uganda's* programming was restricted to perform the three basic functions of public service broadcasting: educate, inform and entertain the populace (Kiwanuka 1990). In the early years of *Radio Uganda* broadcasting, there was a tendency of limiting commercial programmes. According to The Uganda Broadcasting Service (Advertisements) Regulation and programme code:

The amount of advertising that shall be carried in the programmes of the UBS, both in regard to sponsored programmes and "spot" advertisements shall be very minimal and at the absolute discretion of Director. The commercial, that is the advertising content of any sponsored programme, shall not exceed 10% of the programme and shall be spaced at regular intervals. Unrelated announcements or "cold-plugs" will not be accepted. (1962: 3-9)

The Chief Commercial Manager Paul Olungi, confirmed that *Radio Uganda* was never mandated to broadcast commercial programmes. He contends that initially very limited time, as little as 15 minutes per day, was allocated to commercial programmes which were basically personal announcements. With the emergence of liberalisation however, government is leaving its departments to finance their operations and existence. Thus, *Radio Uganda* is progressively straying from its public service mandate to include some kind of commercialised programming. According to the Chief Commercial Manager, the station is ready to allocate as much airtime as advertisers can take.

Time allocation to commercial programmes and advertising spots entirely depend on the volume of these programmes. Our limitations are not on airtime but on a number of advertisers we can get. As long as you have business, time will be allocated to you to a tune of 50% to 70%. (Interview with Paul Olungi, Chief Commercial Manager, *Radio Uganda*, Kampala, 16/17/2001)

The Chief Commercial Manager emphasized further that government requires the commercial section to collect a minimum of 600 million Uganda Shillings (approximately \$343,000)

annually. This request, however, is beyond the station's capacity. For example, the Commercial Section was only able to collect only 500 million Uganda shillings (approximately \$286,000) for the financial year 1999/2000, indicated below in table 8.

Table 8: Showing Radio Uganda's revenue collection for the financial year 1999/2000.

MONTH	PERSONAL ANN.	SPOTS/SPONSOR ED PROGRAMS	UPCOUNTRY	TOTAL	BANKING
July 1999	5,165,000/=	14,930,910/=	-	20,095,910/=	20,095,910/=
August 1999	3,445,600/=	45,414,350/=	1,242,800/=	50,103,100/=	50,103,100/=
September 1999	3,606,000/=	178,561,350/=	756,200/=	182,923,550/=	182,923,550/=
October 1999	7,659,182/=	7,005,000/=	884,000/=	15,548,182/=	15,548,182/=
November 1999	3,355,200/=	24,952,733/=	1,729,300/=	30,037,233/=	30,037,233/=
December 1999	4,266,220/=	16,383,480/=	1,213,900/=	21,863,600/=	21,863,600/=
January 2000	6,194,220/=	34,433,300/=	597,525/=	41,225,045/=	41,225,045/=
February 2000	5,103,852/=	26,185,867/=	2,060,250/=	33,349,969/=	33,349,969/=
March 2000	5,471,940/=	20,183,000/=	-	25,654,940/=	25,654,940/=
April 2000	3,393,060/=	31,342,150/=	732,700/=	35,467,910/=	35,467,910/=
May 2000	3,026,000/=	14,835,600/=	1,437,010/=	19,298,600/=	19,298,610/=
June 2000	3,741,750/=	28,176,988/=	1,968,650/=	33,887,388/=	33,887,388/=
TOTAL	54,428,024/=	442,405,078/=	12,622,335/=	509,445,437/=	509,445,437/=

Source: Radio Uganda Commercial section

One can argue however that increased commercialisation at the public service radio will lead to increased revenue to sustain public broadcasts, but there are quite a number of hindrances to this anticipation. Apart from the prevailing competition for audiences and therefore advertisers, *Radio Uganda's* Commercial section is faced with lack of human resource and bureaucratic tendencies associated with government institutions. These hinder the smooth operation of the station. In the first place, the section lacks a strong marketing mechanism. For example, according to the Chief Commercial Manager, the section does not have a sales representative. There is only one Commercial officer and a cashier to collect revenue and to market the station. Yet the station cannot directly recruit staff, it has to go through the Public Service Commission, which is mandated to do so. In addition, while government expects maximum output of revenue, it has not invested in the Commercial Section as well as the station in general. Without facilities such as transport the goal of maximum benefits cannot be realised and therefore, the idea that commercials can sustain public broadcasts remains out of poise.

Second, according to the Chief Commercial Manager, the existing government regulations and rules on commercial operations also frustrate the activities of the section. The current non-tax revenue banking arrangement for example, has led to loss of many clients of *Radio Uganda's* Commercial Section. The arrangement requires clients to pay for the services through banks. The process involves: obtaining bank payment advice from the station, paying for the services in the bank and returning the slips to the station before services are offered. This process, according to the Chief Commercial Manager, is tedious and time-consuming.

Take for instance a death announcement; you cannot expect a bereaved person to go through such bureaucracy. This should be the work of sales officers. (Interview with the Chief Commercial Manager, *Radio Uganda*, Paul Olungi, Kampala, 16/07/2001)

The Chief Commercial Manager also observed that competition cannot be driven only by commercial operations, but should also be guided by programming. Thus, the station can only be marketed if it has listenership. It is listenership not airtime that is sold to advertisers. These are only convinced with attractive programmes. This is in unison with Suine and Hultèn's (1998) view that competition sets its own rules according to commercial logic. Considering the lower rates of listenership for *Radio Uganda* in Kampala, illustrated in graph 1, advertisers would not find it attractive to advertise with this station.

The other argument in relation to the above points to the station's transmission aspects. While it is true that *Radio Uganda* has a wide coverage, this study has already established that certain parts of the country do not receive transmission signals or where they do, the reception is poor (see section 5.5.2, paragraph 4). This means in the first place that the advertiser may not be able to reach those targets. Secondly, poverty levels in Uganda are quite high at 35% (7.45 million people) living below the poverty line and over 60% (12.6 million people) being generally poor and most of them living in rural areas (Gariyo 2001). This is an implication in that the advertiser may not target those areas due to their lack of spending power.

To conclude this section on programme production and scheduling I am of the view that *Radio Uganda* will only fully achieve its public service broadcasting obligations to society if the programmes will accommodate more voices especially those voices which have been

suppressed in the past. A strong policy therefore could be one way to enforce this. For now, I present and discuss the findings on the current policy on programming.

5.8 General Discussion of the Study Findings

Public service broadcasting, as outlined in chapter 2 and earlier on in this chapter, has three basic functions: firstly, to inform the public on political, economic, social and cultural developments within society; secondly, to educate or enlighten people of the nation as a whole and thirdly, to entertain them with programmes of high standards and good taste (Tomaselli 1994). From the Ugandan perspective, there is a fourth function: mobilization. The present study's objective was to discuss how *Radio Uganda* as a public service broadcaster is performing these functions, despite the stiff competition with the new private commercial stations for audiences and revenue. In relation to the theoretical obligations of public service broadcasting, the study focused on *Radio Uganda's* programming aspects with the aim of answering the following research questions: Does *Radio Uganda*, in post-liberalised Uganda, still maintain its public service principles and values? Is there a difference between programmes produced before and after liberalisation? How much time is allotted to educational /developmental programmes vis-à-vis commercial programmes?

The programme obligations of public service radio in Uganda were not only approached from the ideal type level but also from the African context and the station's historical perspective expounded in chapter 3, and outlined by the various respondents in chapter 5. The study showed that the public service approach in Uganda arose from specific Ugandan factors such as political, social and economical perspectives outlined in chapter 3. For these and several other reasons, the public service approach was perceived as the most convenient form of organising broadcasting in Uganda before and after independence by the successive governments. For now, I revisit the public service mandate or the ideal type principles of a vibrant public service radio as expounded by various scholars (Reith in Tomaselli 1994; Curran 1991; Keane 1991; Habermas 1989; McQuail 1994; McQuail 2000; Balikuddembe 1992; Syvertsen 1992) in relation to the present study's findings on *Radio Uganda's* current programming. The principles serve as a benchmark to guide and evaluate the main findings of the study from the point of view of the study's research questions outlined above.

The first public service radio principle, and most important as critically discussed in chapter 2, is one that stipulates that public service broadcasting services should be universally available to all citizens of the nation. It is the main reason why *Radio Uganda* operates as a public service institution with full government funding control. It is, theoretically, at the same level with say the *British Broadcasting Corporation (BBC)*, which is funded by the licence fee and given national appropriations in return for informational services that equally benefit every citizen in the country. However, as the study indicates, *Radio Uganda* does not satisfactorily fulfil the principal of universality. Firstly, its scope of coverage is 90% thus the 10% of the population is not reached. Secondly, even within the 90% scope there are some areas which experience poor transmission signals. Thus, the role of radio programming in informing, educating, entertainment, diversity, and citizenship representation as theoretically argued in chapter 2 of this study is potentially real to predominantly urban areas, which are relatively privileged with good reception of *Radio Uganda's* programmes, whilst some areas such as rural communities are cut off from the various discourses on *Radio Uganda*.

The second principle of public service broadcasting emphasises that it must be funded by the public it serves, specifically by means of a compulsory licence fee levied on all radio and television sets owners who expects a good service in return (Dahlgren 1995). This study has established that *Radio Uganda* has since its inception been fully funded by government (with the tax payer's money). Acquisition of revenue from licences has not been successful in Uganda due to what the Acting Director of information, Okullu-Murra termed as "low income levels" of working Ugandans. Results of the study have further shown that since the liberalisation of airwaves in Uganda, government funding of public broadcasters has been dwindling. Government is therefore encouraging public service broadcasters to generate their revenue to sustain themselves financially and to sustain public broadcasts. This arguably means that *Radio Uganda's* ability to deliver quality programmes is severely undermined by the poor funding or lack of it and therefore, the immediate possible remedy would be to turn to commercialised programming.

It is also important to note that the prevailing competition for audiences in the broadcasting sector in Uganda today puts *Radio Uganda* in the dilemma of selecting content and packaging

programmes in a manner that will attract audiences and thus advertisers. As the controller of programmes observed, it is very difficult to certify all categories of audiences with the station's current programming and with the limited budget:

At times when you go deep into these programmes such as agriculture, environment, politics and so on, you lose the audience particularly the young generation which constitute 70% of the population, because they don't want this kind of programming. We therefore have no choice but to increase on entertainment programmes. (Interview with the Controller of programmes, Radio Uganda, Charles Byekwaso, Kampala, 13/07/2001)

The above is an indication that Radio Uganda in a bid to hold and sustain audiences, forced to change programming to meet the demands of the current environment even though this may be undermining the station's public service mandate.

The basic requirement that public service radio programming should be funded by the corpus of its listeners loses meaning when seen from the context of *Radio Uganda*. The situation where licence fee funding does not exist and where government is headed towards complete withdrawal of state financial support undermines the station's ability to sustain public broadcasts and therefore the ability to perform its obligations as expected of them by the public. Whilst some of the interviewees were of the view that public service programmes would be attractive to advertisers, others indicated that quality programming offering meaningful choices to the target audience is suppressed by advertisers and sponsors' influences on programme content and design.

The third principle of the ideal-typical public service broadcasting that *Radio Uganda* is obliged to adhere to is the need to encourage competition in good programming rather than competition in numbers (Tomaselli 1994). Discussed in relation to the study findings and research questions, it is obvious that the current need for advertising revenue compels *Radio Uganda* to programme for numbers, with commercial and sponsored programmes dominating primetime listening.

The fourth and fifth public service broadcasting principles crucial to this discussion, stipulates that public service radio programming should cater for all existing interests and tastes and that minorities in society must be given a special privilege in programming. In addition, the sixth

principle stipulates that public service programming should be related to national identity and community. Considered together, these principles seem to be given attention to a certain extent by *Radio Uganda's* programming as not only evidenced by the multiplicity of languages which currently stand at 26, but also in the availability of the Gender section that caters for minority and underprivileged groups such as the disabled, children, women and the aged. However due to a number of limitations established by the study in the fifth chapter, *Radio Uganda* partially performs this function.

The seventh principle of public service broadcasting is that which stipulates that the service should keep away from all vested interests, especially the state and commercial interventions. In the same way, the eighth principle states that public service broadcasting guidelines must be designed to liberate rather than restrict programme makers (Keane 1991). What Keane is referring to is the freedom for broadcasters to have full programming and editorial independence. As I see it, these two principles are clearly essential to public service broadcasting. Without keeping a clearly defined distance from vested interests in society, *Radio Uganda's* role as a public service broadcaster is threatened. This study has so far shown that programme production at *Radio Uganda* at the moment is heavily dependent on sponsors who not only influence content but also the nature in which the programmes are produced. Further study results indicate that there are political interventions in the operations of *Radio Uganda*. According to the Head of Politics and Economic affairs Section, caution must be taken in programming. "You have to be careful and selective of who you host for a particular programme" (Interview with Richard Baguma, head of Politics and Economic Affairs Section, *Radio Uganda*, Kampala, 12/07/2001).

Based on my findings in this study, it can be argued that *Radio Uganda* in the new order is constrained especially with regard to its performance in the key functions that are vital in the existence of the public sphere discussed in chapter 2, namely: the watch dog function, diversity in its programming as well as keeping the citizens informed and entertained. The next section critically discusses the extent to which *Radio Uganda* in the commercial age is providing a public sphere.

5.8.1 Public Watchdog Radio

The watchdog function as pointed out in the second chapter of this study, is defined as revealing abuses in the exercise of state authority or as means of seeking redress against the abuse of power over others in society (Habermas 1989). *Radio Uganda* can especially be expected to perform this function through its programmes such as news and current affairs, talk shows, magazines and documentaries, especially through the Politics and Economic Affairs section discussed earlier on in this chapter. However, interviews with producers and heads of sections indicate that whilst there is a certain amount of freedom in programming and programme production, it is not guaranteed, as it may not apply to certain situations. Most claimed that at times they are in precarious situations when dealing with potentially controversial stories or topics that might get them into trouble with authorities both at the station and government. Such topics may be politically related or exposing on government ministers and top officials. As most of them put it: “ One should know better where to place his or her loyalties”.

Some producers refuted the claim by the Commissioner of *Radio Uganda* that there is a high degree of editorial independence, and that there is no censorship. For example, Richard Baguma as we noted in his interview, had to be cautioned when he hosted in one of his programmes, the runner-up in the recent presidential elections. Similarly, Joyce Gunura the Head of the Gender Section articulated that:

There is no such thing as editorial independence and press freedom on *Radio Uganda*. This is a public radio and we are expected to serve for government not against it. If government or even our bosses are in the wrong, they don't expect us to highlight their mishaps on this station. If it is a minister implicated in any scandal, we have to wait for a press release from government before we get such a story on air. Meanwhile, our competitors have already put out that story. We are not expected to air views and voices that criticise government even though it is constructive criticism. (Interview with Joyce Gunura, head of Gender Section, *Radio Uganda*, Kampala, 20/07/2001)

The issue of programme sponsors and advertisers discussed in preceding sections also threaten the station's potential to perform the watchdog function:

If you listened to most of our programmes today you notice that they are highly public relations programmes. If a company sponsors the programme they want to be promoted as well, of course, no one will sponsor a programme where there is no vested interest. Most of the programmes today are like that. We have lost talent, professionalism and credibility, because we can no longer claim credit and responsibility for our productions. Secondly if we have a big advertiser on our station we cannot afford to

carry out negative publicity for that company even if they are implicated in any scandal. (Interview with Sylvia Nakabugu, head of Farm and Environment Section, *Radio Uganda* Kampala, 22/07/2001)

The above discourses clearly demonstrate that the watchdog function is threatened by internal and external constraints. The public sphere which the station is supposed to provide ceases to be in a sense that the necessary constructive criticism for both government and the station to be able to serve the citizens better does not exist. Yet, criticism as pointed out by Hoynes (1994), is an essential ingredient of public service broadcasting.

5.8.2 Diversity and Representation

Public service broadcasting from the public sphere point of view is mandated to provide diversity in its programming. Diversity, according to Keane (1991), is considered to offer programming that is wide in subject, range and levels of approach. He further notes that public service broadcasting should be committed to provide and to protect mixed and complimentary programme schedules. What Keane is referring to is a commitment to certain programmes for minority groups and to produce a variety of programme genres: drama, children, sports, current affairs, continuing education and many others. Within each of these genres, there must be a full range of programmes, voices and contrasting views.

However, this study has established that there is lack of contrasting viewpoints in *Radio Uganda's* programmes. For example, according to Sylvia Nakabuggu and Richard Baguma, heads of the Farm and Environment and Politics and Economic Affairs Sections respectively, “news is unbalanced and not representative of the actual events and happenings within the country”. Top government officials, politicians, ministers and company executives, for example, make it to the news platforms. In any case these are in position to “foot the bill”. Also, due to lack of resources, like transport and equipment, producers and reporters are compelled to cover city-based events such as workshops, conferences and meetings. Thus, the views of those citizens in far places especially in rural areas are left out. Whilst there is a claim that there are reporters at district level who are supposed to be sending news from those areas, these officers are also constrained in terms of operating funds, transport and other logistics.

Leading actors in the news, news sources and story origins, are important aspects in determining public service radio's role in the Ugandan public sphere in terms of "who" is the main actor and news source for example, "what" kind of story is on those participating in the public space offered by *Radio Uganda* (Dahlgren 1995).

5.8.3 Citizenship

The function of citizenship is key to the public sphere concept. The theoretical approaches in chapter 2 of this study argued that public service broadcasting has an important function in providing a forum in which citizens can debate matters of public concern and come to a consensus. Given its universality and geographical reach, radio must ideally create a sense of shared national identity. It is apparently doubtful whether these claims on behalf of public service radio are being served by *Radio Uganda* in its current over-concentration on urban places and programmes that are advertiser friendly as evidenced by data presented in the preceding chapter.

Of crucial importance with regard to *Radio Uganda*, is that for the majority of Ugandans it is the major source of information. They look upon it not only for hard facts and verification of other sources, but also the information with which to make sense of the world (this is in accordance with most respondents' views). As a public service broadcaster, *Radio Uganda* must, through balanced programming, help such Ugandans understand the community they live in. Therefore, the overall citizenship needs, that is, the political, cultural, economical and social rights of Ugandans cannot be entrusted to *Radio Uganda* in its current trend of commercialisation. As data from programme schedules demonstrated, educational and developmental programmes are now being replaced by commercials, infomercials and sponsored programmes.

It is, however fair, to say that in relation to citizenship, *Radio Uganda* as a public service broadcaster, has played a special role in broadcasting national events such as national anniversaries, national and international events. In so doing it covers and relays events that are beyond purely sub-culture specific interests but of public interest. These include, but are not limited to, Uganda's independence anniversary, Martyrs' Day, All-African Games, the World

Cup events and many others. Such broadcasts maintain a sense of national identity (Graham and Davies 1992: 183-184) and allow Ugandans to understand themselves as members of a particular nation. But this is not to say that coverage of such events is enough for ordinary Ugandans. Their voices are still not heard and where they are heard, they are articulated on their behalf by reporters, politicians and other vested interests.

5.9 Conclusion

This chapter has presented and discussed the findings of this research. Focus has been on specific obligations facing *Radio Uganda* as a public service radio and its current dilemma of commercialisation. The chapter showed how the various actors and factors combine to define and set roles for public service radio programming within the Ugandan context. Such obligations and expectations about *Radio Uganda's* programming aspects, especially at the time of pressures to commercialise, have to some extent been seen as concretising most of the ideal-type obligations of public service broadcasting as discussed in chapter 2. Despite the overwhelming changes that point towards commercialisation, a great number of respondents feel that systematic commercialisation would promote rather than undermine *Radio Uganda's* public service mandate. In the next chapter, the study makes some concluding reflections and offers suggestions on transformation possibilities on the future of public service radio in Uganda.

End Notes

¹ The Broadcasting Council regulates the conduct of Broadcast journalists and promotes good ethical conduct among journalists. It arbitrates in disputes between the public, the media, and the state, promotes the flow of information and acts as censor for films, videotapes, plays and material for public exhibition. Its Disciplinary committee deals with complains or allegations against journalists (G.O.U, white Paper, Second Draft – January (1999).

2 Any member of the public is mandated to phone or write to the Broadcasting council, giving the date, time and the station on which the offensive material was transmitted. The council will then intervene. First, by getting the tape and the schedule of the programme in question. Secondly, members of the council together with that particular station's management will listen to the tape. If it is confirmed that the programme was indeed offensive, then the council will take disciplinary action against that radio station (Interview with the Secretary, Broadcasting Council, Kampala, 27/07/2001).

CHAPTER SIX

CONCLUDING REFLECTIONS AND RECOMMENDATIONS

6.0 Introduction

This chapter presents the concluding reflections and recommendations of the study. In it, I give a summary of what has been considered to be the crisis of present day *Radio Uganda*. I conclude by offering suggestions on reform possibilities for the future of public service radio in Uganda.

6.1 *Radio Uganda* in Crisis

The current study has confirmed the study's hypothesis that *Radio Uganda* is moving away from its public service mandate to programming that is commercially oriented. The most paramount threat that the station faces is the problem of finance, which has reduced programming decisions to the whims of advertisers and sponsors. The general economic problems facing *Radio Uganda*, show that it is not enough to have public service obligations as listed in chapters 2 and 5 of this study, without putting in place financial resources necessary for achieving them. This study has demonstrated that the public interest in programming, that is, mixed programmes that entertain, inform and educate from the Ugandan point of view, is compromised by *Radio Uganda's* over-emphasis on programming that is advertisement and sponsor friendly. This means that the station only fully performs the entertainment function.

Public service broadcasting institutions are supposed to function as public service channels, tasked with public service aims such as mobilising the populace on issues of public concern, spearheading health and environment campaigns and other similar functions. Covering these issues requires considerable funding. However, in the new arrangement where *Radio Uganda* is to become autonomous, the funds have to be raised from commercial activities like advertising. The situation where advertising is the main means of funding public service broadcasting in Uganda comes with a set of difficulties. Advertisers may not really like such public service programmes preferring popular programmes such as entertainment instead. The result is likely to be an indeterminate institution largely commercial in funding but not really

“public service” or “commercial” in programme outlook. *Radio Uganda*’s current funding base contradicts its public service mandate. It implies that the station attempts to serve both citizenship interests and business-based motives with far reaching consequences for the former category because it is now under the arm of commerce. Government, as the study has established in the preceding chapter, requires *Radio Uganda* to generate as much revenue as possible. This situation entrenches the commercial approach in programming. The shrinking government funding fails to free *Radio Uganda* from the need for extra finance especially that it is seeking out from advertisers.

6.2 Possible Reforms

The study has come up with recommendations that can possibly transform *Radio Uganda* into a viable public service broadcasting institution. Firstly, I recommend that the licence fee be developed as a source of revenue for *Radio Uganda*. The universality of payment principle in public service broadcasting requires that public services in general, be directly funded by the beneficiaries. This principle embodied in the listeners/ viewers licence fee, a compulsory fee payable by every owner of a radio or television set, is a kind of contract between citizen and the broadcasting service. It ensures that an equally good programming service shall be made available to all in return for the licence fee (Blumler 1992). This kind of arrangement has not been effective in Uganda. Government tried once to enforce this but due to the low levels of incomes in the country (according to Okullu-Murra, the Director for Information), it was a bit relaxed. However, if citizens can afford to own and maintain a radio or television set, then the argument that they cannot afford an annual fee for the programmes they listen to or watch is tenuous.

Therefore, a vigorous approach to licensing is necessary to realise the potential of the license fee as a method of financing public radio and television. If this is imposed on each and every citizen owning a radio set then the programmes they listen to of public interest and value can be easily funded, as Blumler and Mitchell (1994) put it:

With licence fee a public broadcasting institution is forced to provide for a universal availability of a core of diverse and high-quality programming services, meaningful choices, integrity of civic communication and responsibility in projecting social and cultural

images and identities in its programmes amongst other aspects.
(1994:237)

There is need therefore for *Radio Uganda* to reach out to the audiences and motivate them to pay for the services they receive. The station should initiate programmes to educate listeners on the necessity of paying the licence fee. But this will definitely work when a universal transmission of programmes is achieved. The station's current inability to transmit signals to all parts of Uganda means that those listeners who do not receive clear signals will not be obliged to pay the licence. Such listeners without access to signals must clearly be identified and be systematically exempted until such a time when the service is availed to them.

Whilst most respondents of the study advocated for autonomy as a solution to the station's current dilemmas, I am of the view that independence from government will not solve the existing problems facing public service broadcasters in Uganda today. Neither will it relieve them from all responsibilities and obligations towards the public whose funds they rely on (taxes) and whose right to know is the reason for their very existence. In any case, this independence does not necessarily mean that government will cease to control or influence public service broadcasters. What is needed is for government to inject more funding into public service broadcasting institutions (*Radio Uganda* and *Uganda Television*) to supplement other sources of income, before granting them autonomy. I also support Baguma's (the Head of Politics and Economic Affairs section) view that stake holders in the station's programming such as the United Nations' Fund for Population Activities (UNFPA), should come in with donations to strengthen the station's role in promoting those issues in their interests and concern, for example, reproductive health and family planning (Interview with Richard Baguma, *Radio Uganda*, Kampala, 12/ 07/2001).

Thirdly, while advertising and sponsorship brings in a considerable amount of revenue, it should not take a central place that undermines the listener's interest in radio programming. Advertisements on radio must be balanced with educational and developmental programmes, and must be limited to specific and stipulated times. This stipulation should not be during prime-time listening as this will result in mass audience high-cost programming in peak times and low-cost programming at other listening times. Similarly, subtler ways of programme

sponsorship must be adopted to reduce programming from being advertiser or sponsor friendly. So far current trends at *Radio Uganda* indicate that by introducing commercial channels such as Star FM and Green channel the public service radio is in dichotomy. In this case, revenue generated from the commercial channels can be used to sustain public service broadcasts in mainstream *Radio Uganda*.

But the above will require a strong policy. Therefore, there is need for the Broadcasting Council to map out solid policies that will systematically guide *Radio Uganda* in its programming in the new order. These policies should include among other things, the percentages of programmes to be produced under each of the genres indicated in chapter 5, table 4, as well as guidelines on the production and presentation of public service radio programmes. The Broadcasting Council should maintain a close relationship with the Public, Broadcasters, journalists and civic organizations to debate and make recommendations on finance, structural and technical aspects of broadcasting in Uganda. Finally, government and the Broadcasting Council should expedite the making of the *Communication and Information for Development policy*.

This study has established that since 1995, the station has been affected by a high staff turn over. The study therefore recommends that *Radio Uganda's* news and programme production staff be well paid and motivated. By doing so, experienced programming staff will be retained and forestalled from moving to 'greener pastures' with private stations. This will require the station to move away from the civil service salary structure, which is meagre when compared to private stations'. *Radio Uganda's* salary scales must be revived in accordance with the current cost of living to at least, a living wage.

Finally, the study recommends that *Radio Uganda* must immediately embark on audience research, the importance of which the station has ignored or undermined for along time. Whilst there have been some media surveys in Uganda¹, these were initiated by non-governmental organizations who need the services of radio to air their messages and they were also syndicated for a limited consortium of advertisers. Thus, *Radio Uganda* should make a plan to

carry out audience research through out the country. It is through research that information on audience message consumption, signal distribution and several other factors, will be obtained.

6.3 Summary and Conclusion

The study set out to determine the extent to which commercialisation has influenced *Radio Uganda*'s programming in the era of liberalisation and commercialisation of media services in the country. This study has demonstrated that though *Radio Uganda* still maintains certain public service principles and values, it is clearly headed for commercialisation. This is shown by the recent rise of commercialised programming and a fall in education and development programmes indicated in chapter 5 of this study. The limitations of finance and other resources have compromised the roles and character of public service radio programming. The majority of programmes currently on *Radio Uganda* are evidently geared to attract advertisers rather than serve the public interest.

In this regard and also in connection with the public sphere theoretical point of view propounded in chapter 2 and 5 of this study, it is difficult to dismiss Dahlgren's (1995) observation that:

The increasing prevalence of the mass media, especially where the commercial logic transforms much of public communication into public relations, advertising and entertainment erodes the critical function of public broadcasting institutions. (1995:8)

In addition to the above discourse, the influence of sponsors on programme production, narrow the scope of radio's performance in as far as public service principles and values are concerned. Sponsors of programmes whether educational, informational, current affairs or entertainment, dictate their content and design. This compromises numerous aspects such as professionalism, goals and objectives of those particular programmes, hence, barring them from reaching the target audiences.

The above discussion confirms the study's hypothesis that contrary to its public service mandate, *Radio Uganda* amidst competition from the increasing number of private commercial stations, is steadily changing its programming from the values and principles of public service

broadcasting towards commercialisation. Further, public service radio programming in Uganda is threatened by the shrinking government funding.

End Notes

¹ Chibita (1996) A critical review on the current media in Uganda; Steadman and Associates (1999) Kampala, Jjinja and Mbarara; Steadman and Associates (2000) Greater Kampala); DHS survey (1988/99).

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APPENDIX 1

INTERVIEW GUIDE

(The information generated from these interviews will be treated with utmost confidentiality, and for academic purposes only).

GENERAL QUESTIONS

Q1. What is the mission of *Radio Uganda*?

Q2. How do you carry out this mission?

Q3. What is your target audience?

Q4. What is the scope of coverage of *Radio Uganda*?

Q5. What programme formats do you employ in programming? Why do you opt for these formats?

Q6. In which languages?

Q7. What is your understanding of the aspect of public service broadcasting?

Q8. What do you understand by commercialisation?

Q9. Tell me about *Radio Uganda*'s programming in respect to public service broadcasting

Q10. What are the most popular programmes on this station?

Q 11. How is *Radio Uganda* financed?

Q12. You talked about government being the sole source of funding for the station, is this fund is sufficient for programme production?

Q13. What staff do you have to produce and broadcast programmes?

Q14. How do you motivate the staff?

Q15. What is the ratio of programmes you produce to programs you purchase?

Q16. What then is the percentage of foreign programming on *Radio Uganda*?

Q17. What are the factors that influence this ratio?

- Q18. What is the editorial policy of *Radio Uganda*?
- Q19. Have you experienced any changes in programming due to the advent of commercial stations?
- Q20. What is your opinion about these changes?
- Q21. What are the messages that are emphasised on this station?
- Q22. How do you compare the quality of programmes produced today with programmes that were produced before liberalisation?
- Q23. How do you then rate the quality of programmes in view of the prevailing competition?
- Q24. How do you ensure compliance with the relevant media statutes? (Ethics)
- Q25. What criteria do you use to allocate airtime to the various programmes represented on the schedules?
- Q26. What has been the effect of *Radio Uganda* programmes on different members of society?
- Q27. Does the station encourage free interaction and participation in its programmes?
- Q28. *Radio Uganda* and *Uganda Television* have a reputation for staff development, in terms of training. How do you rate your programme producers with other stations?
- Q29. Has competition made them better performers? Why?
- Q30. Is it true that you have lost staff to commercial stations?
- Q31. What is the weekly revenue generated from sponsored programmes and commercial advertisements run by the station? (Ratios in terms of percentages)
- Q32. What, in your view, attracts advertisers to this station?

Q33. (Depending on the answer to the above questions) what is the likely consequence if you re-organised your programming (production and scheduling) to accommodate more developmental (educative) programmes or more commercial programmes?

Q34. Do you have plans to re-organise programming to accommodate more commercial or developmental programmes?

Q35. In your view has there been any change in the performance of *Radio Uganda* since the liberalisation of airwaves?

Q36. What should be done to transform *Radio Uganda* into viable public service broadcasting institution?

Q37. Do you have any additional information or comment?

Thank you very much.

PROGRAMMES IN THE SW BAND ALSO ON
 909KHZ IN THE MEDIUM
 WAVE BAND. 2E0CH0N2U

January - March 1991

Library

LIST OF PROGRAMMES

0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in English D
 0615 Humanity B
 0630 News in Lwo A
 0645 News in Ateso A
 0700 News in English A
 0715 Adj.P/Annts in Eng. D
 0730 News in Kiswahili A
 0745 Uganda Hotels D
COMMERCIALS:
 0800 N.S.S.F. (Eng.) D
 0815 UCB Club D
 0830 Water is Life D
 0845 ~~Water is Life~~
 M/W S.D.A. CHR. B
NORTHERN PROGRAMMES:
 0900 Madi L/Fav. C
 0930 Alur Saturday Club C
 1000 News in English A
 1015 NIC Prog in Lwo D
NATIONAL PROGRAMMES:
 1030 Child to Child B
 1100 Coop-Insurance B
 1115 Our Environment B
 1130 Weekend Club C
 1200 Kuman Weekly Review A
 1215 P/Annts in Lwo & Alur D
 1230 News in Lwo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in English D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara Play B
 1430 Kakwa Mixed Grill B
 1500 Lwo Play B
 1530 Lwo L/Fav. C
 1600 News in English A
 1615 Kiswahili Sports C
 1630 Sports C
 1700 Lwo UCB Club B
 1715 News in Kakwa A

1730 Lwo Sports C
 1745 CLOSE DOWN
 1800 News in Karamojong A
 1815 Lwo S.D.A. B
 1830 News in Madi A
 1845 News in Alur A
 1900 News in Lugbara A
 1915 News in Ateso A
 1930 News in Lwo A
 1945 P/Annts in Lwo & Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 UCTU Prog. D
NATIONAL PROGRAMMES:
 2130 P/Annts in English D
 2145 Tax Payer B
 2200 News in English A
 2215 Crime Prevention (Eng) B
 2230 Guest of the Week B
 2300 International Market B
 ("The Exporter")
 2330 Music Train C
 2355 Evening Prayer E
 2400 CLOSE DOWN.
**BLUE CHANNEL: 659KHZ IN THE
 MEDIUM WAVE BAND & ON 5026KHZ
 IN 60METRE SW BAND ALSO ON 7110
 KHZ IN THE 41METRE SW BAND.**
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0630 News in Luganda A
 0645 News in R/R/R/Rukiga A
 0700 News in English A
 0715 Adj.P/Annts in Lug. D
 0730 On Ye Kampala B
 0745 Rural (Obutale) B
COMMERCIAL PROGRAMMES:
 0800 UCB Club (Lug.) D
 0815 Tax Payer B
 0830 Kyapambalasi D
 0845 ~~Water is Life~~
 M/W. Coop-Bank (Lug.) B

MIDLAND PROGRAMMES:
 -0900 Kezesa Plastics D
 -0915 U.E.B. Prog (Lug.) B
 0930 Ebibaddewe A
 1000 News in English A
 -1015 Musunda Mata (Lug.) B
 1030 Abavubuka B
 1100 Endabirwam ya Kristu B
 1130 Hwituka B
 4145 Shell R/R/R/Rukiga D
 1200 News in R/R/R/Rukiga A
 1215 P/Annts in 4Rs. D
 4230 Africa Foundation B
 4245 N.S.S.F. (Lug.) B
 1300 News in Luganda A
 1315 P/Annts in Lug. D
 -1330 U.A.Co. in 4Rs. B
WESTERN PROGRAMMES:
 4400 Coffee Club in 4Rs. B
 1415 FAD in 4Rs B
 1430 L/Fav in 4Rs. C
 1500 News in Bukonzo A
 4515 NIC in 4Rs. D
 1530 Youth Magazine B
 1600 News in English A
 1615 Science n'omuntu B
 1630 Urufumbira B
 1700 Sports in Luganda C
 1745 CLOSE DOWN
 1800 P/Annts in Luganda D
 1830 News in Kupsabiny A
 1845 News in Lumasaba A
 -1900 UCB Club in 4Rs. D
 -1915 SWICO in 4Rs. D
 1930 News in R/R/R/Rukiga A
 1945 P/Annts in 4Rs. D
MIDLAND PROGRAMMES:
 2000 News in Luganda A
 2015 Adj.P/Annts in Lug. D
 -2030 Matalini Prog. D
 2100 Discussion B
 2130 Listener's Post (Ebibuuzo) B
 2145 S.D.A. Church Prog. B

2200 News in English A
 -2215 Popawareness (Lug.) B
WESTERN PROGRAMMES:
 2230 Calling Farmers/4Rs B
 2245 S.D.A. in 4Rs. B
 2300 Health in 4Rs. B
 2315 Iraka Lyawe B
 2355 Evening Prayer E
 2400 CLOSE DOWN
**BUTEBO CHANNEL: 729KHZ IN THE MEDIUM
 WAVE BAND.**
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 Ikwenyumito Bial B
 0645 News in Ateso A
 0700 As on Red A
 0715 As on Red A
 0730 Aomisi Kus. B
 0800 Ateso T/Music C
 0830 Ateso Road Safety B
 0845 Kupsabiny Talk B
 0900 Kupsabiny L/Fav. C
 0930 L/L/Lugwe Focus Dev. B
 1000 Lumasaba Disc. C
 1030 Lumasaba C/Affairs +A
 1100 Lugwere Guest B
 1130 Adhola L/Fav. C
 1200 P/Annts (Eastern) D
 1215 Lusoga C/Farmers - Namulo
 1230 Children's Prog. Lusoga B
 As on Red till 1345hrs. A
 1300 Ateso Postal Talk B
 1400 Ateso L/Fav. C
 1430 Ateso Play B
 1500 Lugwere L/Fav. C
 1530 Lusoga Youth's Forum B
 1600 Karamojong Magazine B
 -1645 Karamojong Sports News A
 -1700 Lugwere Youth B
 -1730 Lugwere Sports C
 1745 CLOSE DOWN
 1800 As on Red A
 1815 Karamojong Farmers B

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APPENDIX II
 1991 PROGRAMME SCHEDULES

BUTSBO CHANNEL: CONT.

1830 As on Blue *A*
1845 As on Blue *A*
1900 Eastern P/Annts *D*
1915 As on Red *A*
1930 P/Annts in Ateso&Kumam *D*
1945 Ateso UVAB *B*
2000 As on Red. *A*
2100 Adhola Health Talk *B*
2115 Adhola Gi Lakoto Pajo *B*
2200 As on Red. *A*
2215 L/L/Lugwe L/Fav. *C*
2245 Lumasaba Women's Prog. *B*
2315 Kupsabiny Choral Music *C*
2355 Evening Prayer *E*
2400 CLOSE DOWN.

RECEIVED
RADIO
P. O. BOX 111111

DAY: RED CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0606 Day-Break E
 0615 U.T.C. Prog. ~~E~~ D
 0630 News in Lwo A
 0645 News in Ateso A
 0700 News in English A
 0715 Adj.P/Annts in Eng. D
 0730 News in Kiswahili A
 0745 Co-operative Bank ~~A~~ B

NATIONAL PROGRAMMES/COMMERCIALS:

0800 Miracle B
 0815 U.I.P. Prog. B
 0830 House of Plastics C
 0845 Church Music B
 0900 News in English A

NORTHERN PROGRAMMES:

0915 Water in Life ~~A~~ B
 0930 Lwo Sunday Music ~~A~~ C
 1000 U.I.P. Prog in Lwo B
 1015 UVAB in Lwo B
 1030 NERP Prog. B
 1045 Alur Magazine B
 1100 Orthodox ~~A~~ B
 1115 NIC in English A
 1130 Feature in English B
 1200 Madi Current Affairs A
 1215 P/Annts in Lwo&Alur A
 1230 News in Lwo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in English D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara Religious Xhr. B
 1415 Lugbara UCS Club B
 1430 Lugbara L/Fav. C
 1500 Alur L/Fav. C
 1530 Kuman magazine ~~A~~ B
 1600 Karamojong L/Fav. C
 1630 News in Karamojong A
 1645 Karamojong Religious B
 1700 News in English A
 1730 News in Madi B
 1745 News in Alur B
 1800 News in Lugbara A
 1815 Lugbara C.O.U. ~~A~~ B

1830 News in Kakwa A
 1845 Catholic Xhr. ~~A~~ B
 1900 News in Ateso A
 1915 Lwo C.O.U. B
 1930 News in Lwo A
 1945 P/Annts in Lwo&Alur D
 2000 News Hour A
 2000 News in Kiswahili A
 2115 U.C.A. Prog. D
 2130 P/Annts in English D
 2145 Calling Farmers ~~A~~ B
 2200 News in English A
 2215 C.O.U. Prog. B
 2230 Focus on Christian Faith B
 2300 Catholic Xhr. B
 2315 National Theatre C
 2330 Writer's Club. C
 2355 Evening Prayer E
 2400 CLOSE DOWN.

BLUE CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Orthodox B
 0615 News in Luganda. A
 0630 News in R/R/R/Rukiga A
 0645 P/Annts in 4Rs. D
 0700 As on Red. A
 0715 Adj.P/Annts in Eng. D

COMMERCIAL PROGRAMMES:

0730 NIC Programme(Lug.) D
 0745 Ba Wa Mengo D
 0800 Soya Programme ~~A~~ B
 0815 Coffee Club B
 0845 Asiika Obulam ~~A~~ B
 0900 As on Red. C
 0915 Uganda Batteries C
 0930 Music to Remember C
 1000 Church Prayers-Live. B
 1100 Catholic Xhr. ~~A~~ B
 1115 Church Music C
 1130 Farmers Feature ~~A~~ B
 1200 News in R/R/R/Rukiga A
 1215 P/Annts in 4Rs. D
 1230 Fad in Luganda. ~~A~~ B
 1245 Afro Line ~~A~~ B
 1300 News in Luganda A

1315 P/Annts in Luganda D
 1330 Children's Prog.(Lug.) B
 1400 Tumetendereze Prog. B
 1430 Biva Muntuuye Prog. B
 1445 Uganda Railways B
 WESTERN PROGRAMMES:
 1500 News in Rukonzo A
 1515 Ebya Week ~~A~~ B
 1530 Rwamba F/Prog. ~~A~~ B
 1545 Fad in 4Rs. ~~A~~ B

MIDLAND PROGRAMMES:

1600 Wokulira Play ~~A~~ C
 1630 SWICO PROG. ~~A~~ D
 1645 Agafa mu Mpigi ~~A~~ B
 1700 As on Red. ~~A~~ D
 1715 CLOSE DOWN
 1730 Munna Club ~~A~~ C
 1745 Scouts ~~A~~ B
 1800 P/Annts in Luganda ~~A~~ D
 1830 News in Kupsabiny A
 1845 News in Lumasaba ~~A~~ B

SOUTHERN PROGRAMMES:

1900 Tumuranye Prog. B
 1915
 1930 News in R/R/R/Rukiga A
 1945 P/Annts in 4Rs. D
 2000 News in English A
 2015 Adj.P/Annts in Luganda D
 2030 Matulisi Prog. ~~A~~ D
 2100 Salonpae Prog. B
 2115 Catholic Xhr. ~~A~~ B
 2130 Family Magazine ~~A~~ B
 2200 As on Red B
 2215 Religious Xhr in 4Rs. B

MIDLAND PROGRAMMES:

2230 Luganda Language ~~A~~ B
 2245 Church of Uganda ~~A~~ B
 2300 Luganda Feature ~~A~~ B
 2330 Situmye N'asitukide ~~A~~ C
 2355 Evening Prayer E
 2400 CLOSE DOWN

BUTEBO CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Adhola Wichiew Wed B
 0645 As on Red. A
 0700 As on Red. A

As on Red B
 0730 Adhola Catholic Xhr. ~~A~~ B
 0745 Adhola Catholic Xhr. Uganda B
 0800 Adhola Children's Prog. ~~A~~ B
 0815 ~~A~~ B
 0845 Lumasaba Xhr Catholic ~~A~~ B
 0900 L/L/Lugwa C.O.U. ~~A~~ B
 0915 L/L/Lugwa Discussion ~~A~~ B
 0945 L/L/Lugwa Catholic Xhr ~~A~~ B
 1000 Kupsabiny Women's Prog. ~~A~~ B
 1030 Religious Xhr. ~~A~~ B
 1045 Kupsabiny Church Music ~~A~~ C
 1100 Roving Mike ~~A~~ C
 1200 P/Annts (Eastern). D
 1215 Catholic/C.O.U. Xhr Lusoga B
 1230 L/L/Lugwa Play ~~A~~ C
 1300 As on Red. A
 1315 As on Red. D
 1330 As on Red. A
 1345 Ateso T/Music ~~A~~ C
 1400 Elgon Pride B
 1415 FIDA in Lumasaba ~~A~~ B
 1430 Kupsabiny Play ~~A~~ C
 1500 Lugwere Children's Prog. ~~A~~ C
 1530 Lugwere Play ~~A~~ C
 1600 As on Red ~~A~~ C
 1630 As on Red ~~A~~ B
 1645 As on Red ~~A~~ B
 1700 P/Annts (Eastern) D
 1715 CLOSE DOWN
 1730 Adhola Play ~~A~~ B
 1800 Adhola Gi Ndiyo Pajo B
 1830 As on Blue ~~A~~ B
 1845 As on Blue ~~A~~ B
 1900 As on Red ~~A~~ B
 1915 Ateso Religious Xhr. ~~A~~ B
 1930 Lumasaba C.O.U. B
 2000 News Hour ~~A~~ B
 2100 Lusoga Encoga ~~A~~ B
 2130 Lusoga Play/Disc. ~~A~~ C
 2200 As on Red. A
 2215 Lugwere Own Voice B
 2245 Adhola Gi Weri Machon A
 2315 Ateso Amalan ~~A~~ B
 2355 Evening Prayer E
 2400 CLOSE DOWN.

RED CHANNEL:

0609 Opening the Station E
0600 Morning Prayer E
0605 P/Annts in English D
0630 News in Lwo A
0645 News in Ateso A
0700 News in English A
0715 Adj.P/Annts in English D
0730 News in Kiswahili A
0745 Family Life Education B
0800 Innovations B
0845 Road Safety B

NORTHERN PROGRAMMES:

0900 Kumam Youth Prog. B
0930 Nawate Youth Kakwa B
0945 Madi NRM Prog. B

NATIONAL PROGRAMMES:

1000 News in English A
1015 Madi T/Music C
1030 Feature Prog(Eng.) B
1100 Music from Other Land B
1130 Our Heritage B
1200 Lwo Postal/Light Music C
1215 P/Annts in Lwo&Alur D
1230 News in Lwo A
1245 News in Kiswahili A
1300 News in English A
1315 P/Annts in English D
1330 News in Ateso A
1345 News in Lugbara A
1400 Lugbara Women's Prog. B
1430 Alur Play B
1500 CLOSE DOWN

NORTHERN PROGRAMMES:

1659 Opening the Station
1600 Karamojong NRM Prog.
1630 News in English
1645 Alur Calling Cards B
1700 News in English A
1715 News in Ateso A
1730 News in Lugbara A
1745 News in Lugbara A
1800 News in Lugbara A
1815 Lugbara C/Farmers B
1830 Lug Tax Payer B
1845 Lug C.E.H. Prog. D
1900 News in Ateso A
1915 P/Annt in Lugbara D

1930 News in Lwo A
1945 P/Annts in Lwo&Alur D
2000 News Hour A
2100 News in Kiswahili A
2115 UBC(English) D
2130 P/Annts in English D
2145 Coo-operator B
2200 News in English A
2215 Sports Round-Up C
2230 UVAB English B
2245 You & Your Health B
2300 Jifunze Kiswahili B
2330 Goodnight Greetings C
2355 Evening Prayer E
2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0605 P/Annts in Luganda D
0615 News in Luganda A
0630 News in R/N/R/Rukiga A
0645 P/Annts in 4Rs. A
0700 News in English A
0715 Adj.P/Annts in Luganda D
0730 U.D.B. Prog.(Lug.) D
0745 Aqafa B Mukono B
0755 Bell Beer D
0815 Ebirowoozo B
0845 Akatabuga B

WESTERN PROGRAMMES:

0900 L/Lav in R/N/R/R/B
0930 Menu in 4Rs. B
1000 As on Red. A
1015 Family Life in 4Rs. B
1030 Embanzi B
1100 Emboozi y'Amaka B
1130 Adhola Discuqion B
1200 News in R/N/R/Rukiga A
1215 P/Annts in 4Rs. D
1245 P/Annts (Eastern) D
1300 News in Luganda A
1315 P/Annts in Luganda D

COMMERCIALS:

1345 Munamasaka B
1400 P/Annts in Luganda D
1430 U.E.B. in 4Rs. D
1445 UCOBAC Prog. B

WESTERN PROGRAMMES:

1500 CLOSE DOWN
1600 Rukonzo C/Farmers B
1615 Rukonzo Cultural Talk B
1630 Rumba C/Farmers B
1645 News in Lumasaba A
1700 As on Red. A
1715 News in Kupsabiny A
1730 UVAB - Luganda A
1745 Book Review B
1800 P/Annts in Luganda D
1830 Child Welfare in 4Rs B
1845 News in Rukonzo A
1900 Sports in 4Rs C
1930 News in R/N/R/Rukiga A
1945 P/Annts in 4Rs. D
2000 News in Luganda A
2015 Adj.P/Annts in Luganda D
2030 Matelisi Prog. D
2100 Abalimi Prog. B
2130 Akutwala Akiro B
2145 UCOBAC Prog. B
2200 News in English A

WESTERN PROGRAMMES:

2215 Omagonyi wa Week B
2230 Omwan Ku Wake B
2300 Embulira B
2315 Uganda n'obuyaga B
2330 Luganda L/Fav. B
2355 Evening Prayer E
2400 CLOSE DOWN

WESTERN CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0630 L/L/Lugwa (Baby) B
0645 As on Red A
0715 As on Red A
0730 Lusoga Commercials D
0800 Lusoga(Aids Prog.) B
0830 Lusoga F/Magazine B
0900 Ateso House W/Choice B
0930 Angajep Ateso B
1000 Lumasaba Sports C
1015 Popawareness in Lumasaba B
1030 As on Red. B

1100 L/L/Lugwa Weeekly Round-U A
1130 As on Blue B
1200 Lugwere L/Fav. C
1230 Lugwere Health Talk B
1245 P/Annts (Eastern) D
1300 As on Red A
1315 As on Red A
1330 As on Red A
1345 Ateso T/Music C
1400 Adhola Women's Corner B
1430 L/L/Lugwa Feature B
1500 CLOSE DOWN
1559 Opening the Station. E
1600 As on Red. B
1630 As on Red. A
1645 As on Blue B
1700 P/Annts (Eastern) D
1715 As on Blue A
1730 Adhola Gi Pare Pajo B
1800 Lugwere Weekly B
1830 Ateso NRM Prog. B
1900 As on Red A
1915 As on Red D
1930 Lumasaba Tsobole B
2000 News Hour A
2100 Kupsabiny Chebysek B
2130 Kupsabiny Sports C
2200 As on Red. A
2215 Lusoga Owner's Voice B
2300 L/L/Lugwa Guitar Music C
2330 Kupsabiny L/Fav. C
2355 Evening Prayer E
2400 CLOSE DOWN.

A =
B =
C =
D =
E =

WEDNESDAY: RED CHANNEL:
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in English D
 0615 ~~HECO~~ Prog. B
 0630 News in Lwo A
 0645 News in Aceso A
 0700 News in English A
 0715 Adj. P/Annts in Eng. D
 0730 News in Kiswahili A
 0745 Life Watch B
 0800 Innovations B
 0845 National Theatre B

NORTHERN PROGRAMMES:
 0900 Kumam Women's Prog. B
 0930 Kakwa Magazine B
 1000 News in English A
 1015 Madi C/Farmer B
 1030 Schools B/casts/Rural B
 1100 Writer's Hub B
 1130 Feature Prog. B
 1200 Lwo F/Magazine B

NEWS:
 1215 P/Annts in Lwo & Alur D
 1230 News in Lwo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in English D
 1330 News in Aceso A
 1345 News in Lugbara A
 1400 Lugbara Tax Payer B
 1415 Lugbara Karile B
 1445 Announcer's Choice B
 1500 CLOSE DOWN

NORTHERN PROGRAMMES:
 1559 Opening the Station E
 1600 Karamojong Health Prog. B
 1615 Karamojong Children's Prog. B
 1630 News in Karamojong A
 1645 Alur Youth B
 1700 News in English A
 1715 News in Kakwa A
 1730 News in Madi A
 1745 News in Alur A
 1800 News in Lugbara A
 1815 Lugbara C/Farmers B
 1830 Na Obuwok B
 1900 News in Aceso. A

1915 P/Annts in Aceso & Kumam D
 1930 News in Lwo A
 1945 P/Annts in Lwo & Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 Milk Man B
 2130 P/Annts in English D
 2145 The Child & the Family B
 2200 News in English A
 2215 Women's Magazine B
 2245 Theatre Magazine C
 2315 UVAB - Kiswahili B
 2330 Poroj Za Mjomba B
 2355 Evening Prayer E
 2400 CLOSE DOWN.

BLUE CHANNEL:
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0615 News in Luganda A
 0630 News in R/R/R/Rukiga A
 0645 P/Annts in 4Rs. D
 0700 As on Red. A
 0715 Adj. P/Annts in Lug. D
 0730 Colline/Mukono Bookshop D
 0745 Omutume Prog. D
 0800 Hospital Requests B
 0845 Bino Obimanyi B

WESTERN PROGRAMMES:
 0900 Rukonzo L/Fav. B
 0930 Kwamba Story Time B
 1000 As on Red. A
 1015 Obuzina Bwakara B
 1030 As on Red B
 1045 On the Road in 4Rs B
 1100 Ngabwendooza B
 1130 Otagenda B
 1200 News in R/R/R/Rukiga A
 1215 P/Annts in 4Rs. D
 1245 P/Annts (Eastern) D
 1300 News in Luganda A
 1315 P/Annts in Luganda D
 1345 ~~Red~~ Sauce Parkers D
 1400 P/Annts in Luganda D
 1430 Health Talk in Lug. B
 1445 Enyiaaba Z'Ekinnani B
 1500 CLOSE DOWN

WESTERN PROGRAMMES:
 1559 Opening the Station E
 1600 Rukonzo W/Prog. B
 1630 Kwamba Talk B
 1645 News in Lumasaba A
 1700 As on Red A
 1715 News in Kupsabiny A
 1730 Munamakolero B
 1745 Shell Agric. D
 1800 P/Annts in Luganda. D
 1830 Gampe B
 1845 News in Rukonzo A
 1900 Prog. Y'abato in 4Rs B
 1930 News in R/R/R/Rukiga A
 1945 P/Annts in 4Rs. D
 2000 News in Luganda. A
 2015 Adj. P/Annts in Luganda D
 2030 Matalisi Prog. D
 2100 Agafa Ewaffe B
 2130 Ebifa mu Bwengula B
 2200 News in English A
 2215 Entunguka B
 2230 Agowanyu B
 2300 Omugenyi wa Week B
 2330 Obubakabwo C
 2355 Evening Prayer E
 2400 CLOSE DOWN.

RUTEBE CHANNEL:
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 Kupsabiny Youth Magazine B
 0645 As on Red A
 0700 As on Red A
 0715 As on Red B
 0730 Lusoga Commercials D
 0800 Lugwere RC. B
 0815 Lugwere Focus on Dev. B
 0845 L/L/Lugwe Light Music C
 0900 L/L/Lugwe W/Prog. B
 0930 Lumasaba C/Farmers B
 1000 Lumasaba Sangara Ngoramba B
 1030 As on Red (Lumasaba Birebe) B
 1100 Lugwere W/Magazine B
 1130 As on Blue B
 1200 L/L/Lugwe RC. News A
 1215 L/L/Lugwe C/Farmers B
 1230 Lusoga Popayarene B

1245 P/Annts (Eastern) D
 1300 As on Red. A
 1315 As on Red. B
 1330 As on Red. A
 1345 Ateso Poems (Bibwong) B
 1400 Adhola F/Magazine B
 1430 Adhola Feature B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 As on Red. B
 1630 As on Red. A
 1645 As on Blue. A
 1700 P/Annts (Eastern) D
 1715 As on Blue A
 1730 Adhola Weekly Review A
 1800 L/L/Lugwe Y/Magazine B
 1830 As on Red B
 1800 As on Red. A
 1915 As on Red. D
 1930 FAD Ateso B
 1945 Ateso Light Music C
 2000 News Hour A
 2100 Lumasaba F/Magazine B
 2130 Lumasaba Health B
 2200 As on Red. A
 2215 Kupsabiny Goodnight
 Greetings. C
 Adhola Cultural Prog. B
 Lusoga L/Fav. C
 Evening Prayer. E
 CLOSE DOWN.
 2245
 2315
 2355
 2400

0605 P/Annts in English D
 0630 Statewide Insurance D
 0630 News in Lwo A
 0645 News in Ateso A
 0700 News in English A
 0715 Adj.P/Annts in English D
 0730 News in Kiswahili A
 0745 U.E.B. (English) D
 0800 Uganda Breweries D
 0815 Hodi Hodi Mtani B
 0845 Women at Home B
 0900 Alur Women's Prog. B
 0930 Kakwa Feature B
 1000 News in English A
 1015 Madi T/Music C
 1030 Schools B/casts/Rural B
 1100 Feature Prog. B
 1130 Music While You Work C
 1200 Lwo Children's Prog. B
NEWS:
 1215 P/Annts in Lwo & Alur D
 1230 News in Lwo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in English D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara Postal Talk B
 1415 Lugbara Popawareness B
 1430 Kakwa Calling Farmers B
 1445 Announcer's Choice B
 1500 CLOSE DOWN
NORTHERN PROGRAMMES:
 1558 Opening the Station E
 1600 Karamojong P/Magazine B
 1630 News in Karamojong A
 1645 Lugbara Health Talk B
 1700 News in English A
 1715 News in Kakwa A
 1730 News in Mail A
 1745 News in Alur A
 1800 News in Lugbara A
 1815 Fad in Lwo B
 1830 Ateso Crime Prevention B
 1900 News in Ateso A

1915 P/Annts in Ateso & Karamojong D
 1930 News in Lwo A
 1945 P/Annts in Lwo & Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 Fad in English B
 2130 P/Annts in English D
 2145 Calling Farmers B
 2200 News in English A
 2215 UCOBAC Prog. B
 2230 Africa Challenge B
 2300 Micheze B
 2330 Burukikeni B
 2355 Evening Prayer E
 2400 CLOSE DOWN

BLUE CHANNEL:
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0615 News in Luganda A
 0630 News in R/R/R/Rukiga A
 0645 P/Annts in 4Rs. D
 0700 News in English A
 0715 Adj.P/Annts in Lug. D
 0730 Wezimbe Prog. B
 0745 Omutume Prog. B
 0800 Agahano Naharia B
 0830 Popawareness in 4Rs. B
 0845 Buyonje in 4Rs. B

MIDLAND PROGRAMMES:
 0900 Sanyuka nga Bwoyiga B
 0930 Enyimba Z'Abakozi C
 1000 As on Red. A
 1015 Munakibuga B
 1030 Schools B/casts (Up to 1200 Hrs) B
 1045 Choral Music C
 1100 Feature in 4Rs. B
 1130 Kupsabiny Health B
 1200 News in R/R/R/Rukiga A
 1215 P/Annts (Eastern) D
 1245 P/Annts (Eastern) D
 1300 News in Luganda A
 1315 P/Annts in Luganda D
 1345 Kyeyune & Brothers D
 1400 P/Annts in Luganda D
 1430 Mukuma B
 1500 CLOSE DOWN.

WESTERN PROGRAMMES:
 1559 Opening the Station E
 1600 Rukonzo Health Talk B
 1615 Rukonzo Sports C
 1630 Rwamba Environmental B
 1645 News in Lumasaba A
 1700 News in English A
 1715 News in Kupsabiny B
 1730 Obutonde Rural Prog. B
 1745 Mubende B
 1800 P/Annts in Luganda D
 1830 Calling Farmers in 4Rs. B
 1845 News in Rukonzo A
 1900 Ageteraine NRM B
 1930 News in R/R/R/Rukiga A
 1945 P/Annts in 4Rs. D
 2000 News in Luganda A
 2015 Adj.P/Annts in Lug. D
 2030 Matalisi prog. D
 2100 Feature. B

MIDLAND PROGRAMMES:
 2130 Eby'emizanyo Prog. C
 2200 As on Red A
 2215 Play Muserebende B
 2245 Abalema B
 2300 Crime Prevention in 4Rs. B
 2315 Light Music C
 2330 Traditional Music in 4Rs. B
 2355 Evening Prayer E
 2400 CLOSE DOWN

BUTEBO CHANNEL:
 0559 Opening the Station E
 0600 Morning Prayer E
 0605 Lusoga Bukyeire B
 0630 Aga RC in Lusoga B
 0645 As on Red. A
 0700 As on Red. A
 0715 As on Red. D
 0730 Lumasaba Commercials D
 0800 Lusoga Sports Magazine C
 0815 Lusoga Cultural Magazine B
 0845 Lugwere Choral Music C
 0900 Lugwere Cultural Prog. B
 0930 L/L/Lugwe Magazine B
 1000 L/L/Lugwe Choral Music C
 1030 As on Red B
 1045 Kupsabiny Affairs B

1100 Kupsabiny Children's P
 1130 As on Blue B
 1200 Lusoga Weekly News A
 1230 Lusoga Sports C
 1245 P/Annts (Eastern) D
 1300 As on Red A
 1315 As on Red D
 1330 As on Red A
 1345 Ateso Talk B
 1400 Ateso T/Music C
 1430 Ateso Sports C
 1445 Ateso Tax Payer B
 CLOSE DOWN
 Opening the Station E
 As on Red. B
 As on Red. A
 As on Blue B
 P/Annts (Eastern) D
 As on Blue A
 1730 Adhola Youth Forum B
 Adhola Guitar Music C
 Ateso Crime Prevention B
 As on Red. A
 As on Red. D
 1930 Lumasaba Children's Prog. B
 As on Red A
 2100 L/L/Lugwe Talk Tales B
 2130 L/L/Lugwe Guest B
 2200 As on Red A
 2215 Kupsabiny Feature B
 2245 Kupsabiny Feature B
 2315 Lugwere T/Music C
 2355 Evening Prayer E
 2400 CLOSE DOWN.

120

120

THURSDAY: RED CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0605 P/Annts in English D
0615 UDB Prog. D
0630 News in Lwo A
0645 News in Ateso A
0700 News in English A
0715 Adj.P/Annts in Eng.D
0730 News in Kiswahili A
0745 K.I.C.C. Prog. D
0800 Uganda Clays D
0815 Dunia Wiki Nd B
0845 Women's Xhr. B

NORTHERN PROGRAMMES:

0900 Madi L/Fav. C
0930 Alur Children's Prog.-B
1000 News in English A
1015 Lwo T/Music C
1030 Schools B/casts/Rural B
1100 Women's Magazine B
1130 Development Forum B
1200 Lwo Women's Prog. B

NEWS:

1215 P/Annts in Lwo&Alur D
1230 News in Lwo A
1245 News in Kiswahili A
1300 News in English A
1315 P/Annts in English D
1330 News in Ateso A
1345 News in Luebara A
1400 Lugbara P/Annts/Talk D
1415 Lugbara Children's Prog.-B
1445 Announcer's Choice B
1500 CLOSE DOWN
1559 Opening the Station E
1600 Karumojong Pop-awareness B
1615 Karumojong C/Farmers B
1630 News in Karumojong A
1700 News in English A
1715 News in Kuku A
1730 News in Alur D
1745 News in Alur D
1800 News in Lugbara A
1815 Lwo R.S.P.F. Prog. D
1830 Ateso Health B
1900 News in Ateso A
1915 P/Annts in Ateso&Karam D

1930 News in Lwo A
1945 P/Annts in Lwo&Alur D
2000 News Hour A
2100 News in Kiswahili A
2115 Uganda Investment Authority D
2130 P/Annts in English D
2145 Calling Farmers B
2200 News in English A
2215 Drama C
2230 Feature B
2300 Jifunze Naburidike B
2330 Usiku Mwema B
2355 Evening Prayer E
2400 CLOSE DOWN.

BLUE CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0605 P/Annts in Luganda A
0615 News in Luganda A
0630 News in R/R/R/Rukiga A
0645 P/Annts in 4Rs. A
0700 As on Red. A
0715 Adj.P/Annts in Lug. D
0730 Nile Special D
0745 Omutume Prog. D

MIDLAND PROGRAMMES:

0800 Ndleugezi B
0815 Amazzi Ewebulamu D
0830 Kadongo Kamu B
0845 Choral Music(Lug.) C

WESTERN PROGRAMMES:

0900 Kwamba L/Fav. C
0930 Swamba Magazine B
1000 As on Red. A
1015 Rukonzo Prog. B
1030 As on Red. B
1045 Nnyimba Z'Ekinansi B
1100 Lugwere Discussion B
1130 Lusoga Magazine B
1145 News in R/R/R/Rukiga A
1215 P/Annts in 4Rs. D
1245 P/Annts(Eastern) D
1300 News in Luganda A
1315 P/Annts in Luganda D
1345 Banyu Prog. D
1400 Spear Motor D

1430 UIP in 4Rs. B
1445 UVAB - 4Rs. B
1500 CLOSE DOWN

WESTERN PROGRAMMES:

1559 Opening the Station E
1600 Rukonzo Youth B
1615 Rukonzo Story Time B
1630 Urufumbira B
1645 As on Blue A
1700 As on Red A
1715 As on Blue A
1730 Tununule Obulamu B
1745 Nezikokolima B
1800 P/Annts in Lug. D
1830 Tax Payer B
1845 News in Rukonzo A
1900 Our Heritage in 4Rs B
1930 News in R/R/R/Rukiga A
1945 P/Annts in 4Rs. D
2000 News in Luganda A
2015 Adj.P/Annts in Lug. D
2030 Matalisi Prog. D
2100 NRM/RC'S B
2130 Venella Programme B
2145 Nangabo Twezimbe B
2200 As on Red. A
2215 Embooji Y'Amaku B
2245 Agawano na Wali B
WESTERN PROGRAMMES:
2300 N'Ogumbaki B
2330 Uganda Composers B
2355 Evening Prayer E
2400 CLOSE DOWN.

SUSSEX CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0605 Lugwere Ayakeire B
0630 Lugwere Pop-awareness B
0645 As on Red A
0700 As on Red A
0715 As on Red. D
0730 Lumasaba Commercials D
0745 Ateso Variety B
0845 Ateso T/Music C
0915 Ateso Youth Magazine B

0945 Ateso Choral Music C
1015 L/L/ugwe H/Talk B
1030 As on Red/L/L/L/Vox B
Pop.
1100 As on Blue B
1115 As on Blue B
1130 As on Blue B
1200 Lusoga L/View B
1215 Kamuli Papaca B
1245 P/Annts (Eastern) D
1300 As on Red A
1315 As on Red D
1330 As on Red D
1345 Ateso C/Farmers B
1400 MSRDP - Lusoga B
1430 Lusoga W/Prog. B
1500 CLOSE DOWN
1559 Opening the Station E
1600 As on Red. E
1630 As on Red. A
1645 As on Blue A
1700 P/Annts(Eastern) D
1715 As on Blue A
1730 Adhola Gi Jolwey B
1800 Adhola Story Time B
1815 Adhola Children's P. B
1830 As on Red B
1900 As on Red A
1915 As on Red D
1930 Ateso Children's P. B
2000 As on Red. A
2100 Ateso Focus on Dev. B
2130 Ateso L/Fav. C
2200 As on Red. A
2215 L/L/Lugwe Sports Now C
2230 L/L/Lugwe Sports Now C
2245 L/L/Lugwe Sports Now B
2300 Lugwere Guitar Song C
2330 Lumasaba Kona Bulayi B
2355 Evening Prayer E
2400 CLOSE DOWN.

DAY: RED CHANNEL:

0559 Opening the Station E
 0600 Mawaidha B
 0615 P/Annts in English D
 0630 News in Lwo A
 0645 News in Ateso A
 0700 News in English A
 0715 Adj.P/Annts in English D
 0730 News in Ateso A
 0745 Health Talk BBA
 0800 Innovations BBA
 0845 Contact B
 NORTHERN PROGRAMMES:
 0900 Kumam Feature B
 0930 Alur Magazine B
 NATIONAL PROGRAMMES:
 1000 News in English A
 1015 Madi P/B/L B
 1030 Schools B/casta/Rural B
 1100 View Point B
 1130 Musiki Wakazi Wakazi C
 1200 Lwo Crime Prevention B
 1215 P/Annts in Lwo Alur D
 1230 News in Lwo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in English D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara P/Annt./Environment B
 1415 Lugbara Islamic Chr. B
 1430 Lugbara FAD. B
 1445 Madi Health Talk B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Karamojong L/Fav. C
 1630 News in Karamojong A
 1645 Kumam C/Farmers B
 1700 News in English A
 1715 News in Kuku A
 1730 News in Madi A
 1745 News in Alur A
 1800 News in Lugbara A
 1815 Lwo Calling Farmers B
 1830 Lwo Family Life B
 1845 Alur Health B
 1845
 1900 News in Ateso

1915 P/Annts in Ateso/Kumam D
 1930 News in Lwo A
 1945 P/Annts in Lwo Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 MRM Prog. B
 2145 P/Annts in English D
 2200 News in English A
 2215 Meeting Point BB
 2245 Islamic Chr. B
 2300 Fri.Night Theatre C
 2330 Time for Old Timers C
 2355 Evening Prayer E
 2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0615 News in Luganda A
 0630 News in R/R/R/Kisigya A
 0645 P/Annts in 4Rs. D
 0700 As on Red. A
 0715 Adj.P/Annts in Lug. D
 0730 Global Insurance D
 0745 Omutume Prog. D

MIDLAND PROGRAMMES:

0800 Papsa Prog. B
 0815 Vita Foam Prog. D
 0830 U.T.C. Prog. D
 0845 Kulinoliine B

SOUTHERN PROGRAMMES:

0900 L/Fav. in 4Rs. C
 0930 Post Office Corner B
 0945 Sports News in 4Rs. A
 1000 As on Red. A
 1015 Aga Week on 4Rs. A
 1030 As on Red. B
 1045 Kaswida Prog. B
 1100 Mafuadi D
 1115 Tazanya B
 1130 Lumasaba Post of the Week B
 1200 News in R/K/R/Rukiga A
 1215 P/Annt. in 4Rs. A
 1245 News in Luganda A
 1300 June Prayers B
 1330 P/Annts in Luganda D

1430 Madaazi Lya Luvu B
 1445 Nica Industries D
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Mukongo Islamic Prog. B
 1615 Rukonzo Talk B
 1630 Rwanda Agasaya B
 1645 News in Lumasaba A
 1700 As on Red. A
 1715 News in Kupsabiny A
 1730 Food Basket B
 1745 Twembeke Nyanga (Rufili) B
 1800 P/Annts in Luganda D
 1830 N.S.E.F. in 4Rs. D/B
 1845 News in Rukonzo A
 1900 As on the Road in 4R. A
 1915 Aids in 4Rs. B
 1930 News in R/K/R/Rukiga A
 1945 P/Annts in 4Rs. D
 2000 News in Luganda A
 2015 Adj.P/Annts in Lug. D
 2030 Matalisi Prog. D
 2100 Abalimi Prog. B
 2130 Islamic Chr. in Lug. B
 2145 Uganda Hotels D
 2200 As on Red. A
 2215 Islamic Prog. in 4R. B
 2230 Africa Magazine B
 2300 Lise Ly'omukulu B
 2330 Luganda L/Fav. C
 2355 Evening Prayer E
 2400 CLOSE DOWN E

BUTERO CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Lumasaba Owner's Voice B
 0645 As on Red. A
 0700 As on Red. A
 0715 As on Red. A
 0730 Lusoga Commercial D
 0800 Kintabuli (Lusoga) C
 0845 L/L/Lusoga Story Time B
 0900 L/L/Lusoga L/Fav. C
 1000 Kupsabiny Health Talk B
 1015 Kupsabiny L/Magazine B
 1030 As on Red/Lusoga Health B
 Magazine

1100 Lumasaba Wamany B
 1130 As on Blue B
 1200 P/Annts (Eastern) D
 1215 Lusoga Islamic B
 1230 Luvuere C/Farmers B
 1300 As on Red. A
 1315 As on Red. B
 1330 As on Red. A
 1345 Ateso Talk A
 1400 Action Aid Kamuli B
 1430 Lusoga Guest B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 As on Red. C
 1630 As on Red. A
 1645 As on Blue B
 1700 P/Annts (Eastern) D
 1715 As on Blue A
 1730 Adhola C/Farmers B
 1745 Adhola Pop. B
 1800 Adhola Sports C
 1830 Ateso C/Farmers B
 1845 Ateso Pop. B
 1900 As on Red. A
 1915 As on Red. D
 1930 Kupsabiny C/Farmers B
 1945 Kupsabiny Pop. B
 2000 As on Red. A
 2100 Lugvure Discussion B
 2130 Lugvure F/Magazine B
 2200 As on Red. C
 2215 Adhola Ango Munyen B
 2245 Lumasaba Sibya Mbale B
 2315 L/L/Lusoga Cultural B
 Prog.
 2355 Evening Prayer E
 2400 CLOSE DOWN. E

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PROGRAMME SCHEDULE NO. 35 JANUARY TO MARCH 1995.

HF Libv...

THURSDAY:

RED CHANNEL: 497KHZ IN THE 60 METRE SW BAND & ON 7195 KHZ IN THE METRE SW BAND, ALSO ON 98 MHZ IN THE FM & ON 909KHZ IN THE MEDIUM WAVE BAND.

09	Opening the Station E	1615	Postal Talk (Eng.) D	0630	News in Luganda A	1730	Manya Toyota D	
09	Morning Prayer E	1630	Sports (Eng.) E	0645	P/Annts in 4Rs. D	1745	CLOSE DOWN	
05	What's the time E	1645	Kiswahili Sports E	0700	News in English A D	1800	P/Annts in Luganda D	
05	Humanity B	1700	Luo UCB Club D	0715	News in R/R/R/R B A	1830	News in Kupsabiny A	
00	News in Lwo A	1715	News In Kakwa A	0730	One ye Kampala B A	1845	News in Lumasaba A	
45	News in Ateso A	1730	Lwo C/A. B	0745	Cbutale B	1900	UCB Club in R/R/R/R/D	
00	News in English KUSWAHILI A	1745	CLOSE DOWN #	<u>COMMERCIAL PROGRAMMES</u>				
15	ADJ.p/Annts in English D	1800	News in Karamojong A	0800	UCB Club (Luganda) D	1915	SWICO R/R/R/R D	
30	News in Kiswahili KENYA NEWS A	1815	Lwo S.D.A. B	0815	Tax payer D	1930	News in R/R/R/R/A	
45	Uganda Hotels D	1830	News in Madi A	0830	Kyampambalasi B	1945	P/Annts in R/R/R/R/D	
<u>COMMERCIALS</u>				1845	News in Alur A	2000	News in Luganda A	
00	N.S.S.F. (Eng.) D	1845	News in Alur A	1900	News in Lugbara A	2015	Adj.p/Annts in Luganda D	
15	UCB Club (Eng.) D	1900	News in Lugbara A	1915	News in Ateso A	2030	Matalisi Programm	
30	Water is Life D	1915	News in Ateso A	1930	News in Lwo A	2100	Discussion in Lug	
45	S.D.A. hr D	1930	News in Lwo A	1945	P/Annts in Lwo&Alur D	2130	Listener's post(E	
<u>NORTHERN PROGRAMMES:</u>				2000	NEWS HOUR A	2145	S.D.A. Church Prc	
00	Madi L/Fav. C	2100	News in Kiswahili A	1000	News in English A	2200	News in English f	
30	Alur Saturday Club C-	2115	UCTU Prog. D	1015	Food Basket A	2215	Family Life(Lugar	
00	News in English B	<u>NATIONAL PROGRAMMES.</u>				<u>WESTERN PROGRAMME</u>		
15	NIC Prog. in Luo D	2150	P/Annts in English D	1045	PAP (Lug). D	2230	Calling Farmers	
<u>NATIONAL PROGRAMMES</u>				2145	Your Safety B	2245	S.D.A in R/R/R/R/	
030	Child to Child B	2200	News in English A	1100	Endabirwamu Y'abakristu B	2300	Health in R/R/R/R	
00	Jada (Eng) D	2215	Education Perspective B	1130	Rwituka B	2315	Iraka Lyawe B C	
15	Our Environment B	2220	News in English A	1145	UCDA/Omwani Gwetu D	2355	Evening Prayer C	
30	Weekend Club C	2215	Education Perspective B	1200	News in R/R/R/R A	2400	CLOSE DOWN. #	
00	Kumam Weekly Review A	2230	Guest of the Week B	1215	P/Annts in 4Rs D	<u>BUTEBO CHANNEL: 729KHZ I</u>		
15	P/Annts in Lwo & Alur D	2300	Facts about Health B	1230	Africa Foundantion B	<u>WAVE BAND.</u>		
30	News in Lwo A	2315	The Disabled B	1245	N.S.S.F. (Luganda) D	0559	Opening the Stati	
45	News in Kiswahili A	2330	Music Train C	1300	News in Luganda A	0600	Morning Prayer E	
00	News in English A	2355	Evening Prayer E	1315	P/Annts in Luganda B	0605	Ikwenyinito Bala	
15	P/Annts in English D	2400	CLOSE DOWN	1345	The Link in 4Rs B	0645	News in Ateso A	
30	News in Ateso A	<u>BLUE CHANNEL: 63KHZ IN THE</u>				0700	News in English A	
45	News in Lugbara A	<u>MEDIUM WAVE BAND & ON 5026KHZ</u>				0715	As on Red D	
00	Lugbara Play C	<u>IN THE 60 METRE SW BAND. ALSO</u>				0730	Aomisio Kus. D	
30	Kakwa Jambo C	<u>ON 7110KHZ IN THE 41 METRE SW BAND.</u>				0800	Ateso T/Music C	
00	Lwo Play/Family B	0559	Opening the Station E	1500	News in Lukonzo A	0830	Ateso Road Safety E	
15	Lwo Prog. B	0600	Morning Prayer E	1515	NIC in 4Rs D	0845	Kupsabiny Talk B	
30	Lwo L/Fav. C	0605	P/Annts. in Luganda D	1530	Youth Magazine B			
				1545	PAP (4Rs.) D			
				1600	News in English A			
				1615	C/A. in R/R/R/Rukiga A			
				1630	Urufumbira B			
				1700	Ebyemizannyo C			

1995 PROGRAMME SCHEDULES APPENDIX III

SATURDAY : BUTEBO CHANNEL (CONT.)

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- 0900 Kupsabiny L/Fev. C
- 0930 L/L/Lugwe Focus on Dev. B
- 1000 Lumasaba Youth B
- 1030 Lumasaba Current Affairs A
- 1100 Lugwere Women's Programme B
- 1130 Adhola L/Fev. C
- 1200 P/Annts Eastern D
- 1215 Lusoga Calling Farmers. B
- 1230 Children's Prog. Lusoga B
- 1300 News in English A
- 1315 P/Annts in English D
- 1345 Ateso Postal Talk D
- 1400 Ateso L/Fev. E
- 1430 Ateso Play E
- 1500 Lugwere L/Fev. C
- 1530 Lusoga Youth Forum B
- 1600 Karamojong Magazine B
- 1645 Karamojong Sports News A
- 1700 Lugwere Youth B
- 1730 Lugwere Sports C
- 1745 CLOSE DOWN
- 1800 As on Red A
- 1815 Karamojong Farmers B
- 1830 As on Blue A
- 1845 As on Blue A
- 1900 P/Annts Eastern D
- 1915 As on Red A
- 1930 Ateso C/A. D
- 1945 Ateso UVAB. D
- 2000 News Hour A
- 2100 Adhola Sports C
- 2115 Adhola Gi Lakoro Pajo B
- 2200 News in English A
- 2215 L/L/Lugwe L/Fev. C
- 2245 Lumasaba L/Fev. Prog. C
- 2315 Kupsabiny Choral Music C
- 2355 Evening Prayer E
- 2400 CLOSE DOWN.

NOTE: SUNDAY: BUTEBO CHANNEL: CONT.

- 1730 Adhola Play C
- 1800 Adhola Gi Ndiyo Pajo B
- 1830 As on Blue till 1900hrs. A
- 1900 As on Red A
- 1915 Ateso Religious Xhr B
- 1930 Lumasaba Crime Prevention A
- 1945 Lumasaba Health Prog B
- 2000 News Hour A
- 2100 Lusoga Focus on Dev. B
- 2130 Lusoga Play/Discussion C
- 2200 News in English A
- 2215 Lugwere Own Voice B
- 2245 Adhola Gi weri Machon. B
- 2315 Ateso Amalan D
- 2355 Evening Prayer E
- 2400 CLOSE DOWN.

SUNDAY: RED CHANNEL

0559 Opening the Station **E**
 0600 Morning Prayer **E**
 0605 Day - Break **E**
 0615 UODA (English) **D**
 0630 News in Luo **A**
 0645 News in Ateso **A**
 0700 News in English **A**
 0715 Adj. P/Annts in English **D**
 0730 News in Kiswahili **A**
 0745 URA (English) **D**

NATIONAL PROGRAMMES/COMMERCIALS:

0800 Miracle **B**
 0815 Professional Uganda Authorities **D**
 0830 House of Plastics **D**
 0845 Church Music **B**
 0900 News in English **A**

NORTHERN PROGRAMMES

0905 Water is Life **D**
 0930 Luo Sunday Music **B**
 1000 Luo PAP **D**
 1015 NHRP in Luo **D**
 1030 UVAB in Luo **D**
 1045 Alur Religious hr **B**
 1100 Youth Club **B**
 1115 NIC in English **D**
 1130 Gender & You **B**
 1200 Madi Current Affairs **A**
 1215 P/Annts in Luo & Alur **D**
 1230 News in Luo **A**
 1245 News in Kiswahili **A**
 1300 News in English **A**
 1315 P/Annts in English **D**
 1330 News in Ateso **A**
 1345 News in Lugabara **A**
 1400 Lugbara Religious hr **B**
 1415 Lugbara UCB Club **D**
 1430 Lugbara L/Fev. **C**
 1500 Alur L/Fav. **C**
 1530 Kumam Magazine **B**
 1600 Karamojong L/Fev. **C**
 1630 News in Karamojong **A**
 1645 Karamojong Religious **B**
 1700 News in English **A**

1715 CLOSE DOWN
 1730 News in Madi **A**
 1745 News in Alur **A**
 1800 News in Lugbara **A**
 1815 Lugbara C.O.U. **B**
 1830 News in Kakwa **A**
 1845 Catholic 1hr in Luo **B**
 1900 News in 2 Ateso **A**
 1915 Luo Church of Uganda **B**
 1930 News in Luo **A**
 1945 P/ANNNTS IN LUO & ALUR **D**
 2000 News Hour **A**
 2115 U.C.A. Prog. **D**
 2130 P/Annts in English **D**
 2145 Calling Farmers **B**
 2200 News in English **A**
 2215 C.O.U. Programme **B**
 2230 Focus on Christian Faith **B**
 2300 Catholic hrs **B**
 2315 Theatre **C**
 2330 Writer's Club **B**
 2355 Evening Prayer **E**
 2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station **E**
 0600 Morning Prayer **E**
 0605 Orthodox **E**
 0615 P/Annts in Luganda **D**
 0630 News in Luganda **A**
 0645 P/Annts in 4Rs **D**
 0700 News in English **A**
 0715 News in R/R/R/Rukiga **A**
 0730 NIC Prog. in Luganda **D**
 0745 Ba Wa Mengo **D**
COMMERCIAL PROGRAMMES.
 0800 Soya Programme **D**
 0815 Appolo - lee (Lug) **D**
 0830 Nile Fishing (Lug) **D**
 0845 Asiika Obulamu **B**
 0900 News in English **A**
 0915 Uganda batteries **D**
 0930 Music to Remember **E**
 1000 Church Prayer - Live **B**

1100 Catholic 1/2 hr in 4Rs **B**
 1115 Crime Prevention in 4Rs **B**
 1130 Farmera Feature **B**
 1200 News in R/R/R/Rukiga **A**
 1215 P/Annts in 4Rs **D**
 1230 Maganjod **D**
 1245 Afro Line **D**
 1300 News in Luganda **A**
 1315 P/Annts in Luganda **D**
 1330 Children's Prog. Lug **B**
 1400 Tumutendereze Prog **B**
 1430 Biva Muntuuyo **B**
 1445 Uganda Railways

WESTERN PROGRAMMES:

1500 News in Rukonzo **A**
 1515 Ebya Week **A**
 1530 Rwamba PAP **D**
 1545 Decentralisation 4Rs **B**

MIDLAND PROGRAMMES.

1600 Wokuliira Play **C**
 1630 SWICO Prog. **D**
 1645 Agafa mu Mpigi **D**
 1700 News in Eng **A**
 1715 CLOSE DOWN
 1730 Masaka RC. 5 **D**
 1745 Scouts **B**
 1800 P/Annts in Luganda **D**
 1830 News in Kupsabinya **A**
 1845 News in Lumasaba **A**

EASTERN PROGRAMMES

1900 Ija Turamya **B**
 1930 News in R/R/R/Rukiga **A**
 1945 P/Annts in 4Rs **D**
 2000 News in Luganda **A**
 2015 Adj. P/Annts in Luganda **D**
 2030 Matalisi Prog. **D**
 2100 Salompas **D**
 2115 Catholic hr **B**
 2130 Family Magazine **B**
 2200 News in Eng. **A**
 2215 C.O.U. in 4Rs **B**

MIDLAND PROGRAMMES.

2230 Luganda Language **B**
 2245 Church of Uganda **B**
 2300 Luganda Feature **B**
 2330 Situmye Nesitukidde **C**
 2355 Evening Prayer **E**
 2400 CLOSE DOWN

BUTEBO CHANNEL

0559 Opening the Station **E**
 0600 Morning Prayer **E**
 0605 Adhola Wichiew Ned. **D**
 0645 News in Ateso **A**
 0700 News in Eng. **A**
 0715 Adj/P/Annts. in English **D**
 0730 Adhola Catholic 1 hr **B**
 0745 Adhola C.O.U **B**
 0800 Lumasaba C.O. Uganda **B**
 0815 Semawele **D**
 0845 Lumasaba Catholic **B**
 1000 Kupsabiny Prog **D**
 1030 Religious hr **B**
 1045 Kupsabiny Church **B**
 1100 Roving Mike **D**
 1200 P/Annts. Eastern **D**
 1215 Catholic/C.O.U. hr Lusoga **B**
 1230 L/L/Lugwe Play **C**
 1300 News in English **A**
 1315 P/Annts in English **D**
 1330 News in Ateso **A**
 1345 NURP Ateso **B**
 1400 Elgon Pride **D**
 1415 Trad/Music in Luma. **C**
 1430 Kupsabiny Play **E**
 1500 Lugwere Children's Prog. **B**
 1530 Lugwere Play **C**
 1600 As on Red till 1645 Hrs **D**
 1645 As on Blue **D**
 1700 P/Annts in Eastern **D**
 1715 CLOSE DOWN

RED CHANNEL: MONDAY:

0559 Opening the Station E
0600 Morning Prayer E
0605 What's the time E
0630 News in Luo A
0645 News in Ateso A
0700 News in English A
0715 Adj. P/Annts in English D
0730 News in Kiswahili A
0745 Family Life Education B
0800 Innovation B
0845 Road Safety B

NORTHERN PROGRAMMES:

0900 Kumam Youth Prog. B
0930 Nawate Youth Kakwa B
0945 Madi Women's Prog. B

NATIONAL PROGRAMMES:

1000 News in English A
1015 Madi Cultural Prog. B
1030 Features Prog. (Eng.) B
1100 Music from other Lands C
1130 Our Heritage B
1200 Luo (link). D
1215 P/Annts in Luo & Alur D
1230 News in Luo A
1245 News in Kiswahili A
1300 News in Eng. A
1315 P/Annts in Eng. D
1330 News in Ateso A
1345 News in Lugbara A
1400 Lugbara Women's Prog. B
1430 Alur Play C
1500 CLOSE DOWN

NORTHERN PROGRAMMES:

1559 Opening the Station E
1600 Karamojong NRM Prog. B
1630 News in Karamojong B
1645 Calling Farmers in Alur B
1700 News in English A
1715 News in Kakwa A
1730 News in Madi A
1745 News in Alur A
1800 News in Lugbara A
1815 Lugbara C/Farmers B
1830 Luo Tax Payer D

1845 Luo Health B
1900 News in Ateso A
1915 P/Annts in Ateso & Kumam D
1930 News in Luo A
1945 P/Annts in Luo & Alur D
2000 News Hour A
2100 News in Kiswahili A
2115 URC (English) D
2130 P/Annts in English D
2145 Rural Music B
2200 News in English A
2215 Child & Family B
2230 Goodnight Greetings C
2245 Sports (Eng.) C
2300 Jifunze Kiswahili B
2330 Goodnight Greetings C
2355 Evening Prayer E
2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0605 P/Annts in Luganda D
0630 News in Luganda A
0645 P/Annts in 4Rs D
0700 News in Eng. A
0715 News in R/R/R/R A
0730 U.D.B. Prog. (Luganda) D
0745 Agafa Emukono D
0800 Bell Beer D
0815 Ebirowoozo B
0845 Akatabunga B

WESTERN PROGRAMMES:

0900 L/Fav. in 4Rs C
0930 Menu in 4Rs C
1000 News in 4Rs A
1015 Family Life in 4Rs B
1030 Emanzi B
1100 Abavubuka B
1130 Adhola Discussion B
1200 News in R/R/R/R A
1215 P/Annts in 4Rs B
1245 P/Annts Eastern D

1300 News in Luganda A
1315 P/Annts in Luganda D

COMMERCIALS:

1345 Munnamasaka D
1400 P/Annts in Luganda D
1445 U.E.B. in 4Rs D
1500 CLOSE DOWN.

WESTERN PROGRAMMES:

1600 Rukonzo C/Farmers B
1615 Rukonzo C/Farmers B
1630 Rwamba C/Farmers B
1645 News in Lumasaba A
1700 News in Eng. A
1715 News in Kusabiny A
1730 UVAN - Luganda D
1745 News in Rukonzo A
1800 P/Annts in Luganda B
1830 Coop Bank in 4Rs D
1845 Sports in 4Rs D
1900
1915 News in R/R/R/Rukiga A
1930 P/Annts in 4Rs D
2000 News in Luganda A
2015 Adj. P/Annts in Luganda D
2030 Matalisi Prog. D
2100 Abalimi Prog. B
2130 Akutwala Ekiro B
2145 Eagen Prog. D
2200 News in Eng. A

WESTERN PROGRAMME:

2215 Omugyenyi Wa Week A

MIDLAND PROGRAMMES:

2230 Omwana mu Muka B
2300 Embuliire B
2315 Uganda N'Ebyayo B
2330 Luganda L/Fav. C
2355 Evening Prayer E
2400 CLOSE DOWN

BUTEBO CHANNEL:

0559 Opening the Station E
0600 Morning Prayer E
0645 As on Red till 0730hrs D

0730 Lusoga Commercials D
0800 Lusoga (Aids Prog) B
0830 Lusoga Family Magazine B
0900 Ateso House Wife Choice B
0930 Angajan Ateso B
1000 Lumasaba Sports C
1015 Lumasaba Life Education B
1030 As on Red. D
1100 L/L/Lugwe Weekly Prog. D
1130 As on Blue D
1200 Lugwere Prog. B
1230 Lugwere Health Talk B
1245 P/Annts in Eastern D
1300 As on Red Till 1345 Hrs D
1345 Ateso Poems C
1400 Adhola Women's Corner B
1430 L/L/Lugwe Feature B
1500 CLOSE DOWN
1559 Opening the Station E
1600 As on Red till 1645hrs D
1645 As on Blue A
1700 P/Annts in Eastern D
1715 As on Blue D
1730 Adhola Gi Paro Pajod D
1800 Lugwere Weekly B
1830 Ateso NRM Prog. B
1845 - do - B
1900 News in Ateso A
1915 As on Red A
1930 Lumasaba Tsoble D
2000 News Hour A
2100 Kupsabiny FIDA D
2115 Kupsabiny Crime Preventio
2130 Kupsabiny Sports C
2145 - do - C
2200 News in English A
2215 Lusoga Women's Voice B
2300 L/L/Lugwe G/Music C
2330 Kupsabiny T/M: C
2355 Evening Prayer E
2400 CLOSE DOWN

RED CHANNEL: TUESDAY:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 What's the time E
 0615 State Wide Insurance D
 0630 News in Luo A
 0645 News in Ateso A
 0700 News in English A
 0715 Adj. P/Annts in English D
 0730 News in Kiswahili A
 0745 U.E.B. (Eng.) D
 0800 Coop. Bank D
 0815 Hodi Hodi Ntani D
 0845 Morning Tips B
 0900 Alur Magazine B
 0930 Kakwa Women's Prog. B
 1000 News in English A
 1015 Madi T/Music E
 1030 Schools B/casts/Rural B
 1100 Feature Prog. B
 1130 Music While You Work E
 1200 Luo Children's Prog. B

NEWS:
 1215 P/Annts in Luo & Alur D
 1230 News in Luo A
 1245 News in Kiswahili A
 1300 News in English A
 1315 P/Annts in Eng. D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara Cultural P/Annts B
 1415 Lugbara Family Life Farmers B
 1430 Lugbara NRM B
 1445 Kakwa calling farmers B
 1500 CLOSE DOWN.

NORTHERN PROGRAMMES:
 1559 Opening the Station E
 1600 Karamajong F/Magazine B
 1630 News in Karimojong A
 1645 Lugbara ACFODE. B
 1700 News in English A
 1715 News in Kakwa A
 1730 News in Madi A
 1745 News in Alur A
 1800 News in Lugbara A
 1815 Luo C/A. D

1830 Ateso Crime Prevention B
 1845 Ateso (PAP) B
 1900 News in Ateso A
 1915 P/Annts in Ateso & Kumam D
 1930 News in Luo A
 1945 P/Annts in Luo & Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 UCDA Prog. B
 2130 P/Annts in Eng. D
 2145 Calling Farmers B
 2200 News in English A
 2215 UCCBAC Prog. D
 2230 Africa Challenge A
 2300 Michexo A
 2315 Wakinamaama B
 2330 Africa Challenged D
 2355 Evening Prayer E
 2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0630 News in Luganda A
 0645 P/Annts in 4Rs D
 0700 News in Eng. A
 0715 News in R/R/R/R A
 0730 Wezimbe Prog. B
 0745 Omutume Prog. B
 0800 Agahanu Nahariya D
 0830 Family Life in 4Rs B
 0845 Aids Prog. (4Rs) B

MIDLAND PROGRAMMES:

0900 Sanyuka nga Bwoyiga C
 0930 Kadongo Kamu Prog. C
 0945 Enyimba Z'abakozi C
 1000 News in English A
 1015 Munnakibuga Children Welfare B
 1030 Schools B/casts up 1200hrs B
 1045 Choral Music C
 1100 C/A. in 4Rs D
 1130 Kupsabiny Health Magazine B
 1200 News in R/R/R/R A
 1215 P/Annts in 4Rs. D

1245 P/Annts Eastern D
 1300 News in Luganda A
 1315 P/Annts Luganda D
 1345 Kyeyune & Brothers D
 1400 P/Annts in Luganda D
 1445 Luganda T/Music B
 1500 CLOSE DOWN

WESTERN PROGRAMMES:

1559 Opening the Station E
 1600 Rukonzo Health Talk B
 1615 Rukonzo Sports C
 1630 Rwamba Crime Prevention B
 1645 News in Lumasaba A
 1700 News in English A
 1715 News in Kupsabiny A
 1730 Omusese D
 1745 News in Rukonzo A
 1800 P/Annts Luganda D
 1830 Calling Farmers in 4Rs B
 1845 Heritage in 4Rs B
 1915 News in R/R/R/Rukiga A
 1930 P/Annts in 4Rs D
 2000 News in Luganda A
 2015 Adj. P/Annts in Luganda D
 2030 Matalisi Prog. D
 2100 Emboozi ya Maka B

MIDLAND PROGRAMME.

2130 C/A. Luganda D
 2145 Ebyemizanyo C
 2200 News in Eng. A
 2215 Konooweka B
 2230 Coop. Bank D
 2245 Abalema

WESTERN PROGRAMMES:

2300 On the Road in 4Rs B
 2315 Science N'Omuntu B
 2330 Traditional Music in 4Rs C
 2355 Evening Prayer E
 2400 CLOSE DOWN

BUTEBO CHANNEL :

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Lusoga Bukyeire E
 0630 Aga RC in Lusoga B

0645 As on Red A
 0700 As on Red A
 0715 As on Red A
 0730 Lumasaba Commercials D
 0800 Lusoga Sports Magazine D
 0815 Lusoga Cultural Mix D
 0845 Lugwere C/Music D
 0900 Lugwere Cultural Mix B
 0930 L/L/Lugwe Magazine B
 1000 L/L/Lugwe T/Music C
 1015 Nandekererwa L/L/Lugwe B
 1030 As on Red B
 1045 Kupsabiny Current Affairs A
 1100 Kupsabiny Children's pl. B
 1130 As on Blue B
 1200 Lusoga Weekly B
 1230 Lusoga Sports C
 1245 P/Annts in Eastern D
 1300 As on Red A
 1315 As on Red D
 1330 As on Red D
 1345 Ateso C/A. D
 1400 Ateso T/Music C
 1430 Ateso Sports C
 1445 Ateso Tax Payer B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 As on Red E
 1630 As on Red A
 1645 As on Blue D
 1700 P/Annts Eastern D
 1715 As on Blue A
 1730 Adhola Y/Forum B
 1800 Adhola G/Music C
 1830 As on Red till 1930hrs B
 1930 Lumasaba C/Prog. B
 2000 News Hour A
 2100 L/L/Lugwe Folk Tales B
 2130 L/L/Lugwe Guest. B
 2200 News in English A
 2215 Kupsabiny Feat. B
 2245 Lumasaba Language B
 2315 Lugwere T/Music C
 2355 Evening Prayer E
 2400 CLOSE DOWN

RED CHANNEL: WEDNESDAY:

0559 Opening the Station ^E
 0600 Morning Prayer ^E
 0605 What's the time ^E
 0630 News in Luo ^A
 0645 News in Ateso ^A
 0700 News in English ^A
 0715 Adj. P/Annts in English ^D
 0730 News in Kiswahili ^D
 0745 Health ^B
 0800 Innovations ^B
 0845 Maendeleo Katika Africa ^B

NORTHERN PROGRAMMES:

0900 Kumam Women's Prog. ^B
 0930 Kakwa Magazine ^B
 0945
 1000 News in Eng. ^A
 1015 Madi C/farmers ^A
 1030 Schools B/casts/Rural ^B
 1100 Writer's Club ^B
 1130 Feature Prog. ^B
 1200 Luo Postal Talk ^D

NEWS

1215 P/Annts in Luo & Alur ^D
 1230 News in Luo ^A
 1245 News in Kiswahili ^A
 1300 News in English ^A
 1315 P/ Annts in Eng. ^D
 1330 News in Ateso ^A
 1345 News in Lugbara ^A
 1400 Lugbara Tax Payer ^D
 1415 Lugbara Karile (Youth) ^D
 1445 Luo C/A. ^D
 1500 CLOSE DOWN

NORTHERN PROGRAMMES:

1559 Opening the Station ^E
 1600 Karamojong Health Prog. ^B
 1615 Karamojong Children Prog. ^B
 1630 News in Karamojong ^A
 1645 Alur Youth ^B
 1700 News in Eng. ^A
 1715 News in Kakwa ^A
 1730 News in Madi ^A
 1745 News in Alur ^A
 1800 News in Lugbara ^A
 1815 Lugbara F/Life ^B

1830 Mu Ohuwok ^D
 1900 News in Ateso ^A
 1915 P/Annts in Ateso & Kumam ^D
 1930 News in Luo ^A
 1945 P/ Annts in Luo & Alur ^D
 2000 News Hour ^A
 2115 News in Kiswahili ^A
 2130 P/Annts in English ^D
 2145 Bell Club ^D
 2200 News in Eng. ^A
 2215 Women's Magazine ^B
 2245 Theatre Magazine ^C
 2315 UVAB - Maskari Waxamani ^B
 2330 Porojo Za Njomba ^B
 2355 Evening Prayer ^E
 2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station ^E
 0600 Morning Prayer ^E
 0605 P/Annts in Luganda ^D
 0630 News in Luganda ^A
 0645 P/Annts in 4Rs ^D
 0700 News in English ^A
 0715 News in R/R/R/Rukiga ^A
 0730 Colline Mukono/Bookshop ^D
 0745 Omutume Prog. ^D
 0800 Hospital Requests ^C
 0845 Bino Obimanyi ^B

WESTERN PROGRAMMES:

0900 Rukonzo L/Fev. ^C
 0930 Rwamba Story Time ^B
 1000 News in Eng. ^A
 1015 C/A. IN 4RS ^D
 1030 As on Red ^D
 1045 On the Road in 4Rs ^D
 1100 Enyimba Z'ekinnansi ^D
 1130 Otagend (L/L/Lugwe) ^D
 1200 News in R/R/R/Rukiga ^A
 1215 P/Annts in 4Rs. ^D
 1245 P/Annts Eastern ^D
 1300 News in Luganda ^A
 1315 P/Annts in Luganda ^D
 1345 Reco Industries ^D

1400 P/Annts in Luganda ^D
 1445 Health Talk ^B
 1500 CLOSE DOWN

WESTERN PROGRAMMES.

1559 Opening the Station ^E
 1600 Rukonzo W/Prog. ^B
 1630 Rwamba Talk ^B
 1645 News in Lumasaba ^A
 1700 News in English ^A
 1715 News in Kupsabiny ^A
 1730 Kiboga N'ebyayo ^D
 1745 News in Rukonzo ^A
 1800 P/Annts in Luganda ^D
 1830 UCDA - Luganda ^D
 1845 UDB in 4Rs ^D
 1900 Prog Y'abato in 4Rs ^B
 1915 News in R/R/R/Rukiga ^A
 1930 P/Annts in 4Rs ^D
 2000 News in Luganda ^A
 2015 Adj. P/Annts in Lug. ^D
 2030 Matalisi Prog. ^D
 2100 Agafe Ewaffe ^B
 2130 C/A. in Luganda ^D
 2145 Ebifa Mubwengula ^{D (Depas-od)}
 2200 News in Eng. ^A
 2215 Entunguka ^D
 2230 Agewanyu ^A

MIDLAND PROGRAMMES.

2300 Omugenyi wa Week ^B
 2330 Mukuuma ^E
 2355 Evening Prayer ^E
 2400 CLOSE DOWN

BUTEBO CHANNELS

0559 Opening the Station ^E
 0600 Morning Prayer ^E
 0605 Kupsabiny Y/Magazine ^B
 0645 News in Ateso ^A
 0700 News in Eng. ^A
 0715 As on Red ^D
 0730 Lusoga Commercials ^D
 0745 Lusoga Farmers ^B
 0800 Lugwere RC. ^D
 0815 Lugwere Focus on Dev. ^B

0845 L/L/Lugwe T/Music ^C
 0900 L/L/Lugwe W/Prog. ^B
 0930 Lumasaba C/Farmers ^B
 1000 Lumasaba Sangara Ngaramba ^D
 1030 As on Red (Lumasaba Prog) ^D
 1100 Lugwere W/Magazine ^B
 1130 As on Blue ^D
 1200 L/L/Lugwe RC/News ^A
 1215 L/L/Lugwe C/Farmers ^B
 1230 Family Life L/L/Lugwe ^B
 1245 P/Annts Eastern ^D
 1300 As on Red ^A
 1315 As on Red ^D
 1330 As on Red ^D
 1345 Ateso C/A. ^D
 1400 Adhola F/Magazine ^B
 1430 Adhola Feature ^B
 1500 CLOSE DOWN
 1559 Opening the Station ^E
 1600 As on Red ^E
 1600 As on Red ^A
 1630 As on Red ^A
 1645 As on Blue ^D
 1700 P/Annts in Eastern ^D
 1715 As on Blue ^B
 1730 Adhola Weekly Review ^A
 1800 L/L/Lugwe F/Magazine ^A
 1830 As on Red till 1930 hrs ^B
 1930 Ateso Feature ^B
 2000 News Hour ^A
 2100 Lumasaba Family Magazine ^B
 2130 Lumasaba Bibyembale ^D
 2200 News in Eng. ^A
 2215 Kupsabiny Goodnight greet ^E
 2245 Adhola Cultural Prog. ^B
 2315 Lusoga L/Fav. ^C
 2355 Evening Prayer ^E
 2400 CLOSE DOWN.

RED CHANNEL: THURSDAY:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Whta's the time E
 0615 UDR Prog. D
 0630 News in Luo A
 0645 News in Ateso A
 0700 News in Eng. A
 0715 Adj.P/Annts in English D
 0730 News in Kiswahili A
 0745 K.C.C. Prog. D
 0800 RECO Prog. D
 0815 Life Watch D
 0830 Katika Namwananchi D
 0845 Women's hr Prog. B

NORTHERN PROGRAMMES:

0900 Madi Light Music C
 0915 Madi (PAP) D
 0930 Alur Children's Prog. B
 1000 News in Eng. A
 1015 Crime Prevention in Luo B
 1030 Schools B/casts/Rural B
 1100 Women's Magazine B
 1130 SYFA Programme D
 1200 Women's Prog. B

NEWS:

1215 P/Annts in Luo & Alur D
 1230 News in Luo A
 1245 News in Kiswahili A
 1300 News in Eng. A
 1315 P/Annts in Eng. D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara Postal Talk D
 1415 Lugbara Children's Prog. B
 1445 Luo C/A. D
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Karamojong C/Farmers B
 1615 Karamojong C/Farmers B
 1630 News in Karamojong A
 1645 Kumam Children's Prog. B
 1700 News in Eng. A
 1715 News in Kakwa A
 1730 News in Madi A
 1745 News in Alur A

1800 News in Lugbara A
 1815 Luo U.C.B. Prog. D
 1830 Ateso Health B
 1845 Ateso ACFODE B
 1900 News in Ateso A
 1915 P/Annts in Ateso&Kumam D
 1930 News in Luo A
 1945 P/Annts in Ateso & Kumam D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 U.Investment Authority D
 2130 P/Annts in English D
 2145 Calling Farmers B
 2200 News in Eng. A
 2215 PAP Eng. D
 2230 Feature B
 2300 Jifunze Naburidikieni B
 2330 Usiku Mwana B
 2355 Evening Prayer E
 2400 CLOSE DOWN

BLUE CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda D
 0630 News in Luganda A
 0645 P/Annts in 4Rs. D
 0700 News in Eng. A
 0715 News in R/R/R/Rukiga A
 0730 Nile Special D
 0745 Omutume prog. D

MIDLAND PROGRAMMES:

0800 Ndimugezi B
 0815 Amazzi Bwebulamu D
 0830 Postal Talk (Lug.) D
 0845 Jada (Luganda) D

WESTERN PROGRAMME:

0900 Rwamba B
 0930 Rwamba Magazine B
 1000 News in English A
 1015 C/A. in 4Rs. D
 1030 As on Red / Rukonzo Dev. B
 1045 Enyimba z'Ekinnansi C
 1100 Lugwere Discussion B

1130 Lusoga Magazine B
 1200 News in R/R/R/Rukiga A
 1215 P/Annts in 4Rs. D
 1245 P/Annts in eastern D
 1300 News in Luganda A
 1315 P/Annts in Luganda D
 1345 Mubende Prog. D
 1400 P/Annts in Luganda D
 1445 UVAB Prog. D
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Rukonzo Youth B
 1615 Rukonzo Story Time B
 1630 Urufumbira B
 1645 News in Lumasaba A
 1700 News in Eng. A
 1715 News in Kupsabiny A
 1730 Tununule Obulamu D
 1745 News in Rukonzo D
 1800 P/Annts in Luganda D
 1830 Soda Kasonsomorera D
 1845 Tax Payers 4Rs. D
 1900 NRM in 4Rs. B
 1915 News in R/R/R/Rukiga A
 1930 P/Annts in 4Rs D
 2000 News in Luganda A
 2015 Adj. P/Annts in Luganda D
 2030 Matalisi Prog. D
 2100 NRM (Luganda) B
 2130 Vanila Prog. D
 2145 Nangabo Twezimbé D
 2200 News in Eng. A
 2215 Nezikokolima D
 2230 Enkulakulana B
 2245 Agawano Nawali A
 2300 Obutonde B
 2315 Uganda Composers C
 2355 Evening Prayer E
 2400 CLOSE DOWN

BUTEBO CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Lugwere Bukyeire E
 0630 Lugwere Family Life. B

0645 As on Red A
 0700 As on Red B
 0715 As on Red B
 0730 Lumasaba Commercials D
 0745 Ateso Variety C
 0800 Ateso T/Music C
 0915 Ateso Youth Magazine B
 0945 Ateso Choral Music B
 1015 L/L/Lugwe Health Talk B
 1030 As on Red (L/L/L/Vox prog.) B
 1100 As on Blue B
 1115 As on Blue B
 1130 As on Blue D
 1200 Lusoga R/View D
 1215 Kamuli Papsca D
 1245 P/Annts D
 1300 As on Red till 1345hrs A
 1345 Ateso C/Farmers B
 1400 NSROP - Lusoga B
 1430 Lusoga W/Prog. B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 As on Red til 1645 hrs E
 1645 News in Lumasaba A
 1700 P/Annts in Eastern D
 1715 News in Kupsabiny A
 1730 Adhola Ci Yolway D
 1800 Adhola Story Time B
 1815 Adhola Children's Prog. B
 1830 As on Red till 1930hrs B
 1930 Ateso C/A. D
 1945 Ateso Farmily Life B
 2000 News Hour A
 2100 Ateso Focus on Dev. B
 2130 Ateso Aomisio D
 2200 News in English A
 2215 L/L/Lugwe Sports News C
 2230 L/L/Lugwe Music to Remember C
 2300 Lugwere Guiton Music C
 2330 Lumasaba Kona Bulayi B
 2355 Evening Prayer E
 2400 CLOSE DOWN

RED CHANNEL: FRIDAY:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Mawaidha E
 0615 What's the time E
 0630 News in Luo A
 0645 News in Ateso A
 0700 News in Eng. A
 0715 Adj. P/Annts in Eng. D
 0730 News in Kiswahili A
 0745 Decentralisation D
 0800 Innovation B
 0845 Dunia Wikihii B
 NORTHERN PROGRAMMES:
 0900 Kumam Feature B
 0930 Alur Women's Prog. B
 NATIONAL PROGRAMMES:
 1000 News in Eng. A
 1015 Madi Family Life B
 1030 Schools B/casts/Rural B
 1100 Muziki Wakati Wakazi C
 1130 Facts about Health B
 1145 C/A. in Luo D
 1200 Luo Decentralisation B
 1215 P/Annts in Luo & Alur D
 1230 News in Luo A
 1245 News in Kiswahili A
 1300 News in Eng. A
 1315 P/Annts in English D
 1330 News in Ateso A
 1345 News in Lugbara A
 1400 Lugbara P/Annts/Environment D
 1415 Lugbara Islamic hr B
 1430 Lugbara Decentralisation B
 1445 Madi Health Talk B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Karamojong L/Fav. C
 1630 News in Karamojong A
 1645 Kumam C/Farmers B
 1700 News in Eng. A
 1715 News in Kakwa A
 1730 News in Madi A
 1745 News in Alur A
 1800 News in Lugbara A
 1815 Luo C/Farmers B

1830 Luo Family Life B
 1845 Alur Health Talk B
 NEWS:
 1900 News in Ateso A
 1915 P/Annts in Ateso & Kumam D
 1930 News in Luo A
 1945 P/Annts in Luo & Alur D
 2000 News Hour A
 2100 News in Kiswahili A
 2115 NRM (Eng) B
 2145 P/Annts in Eng. D
 2200 News in Eng. A
 2215 International Market B
 2245 Islamic hr B
 2300 Fri. Night Theatre C
 2330 Time for Old Timers C
 2355 Evening Prayer E
 2400 CLOSE DOWN .

BLUE CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 P/Annts in Luganda B
 0630 News in Luganda A
 0645 P/Annts in 4Rs. B
 0700 News in Eng. A
 0715 News in R/R/R/Rukiga A
 0730 Global Insurance D
 0745 Omutume Prog. D

MIDLAND PROGRAMMES.

0800 Papsca Prog. D
 0815 Vita Foam Prog. D
 0830 Savannah D
 0845 Decentralisation B

WESTERN PROGRAMMES.

0900 L/Fav. in 4Rs. C
 0930 Post Office Corner/4Rs. B
 0945 Jada in 4Rs. D
 1000 News in Eng. A
 1015 C/A. in 4Rs. D
 1030 As on Red/Ag Week 4Rs. A
 1045 Qaswida prog. D
 1100 - do - D

1115 Choral Music (Lug.) C
 1130 Lumasaba Guest of the Week B
 1200 News in R/R/R/Rukiga A
 1215 P/Annts in 4Rs. D
 1245 News in Luganda A
 1300 Juma Prayers B
 1400 P/Annts in Luganda D
 1445 Eddoboozi Iya Luwero D
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 Rukonzo Islamic Prog. B
 1615 Rukonzo talk (Crime Prev.) B
 1630 Rwamba Aghasaye B
 1645 News in Lumasaba A
 1700 News in Eng. A
 1715 News in Kupsabiny A
 1730 Ensi N'ebigirimu B
 1745 News in Rukonzo A
 1800 P/Annts in Luganda D
 1830 Twomboke Eyanga (Lululi) B
 1845 N.S.S.F. in 4Rs. D
 1900 IFADA Prog. D
 1915 News in R/R/R/Rukiga A
 1930 P/Annts in 4Rs. D
 2000 News in Luganda A
 2015 Adj. P/Annts in Luganda D
 2030 Matalisi Prog. D
 2100 Abalimi B
 2115 C/A. Luganda D
 2130 ISLAMIC hr Prog. (Lug.) B
 2145 Uganda Hotels D
 2200 News in Eng. A
 2215 Islamic hr in 4Rs. B
 2230 ~~Africa Magazine B~~
 2300 ~~Liiso Ly'omukulu B~~
 2315 Akiika Embuga B
 2330 Luganda L/Fav. C
 2300 Liiso Lyamukulu B
 2315 Akiika Embuga B
 2330 Luganda L/Fav. C
 2355 Evening Prayer E
 0645 As on Red till 0730hrs. A
 0730 Lusoga Commercials D
 0800 Ekintabuli (Lusoga) C
 0845 L/L/Lugwe L/Views B
 0900 Kupsabiny L/Fav. C
 1000 Kupsabiny Health Talk B
 1015 Kupsabiny F/Magazine B
 1030 As on Red.
 1100 Lumasaba Wamanya B
 1130 As on Blue
 1200 P/Annts in Eastern C
 1215 Lusoga Islamic B
 1230 Lugwere C/Farmers B
 1300 As on Red till 1345hrs
 1345 Ateso decentralisation B
 1400 Action Aid Kamuli B
 1430 Lusoga Guest B
 1500 CLOSE DOWN
 1559 Opening the Station E
 1600 As on Red till 1645hrs
 1645 As on Blue
 1700 P/Annts Eastern
 1715 As on Blue
 1730 Adhola C/Farmers B
 1745 Adhola Family Life B
 1800 Adhola Health Prog. B
 1815 Adhola Current Affairs A
 1830 Ateso C/Farmers B
 1845 Ateso C/A. D
 1900 As on Red
 1930 Kupsabiny C/Farmers B
 1945 Kupsabiny Family Life B
 2000 News Hour A
 2100 Lugwere Discussion B
 2130 Lugwere family Magazine B
 2200 News in Eng. A
 2215 Adhola Ngey Uganda D
 2245 Lumasaba Cultural B
 2315 L/L/Lugwe Cultural B
 2355 Evening Prayer E
 2400 CLOSE DOWN.

BUTEBO CHANNEL:

0559 Opening the Station E
 0600 Morning Prayer E
 0605 Lumasaba Owner's Choice. E

2000 PROGRAMME SCHEDULES

RADIO UGANDA PROGRAMME SCHEDULE NO. 4
RED & BLUE STATIONS APRIL - JUNE, 2000

RED CHANNEL - SATURDAY

05:59	Opening Prayer E
06:02	S.D.A Programme (English) B
06:30	News in Kiswahili A
06:45	Ateso News / PA (as on Red) D
07:00	News in English (as on Blue) A
07:15	P/Annts (English) (as on Butebo) D
07:30	News in Luo / Adj. / P/Annts A
07:45	Morning Tips B
08:00	Pol. & Economic B
08:15	Pol / Econ. - LC & You English LC & You B
08:30	<u>CIVIL AVIATION</u>
08:45	Act on Disabilities B
09:00	Madi Listeners Favourite C
09:30	Alur Current Affairs A
10:00	News in English A
10:15	Saturday Club (Eng) D
11:00	Youth
11:30	Chn: Corner Gender B
12:00	News in Luo / P/Annts (as on Butebo) A
12:30	ENVIRONMENT (as on Butebo) D
12:45	News in Kiswahili / Adj. A
13:00	New in English / P/Annts D
13:30	Ateso News / PA A
13:45	News in Lugbara / Adj. A
14:00	Lugbara Youth B
14:30	Kakwa Mix MC
15:00	Luo Drama C
15:30	Luo Feature B
16:00	English News (as on Red) A
16:15	Youth (Kiswahili) B
16:30	Starehe D
17:00	Luo Sports C
17:15	News in Kakwa A
17:30	Luo LC & You D
18:00	News in Karamajong / Adj. A
18:15	News in Lugbara A
18:30	News in Madi / Adj. A
18:45	News in Alur / Adj. A
19:00	Ateso News - PA A
19:30	News in Luo / Adj. A
19:45	P/Annts in Luo & Alur A
20:00	News Hour / Adj. (as on Butebo)
21:00	P/Annts in English A
21:30	Sports A
21:45	Our Environment I A
22:00	News in English (as on Blue/Butebo) A
22:15	News in Kiswahili A
22:30	Guest of the Week A
23:00	Drama A
23:30	Country Road - Eng A
24:00	CLOSE DOWN

BLUE CHANNEL - SATURDAY

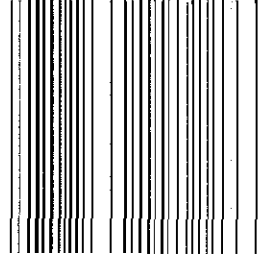
05:59	Opening Str. & Prayer E
06:02	P/Annts (Luganda) D
06:15	News in Luganda A
06:30	Announcements in 4Rs D
06:45	News in 4rs A
07:00	News in English (as on Red) A
07:15	P/Annts in R/R/Rukiga D
07:20	Press review in Luganda B
07:45	Health Luganda B
08:00	UMDF (Luganda) D
08:15	TAX PAYER B
08:30	Music - Twebulirire
08:45	Health Talk - Luganda
09:00	NOVITA FEEDS A
09:15	Twebulirire Sec 4.3
09:30	Ebibadewo D
10:00	Tukyogereko - Phone in D
11:00	Ebyabato 4Rs B
11:30	Erminyeto C
12:00	News in 4rs A
12:15	P/Annts in 4rs D
12:30	Abateganda 4rs D
12:45	News in Lusoga (as on Butebo) A
13:00	News in Luganda A
13:15	P/Annts (Luganda) D
13:45	Akiika Embuga B
14:00	Pol. / Econ. 4Rs B
14:30	Akaporogo 4R's D
15:30	Farmers 4Rs B
15:45	Hwituka D
16:00	News in English (as on Red) A
16:15	Urufumbira Current affairs A
16:30	Isagature (Urut) D
17:00	Gampe A
17:30	News in Rukonzo A
17:45	Sports 4Rs Tips 4.3.3.3
18:00	P/Annts in 4Rs B
18:15	BUSHENYI DISTRICT Obung'ya
18:30	Oanyofo P/A
19:00	News/Adj. in 4 R's A
19:15	Malalisi A
19:30	P/Annts in Luganda A
19:45	News/Adj. Luganda A
20:00	News hour (as on Red) A
21:00	News in Kiswahili
21:30	Drama Luganda C
21:45	SDA A
22:00	News in English (as on Red) A
22:15	Feature 4Rs A
22:45	Ebikwato A
23:00	Itaka ryawe A
24:00	CLOSE DOWN

RED CHANNEL - MONDAY

05:59	Opening Prayer E
06:00	(MAZINGIRA YETU) TRANSWORLD D
06:30	News in Kiswahili / Adj A
06:45	Ateso News / PA (as on Butebo) A
07:00	News in English (as on Blue/Butebo) A
07:15	P/Annts in English (as on Butebo) A
07:30	News in Luo A
07:45	Focus on Health B
08:00	PROSPECTUS D
08:30	YOUR SAFTY (CRIME PREV.) D
08:45	The opportunity B
09:00	Kakwa L/F C
09:30	Kakwa Farmers/ BAT B
09:45	Kakwa Women B
10:00	News in English A
10:15	Madi Children's B
10:30	Features Prog. B
11:00	Our Heritage B
11:30	Luo Melody C
12:00	News in Luo A
12:15	Luo P/Annts & Alur B
12:30	Luo Environment / Adj B
12:45	News in Kiswahili / Adj. A
13:00	News in English / Adj. (as on Butebo) A
13:15	P/Annts in English (as on Butebo) D
13:30	Ateso News / PA (as on Butebo) A
13:45	News A
14:00	Lugbara-LC / You B
14:30	Lugbara Women B
15:00	Alur Environment D
15:15	Madi LC & You B
15:30	Jifunze Kiswahili B
16:00	Labwor & LC & You (As on Butebo) B
16:15	Karamojong Request time (As on Butebo) D
16:30	News in Karamojong / Adj. (As on Butebo) D
16:45	Alur Calling farmers B
16:59	Intr. & S/tune E
17:00	News in English / Adj. (as on Blue) D
17:25	News in Kakwa A
17:30	News in Madi A
17:45	News in Alur / Adj B
18:00	Lugbara/ Farmers B
18:15	News in Lugbara A
18:30	P/Annts in Luo D
18:45	LUO TAX PAYERS B
19:00	Ateso News /P.A. (as on Butebo) D
19:30	News in Luo / Adj B
19:45	P/Annts in Lwo & Alur B
20:00	News hour / Adj (as on Butebo) D
21:00	P/Annts in English B
21:30	Theatre Today (read in Luganda) B
21:45	Farmers (Eng) B
22:00	News in English (as on Blue /Butebo) A
22:15	News in Kiswahili B

BLUE CHANNEL - MONDAY

05:59	Opening Stn. & Prayer E
06:02	P/Annts (Luganda) D
06:15	News in Luganda D
06:30	Announcemnts in 4Rs D
06:45	News in 4rs A
07:00	News in English (as on Red) A
07:15	P/Annts in R/R/Rukiga D
07:20	Press review in Luganda D
07:30	AGALYAWAMU D
07:45	MUKONO DISTRICT D
08:00	Enkumbi Terimba B
08:30	Empuliziganya B
08:45	Agawano nawali A
09:00	L/F in 4Rs C
09:30	Emanzi Sports C
10:00	Tips in 4Rs
10:15	Ababwanga 4 Rs (health)
10:30	Menu 4Rs Sports
10:45	Entunguka C
11:00	Urufumbira Pol/Econ B
11:30	Urufumbira Youth B
12:00	News in 4Rs / Adj. A
12:15	P/Annts. in 4Rs. D
12:30	Wamanya in 4 R's D
12:45	Lusoga News (as on Butebo) A
13:00	News in Luganda A
13:10	Adj. Luganda D
13:15	P/Annts in Luganda D
13:30	Buganda Culture B
14:00	Sanyu D
14:30	4Rs Traditional Music C
15:00	Kup. Health (As on Butebo) B
15:15	Kup. News (As on Butebo) A
15:30	Environment 4Rs B
15:45	Omwana neka B
16:00	Rukonzo C/Farmer B
16:15	Rukonzo Cultural B
16:30	Rwamba C/Farmers B
16:45	Rwamba Pol./Econ. B
17:00	News in English (as on Red) A
17:15	Lukonzo LC & You D
17:30	News Lukonzo B
17:45	Omwana mu Maka B
18:00	AKORAHKA B
18:15	Yega Okusoma B
18:30	P/Annts in 4Rs B
18:45	Environment 4R's B
19:00	News in 4Rs B
19:15	Matalisi B
19:30	P/Annts in Luganda B
19:45	News in Luganda B
20:00	News hour (as on Red) A
21:00	Obutonde B
21:15	Ebyobulamu B
21:30	Sports (Luganda) B
22:00	News in English (as on Red) A
22:15	Tukibazeho B



RED CHANNEL - TUESDAY

05:59	Opening Str. & Prayer E
06:02	Hariri E
06:30	News in Kiswahili / Adj. F
06:45	Ateso News / PA (as on Butebo) A
07:00	News in English (as on Blue / Butebo) A
07:15	P/Annts in English (as on Butebo) D
07:30	News in Luo / Adj. B
07:45	Our Heritage B
08:00	Matokeo / BAT D
08:30	Hodi Hodi Mtaani D
08:45	Age is Wisdom B
09:00	Alur women's prog B
09:30	Kakwa Health B
09:45	Kakwa Disadvantaged B
10:00	News in English B
10:15	Tomorrow's Youth B
10:30	Madi ebemu B
11:00	Luo Youth B
11:30	Dongtoba C
12:00	News in Luo B
12:15	P/Annts (Luo & Alur) B
12:30	Health (Luo) / Adj. B
12:45	News in Kiswahili / Adj. F
13:00	News in English (as on Butebo) F
13:15	P/Annts in English (as on Butebo) D
13:30	Ateso News / PA (As on Butebo) F
13:45	News in Lugbara B
14:00	Luo leyotam B
14:15	Feature (Luo) B
14:30	Luo Gender B
14:45	Alur L.C. & you B
15:00	Alur Children's B
15:15	Alur Youth Prog. B
15:30	Alur L/F C
16:00	Karamojong F/Magazine (as on Butebo) F
16:30	News in Karamojong (as on Butebo) F
16:45	Health Alur B
17:00	News in English/ Adj. (as on Blue) B
17:15	News in Kakwa/ Adj. B
17:30	News in Madi / Adj. B
17:45	News in Alur / Adj. B
18:00	Alur Culture B
18:15	News in Lugbara B
18:30	Luo P/Annts B
18:45	Luo Loch lobo, Pol. B
19:00	Ateso News / PA (as on Blue) B
19:30	News in Luo / Adj. B
19:45	P/Annts in Luo & Alur B
20:00	News Hour (as on Butebo) F
21:00	P/Annts in English B
21:30	Farmers B
21:45	NEMA (Eng) B
22:00	News in English (as on Blue/Butebo) B
22:30	Women's Horizon B
23:00	The issue - Pol/Econ B
23:00	Wakinamama B
23:30	Michezo B
24:00	CLOSE DOWN

BLUE CHANNEL - TUESDAY

05:59	Opening Str. & Prayer E
06:02	P/Annts (Luganda) D
06:15	News in Luganda A
06:30	Announcemnts in 4Rs D
06:45	News in 4rs B
07:00	News in English (as on Red) F
07:15	P/Annts in R/R/Rukiga D
07:20	Press review in Luganda D
07:30	Agafa ewaffe B
07:45	Omutume D
08:00	Agahanu Nahariya D
09:00	Ngarukamu D
09:30	Obuzina bwa kara D
10:00	Health 4R's B
10:30	Bilowozo B
11:00	Enfunayo B
12:00	News in R/Rukiga A
12:10	News in Adj. 4R's F
12:15	P/Annts in 4R's D
12:30	Famers 4Rs B
12:45	News in Lusoga (as on Butebo) F
13:00	News in Luganda A
13:10	News Adj. A
13:15	P/Annts in (Luganda) D
13:45	Luganda health B
14:00	Sanyu D
14:30	Twomboke Eiyanga D
15:00	Kup. Dev't Forum (As on Butebo) B
15:15	Kupsabiny News (As on Butebo) B
15:30	Ezamalobozi C
16:00	RukonzoC/Farmer B
16:15	Ebeiphuthimbireko D
16:30	Rwamba L/F C
17:00	News in English (as on Red) A
17:15	Rukonzo Chn. D
17:30	Rukonzo News B
17:45	Gender - women's B
18:00	KASENENE D
18:15	CRIME PREVENTION 4Rs A
18:30	P/Annts in 4Rs B
19:00	News in 4Rs/Adj. B
19:15	Matalisi B
19:30	P/Annts in Luganda B
19:45	News in Luganda B
20:00	News hour (as on Red) F
21:00	Farmers Lug. B
21:15	LONDAKO B
21:45	Enkulakulana B
22:00	News in English (as on Red) B
22:15	Agafayo B
22:30	Feature 4Rs. B
23:00	Akatabunga B
23:30	Ebyeshongoro byenzarwa B
24:00	CLOSE DOWN

RED CHANNEL - WEDNESDAY

05:59	Opening Stn. & Prayer E
06:00	Salaam Za subuhi E
06:30	News in Kiswahili A
06:45	Ateso News / PA (as on Butebo) A
07:00	News in English (as on Blue / Butebo) A
07:15	P/Annts (English) (as on Butebo) D
07:30	News in Luo / Adj B
07:45	Health Prog. (Eng) B
08:00	THE TEACHER / PROSPECTUS D
08:45	LC & You (Eng) B
09:00	Kakwa Youth B
09:30	Kakwa Farmers B
09:45	Kakwa Culture B
10:00	News in English A
10:15	Madi C/Farmers B
10:30	Music Unapofanya Kazi C
11:00	Luo Phone in talk show D
12:00	News in Luo A
12:15	P/Annts in Luo/ Alur D
12:30	Luo Farmers B
12:45	News in Kiswahili / Adj. A
13:00	News in English / Adj. (as on Butebo) A
13:15	P/Annts (Eng) (as on Butebo) D
13:30	Ateso News / PA (as on Butebo) A
13:45	News in Lugbara A
14:00	Lugbara TAX PAYER D
14:15	Lugbar Youth B
14:30	Luo / Tam manyen D
15:00	Luo Women (As on Butebo) B
15:30	Women horizon B
16:00	Karamojong Health talk (as on Butebo) B
16:15	Karamojong Children's Prog. (as on Butebo) B
16:30	News in Karamojong (As on Butebo) A
16:45	Alur Farmers B
17:00	News in English (as on Blue) A
17:15	Kakwa News / Adj. A
17:30	Madi News / Adj. A
17:45	Alur News / Adj. A
18:00	Lugbara Farmers /BAT A
18:15	News in Lugbara A
18:30	Luo P/Annts B
18:45	Luo Children B
19:00	Ateso News / PA (as on Butebo) A
19:30	Luo News / Adj. A
19:45	Luo /Alur P/Annts A
20:00	News Hour (as on Butebo) A
21:00	English P/ Annts B
21:30	AFRICA CHALLENGE (TRANSWORLD) A
22:00	English News (as on Butebo) A
22:15	News in Kiswahili A
22:30	GENDER & YOU A
22:45	Sports (English) C
23:00	Features Kiswahili A
23:30	Maoni Yangi A
24:00	CLOSE DOWN

BLUE CHANNEL - WEDNESDAY

05:59	Opening Stn. & Prayer E
06:02	P/Annts (Luganda) D
06:15	News in Luganda A
06:30	Announcements in 4Rs D
06:45	News in 4rs A
07:00	News in English (as on Red) A
07:15	P/Annts in R/R/Rukiga D
07:20	Press review in Luganda D
07:30	AKUTWALA EKIRO D
07:45	Omutume D
08:00	Hospital Requests (Lug) B C
08:45	Agafa ewaffe B
09:00	Musanyusa C
09:30	Rwamba Requests C
10:00	Akamotoka D
10:30	Health in 4Rs B
10:45	Nogambaki D
11:00	Health B
11:15	Orulimi nengeso B
11:45	Farming B
12:00	News in 4 R's A
12:15	P/Annts in R/R/R/R D
12:30	Kakuru takurirwa B
12:45	News in Lusoga (as on Butebo) A
13:00	News in Luganda / Adj. A
13:15	P/Annts in Luganda D
13:30	Abalimi B
14:00	Sanyu D
14:30	Sports Luganda C
15:00	Kup. Env. as on Butebo (As on Butebo) A
15:15	Kup. News as on Butebo (As on Butebo) A
15:30	Gender 4Rs B
16:00	Rukonzo Women's prog. A
16:30	Rwamba Women A
17:00	News in English (as on Red) A
17:15	Lukonzo Sports C
17:30	News in Rukonzo A
17:45	Engero A
18:00	Omukwenda A
18:30	P/Annts in 4Rs A
19:00	News in 4Rs A
19:15	Matalisi A
19:30	P/Annts in Luganda A
19:45	News in Luganda A
20:00	News hour (as on Red) A
21:00	Traditional music Luganda A
21:15	Eby'obulamu A
21:30	Twekembe A
22:00	News in English (as on Red) A
22:15	Agafayo A
23:00	Buntu Bulamu A
23:30	Mukuuma Ddeinbe A
24:00	CLOSE DOWN

06:30 News in Kiswahili / Adj A
 06:45 Ateso News / PA (As on Butebo) A
 07:00 News in English (as on Blue/Butebo) A
 07:15 P/Annts (English) (as on Butebo) D
 07:30 News in Luo A
 07:40 Adj. & P/Annts in Luo D
 07:45 Focus on Health B
 08:15 Maendeleo Katika Africa D
 08:30 Michezo C
 08:45 Women's 1/4Hr. (Kisw) B
 09:00 Madi Women's B
 09:30 Health Kakwa B
 10:00 News in English B
 10:15 Kakwa LC & You B
 10:30 Drama C
 11:00 For you at home C
 12:00 News in Luo A
 12:15 P/Annts in Alur & Luo D
 12:30 Health (Luo) / Adj. B
 12:45 News in Kiswahili B
 12:59 News s/Tune (intro) B
 13:00 News in English (as on Butebo) A
 13:15 P/Annts (English) (as on Butebo) D
 13:30 Ateso News / PA (as on Butebo) D
 13:45 Lugbara News Adj A
 14:00 Lugbara Chr. D
 14:30 Lugbara Environment B
 14:45 Lugbara Disadvantaged B
 15:00 Lugbara culture B
 15:15 LUO CRIME PREVENTION D
 15:30 Dialogue A (Tanzania) B
 16:00 K'jong C/Farmers (as on Butebo) B
 16:15 K'jong Culture Prog. (as on Butebo) B
 16:30 News in Karamojong / Adj. A
 16:45 Alur Health B
 17:00 News in English (as on Blue) A
 17:15 News in Kakwa / Adj. B
 17:30 News in Madi / Adj. A
 17:45 News in Alur / Adj. A
 18:00 Lugbara Health / Adj. B
 18:15 News in Lugbara A
 18:30 Luo P/Annts D
 18:45 Luo Tamouranyet D
 19:00 Ateso News / PA D
 19:30 News in Luo A
 19:45 P/Annts in Luo & Alur D
 20:00 News Hour (as on Butebo) A
 21:00 P/Annts in English (as on Butebo) A
 21:30 Child & Family B
 21:45 Farmer's Corner B
 22:00 News in English (as on Blue / Butebo) A
 22:15 News in Kiswahili C
 22:30 Feature C
 23:00 Drama (Kiswahili) C
 23:30 Usiku Mvema C
 24:00 CLOSE DOWN

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06:15 News in Luganda A
 06:30 Announcements in 4Rs D
 06:45 News in 4rs A
 07:00 News in English (as on Red) A
 07:15 P/Annts in R/R/Rukiga D
 07:20 Press review in Luganda D
 07:45 Omutume Prog. D
 08:00 Ngabwendowoza B
 08:45 Omuyimbiwo C
 09:15 Kanyumiza C
 09:30 Ezabakozi C
 10:00 Urufumbira Farmers B
 10:15 Urufumbira Health B
 10:30 Urufumbira Women B
 11:00 Pol/Econ phone in 4Rs B
 12:00 News 4R's / Adj. A
 12:15 P/ Annts in 4R's D
 12:30 Health 4Rs B
 12:45 News in Lusoga (as on Butebo) A
 13:00 News in Luganda / Adj. A
 13:15 P/ Annts in Luganda D
 13:30 Sports - Luganda C
 13:45 MUBENDE DISTRICT D
 14:00 Sanyu D
 14:30 Traditional Music - Lug. B
 15:00 Kup. Health (As on Butebo) B
 15:15 Kup. News (As on Butebo) A
 15:30 Luganda Gender Women B
 16:00 Rukonzo Health B
 16:15 Rukonzo Youth B
 16:45 Rwamba Health B
 17:00 News in English (as on Red) A
 17:15 Rukonzo Ebyekibutirano (Culture) B
 17:30 News in Rukonzo / Adj. A
 17:45 Luganda Culture B
 18:00 Ageteraine B
 18:15 TAX PAYER A
 18:30 P/Annts in 4RS A
 19:00 News in 4Rs/Adj. A
 19:15 Matalisi B
 19:30 P/Annts in Luganda B
 19:45 News in Luganda / Adj. B
 20:00 News hour (as on Red) A
 21:00 KOLANG'OMUDDU B
 21:15 ENVIRONMENT ALERT- Luganda
 21:30 Sports (Luganda) C
 21:45 DEMBERYO (Human Rights Comm) B
 22:00 News in English (as on Red) A
 22:15 Agafayo C
 22:30 Feature (Luganda) C
 23:00 Drama 4R's A
 23:30 Uganda Composers (4R's) B
 24:00 CLOSE DOWN

RED CHANNEL - FRIDAY

05:59 Opening Sta & Prayer E
 06:02 Mawaidha E
 06:30 News in Kiswahili / Adj. A
 06:45 Ateso News / PA (as on Butebo) A
 07:00 News in English / Adj. (as on Bue/Butebo) A
 07:15 Announcements D (as on Butebo)
 07:30 Luo News / Adj. A
 07:45 Health - Eng. B
 08:00 THE SCHOOL B D
 08:30 Morning Tips B
 08:45 Dunia wiki hii B C
 09:00 Kakwa Pol. / Econ B
 09:30 Kakwa Salaams B C
 09:59 Announcement & Stune B
 10:00 News in English A
 10:15 Madi Health B
 10:30 Feature - Eng. B
 11:00 Music Unapofanya kazi C
 12:00 News in Luo A
 12:30 MA ICAYO D
 12:45 News in Kiswahili / Adj. A
 13:00 News in english (as on Butebo) A
 13:15 P/Annts in English(as on Butebo) D
 13:30 Ateso News / PA (as on Butebo) A
 13:45 Lugbara News A
 14:00 Juma Lugbara B
 14:15 Lugbara Current Affairs A
 14:30 Madi Culture B
 15:00 Women Today - Eng. B
 15:30 Horizon Pol B
 16:00 Karamajong LC & You (As on Butebo) D
 16:30 News in Karamajong (As on Butebo) A
 16:45 Alur Wer Kwaro D
 17:00 News in English (as on Blue) A
 17:15 News in Kakwa / Adj. A
 17:30 News in Madi A
 17:45 News in Alur A
 18:00 Alur Abin Abure Culture Prog B
 18:15 News in Lugbara A
 18:30 Luo P/Annts A
 18:45 UGA - Luo *Tamungu*
 19:00 Ateso News / PA (as on Butebo) A
 19:30 News in Luo / Adj. & PA A
 20:00 News Hour Adj. A
 21:00 P/Annts English A
 21:30 AIDS CHALLENGE - TRANSWORLD
 22:00 News in English (as on Blue/Butebo) A
 22:15 News in Kiswahili
 22:30 The Law & You *Gen. Issues*
 22:45 The call of Islam
 23:00 Drama (Eng) A
 23:30 Time for Old Timers
 24:00 CLOSE DOWN

BLUE CHANNEL - FRIDAY

005:59 Opening Stn. & Prayer E
 06:02 P/Annts (Luganda) D
 06:15 News in Luganda A
 06:30 Announcements in 4Rs D
 06:45 News in 4rs A
 07:00 News in English (as on Red) A
 07:15 P/Annts in R/R/Rukiga D
 07:20 Press review in Luganda D
 07:45 Omutume D
 08:00 Science n'obulimi D
 08:15 Embozi y'amaka B
 08:45 Aga LC (Lug) D
 09:00 Nyinabwenge D
 10:00 Health 4 R'S B
 10:15 Sports 4Rs C
 10:30 Quaswida A
 11:00 My kind of Music Lug) D/C
 12:00 News in 4R's / Adj. A
 12:15 P.A in 4Rs D
 12:30 Islamic 1/4 Hr 4Rs B
 12:45 News in Luganda / Adj. A
 13:00 Juma prayes (Luganda) B
 13:45 News in Lusoga (as on Butebo) A
 14:00 Sanyu D
 14:30 Abalimi B
 15:00 Kup. Farmers (As on Butebo) B
 15:15 Kup. News (As on Butebo) A
 15:30 Enfurnu zaitu B
 15:45 Abagamba kamwe (Health) B
 16:00 Rukonzo Islamic B
 16:15 Rukonzo Youth B
 16:30 Agasaye (News round up) B
 17:00 News in English (as on Red) A
 17:15 Rukonzo Abalemererwe B
 17:30 Rukonzo News A
 17:45 Amaka (Religious) B
 18:00 MASINDI DISTRICT
 18:15 Farmers B
 18:30 P/Annts. 4Rs
 19:00 News in 4Rs
 19:15 Matalisi B
 19:30 P/Annts in Luganda
 19:45 News in Luganda A
 20:00 Newshour (as on Red) A
 21:00 Obutonde D
 21:15 Ebyobulamu B
 21:30 Islamic (Luganda) B
 21:45 Jifunze Kiswahili B
 22:00 News in English (as on Red) A
 22:15 Agafaayo D
 22:30 Africa Magazine
 23:15 Friday Night Special (Lug) C
 24:00 CLOSE DOWN

RADIO UGANDA PROGRAMME SCHEDULE NO. 4 APRIL - JUNE, 2000 BUTEBO STATION

SATURDAY

06:00	Ikwenyunitos Bial? D
06:45	Ateso News (as on Red) A
07:00	News in English A
07:15	P/A in English (as on Red) D
07:30	Alakara Kitororo D
08:00	Lumasaba Focus on Dev. D
08:30	Lumasaba Feature B
09:00	Lusoga LC & You B
09:15	Lusoga Health B
09:30	Ebyabavubuka B
10:00	L/L/Lugwe - Youth B
10:30	Adhola Jomothere (L/F) C
11:00	Kumam Current Affairs A
11:15	Kumam Focus on Development B
11:30	Health - Lugwere B
11:45	Lugwere Farmers B
12:00	Lusoga PA D
12:15	Children's Programme - Lusoga B
12:45	Lusoga News (as on Blue) A
13:00	News in English (as on red) A
13:15	P/A in English (as on Red) D
13:30	News in Ateso (as on Red) A
13:45	Anyaitok kus (LC & You) D
14:00	Culture Kupsabiny B
14:15	Kupsabiny News A
14:30	Obunghoono L/L/Lugwe D
14:45	L/L/Lugwe News A
15:00	Adhola twenyo Nyithindho (Chn) D
15:15	Adhola News A
15:30	Lugwere Own voice Music D
16:00	Karamojong LF (As on Red) C
16:30	News in Karamajong (as on Red) A
16:45	Labwor Magazine - Pol. D
17:00	Lumasaba Children's Programme B
17:30	UCDA Lumasaba D
17:45	Lumasaba News (as on blue) A
18:00	Lusoga /Lugwere/Lumasaba P.A. A
19:00	Ateso News & PA (as on red) A
19:30	Adhola Gindijopajo - Pol./Econ. A
20:00	News Hour (as on Red) A
21:00	Ateso Play C
21:30	Akenan: (Economic) C
22:00	News (as on Red) A
22:15	Lumasaba weekly review A
22:30	Lumasaba L/F C
23:00	Kupsabiny Traditional Music C
23:30	Ebyahale L/L/Lugwe C
24:00	CLOSE DOWN

SUNDAY

06:00	Lusoga Tumusuute B
06:30	COU 1/4 Hour B
06:45	News in Ateso (As on red) A
07:00	News in English (As on red) A
07:15	Pa in English (as on Red) D
07:30	Akiduuku eree Gender. D
08:00	Lumasaba COU 1/4 Hour B
08:15	Burangirisininawe - Lumasaba D
08:45	Cathoric 1/4 Hour B
09:00	Kupsabiny L/F C
09:30	Kumam L/F C
10:00	L/L/Lugwe COU 1/4 Hour B
10:15	L/L/Lugwe Catholic 1/4 Hour B
10:30	Adhola gi yeyo pere (X-tian faith) B
11:00	Aomisio - Listener's Views C
12:00	Lusoga PA D
12:15	Lusoga Catholic 1/4 Hour B
12:30	Lusoga Health B
12:45	News in Lusoga (As on Blue) A
13:00	News in English (As on red) A
13:15	P/A in English (As on Red) D
13:30	Ateso News as on Red A
13:45	Ateso Children B
14:00	Kupsabiny 1/4 hr Church Music C
14:15	News (Kupsabiny) A
14:30	Abirigere L/L/Lugwe D
14:45	L/L/Lugwe News A
15:00	Adhola Religious 1/4 Hour B
15:15	Adhola News A
15:30	Lugwere Church Music B
16:00	Karamojong L/F (as on Red) C
16:30	News in Karomong (As on red) A
16:45	Karamojong Religious 1/4 Hour B
17:00	Simawere D
17:30	Lumasaba Farmers B
17:45	News in Lumasaba A
18:00	Lusoga /Lugwere/ Lumasaba P.A. A
18:30	Lusoga Bakulamwisa C
19:00	Ateso News /PA (as on red) A
19:15	Ateso Catholic 1/4 Hr. C
19:30	Adhola (Play) C
20:00	News Hour (as on Red) <i>5:00 to 8:00</i>
21:00	L/L/Lugwe Omugeni Pol. C
21:30	Lugwere L/F A
22:00	News (as on Red) A
22:15	Ateso COU 1/4 hr B
22:30	Ateso Youth Gender B
22:45	Ateso Traditional Music C
23:00	Khumwimbile Rel./ Cul. B
23:30	Nga niwalomba D
24:00	CLOSE DOWN

MONDAY

06:00 Bwashele D
 06:30 Bulimi/ Environment - Lumasaba B
 06:45 Ateso News (as on red) A
 07:00 English News (as on Red) A
 07:15 P/A in English (as on Red) D
 07:30 Kupsabiny Political Education D
 07:45 Gender - Youth Kupsabiny B
 08:00 Lusoga LC D
 08:15 Lusoga Traditional Music C
 08:45 Lusoga Health B
 09:00 Ateso Women (Gender) B
 09:30 Ateso LF C
 10:00 L/L/Lugwe D
 10:30 Adhola G'apa soye (Youth) D
 11:00 Kumam Youth B
 11:30 Lugwere Culture B
 12:00 Lusoga Personal Announcements D
 12:15 Lusoga Gender B
 12:45 Lusoga News (as on blue) A
 13:00 English News (as on red) A
 13:15 P/A in English (as on Red) D
 13:30 News in Ateso/P.A (as on Red) A
 13:45 Angaleu - Health Ateso B
 14:00 Adhola gi chwech mapiny (C/F) B
 14:15 Adhola winjiye manyien (News) A
 14:30 Ebyobulamu L/L/Lugwe B
 14:45 L/L/Lugwe News Personal D A
 15:00 Kup. Health (As on Blue) B
 15:15 Kup. News (as on Blue) A
 15:30 Lugwere LF C
 16:00 Karamojong LF (as on Red) C
 16:30 Karamojong News (As on Red) A
 16:45 Karamojong Current Affairs A
 17:00 Lumasaba Sports C
 17:30 Lumasaba Health B
 17:45 Lumasaba News A
 18:00 Lusoga/Lugwere/Lumasaba PA A
 18:30 Lusoga Abalimi B
 18:45 Sports - Lusoga C
 19:00 Ateso News (as on red) A
 19:15 PA Ateso (as on Red) A
 19:30 L/L/Lugwe Development Forum
 20:00 News Hour (as on Red) A
 21:00 Lumasaba Variety Show
 22:00 News (as on Red) A
 22:15 CRIME PREVENTION A
 22:30 Ateso Language A
 23:00 Adhola gi lokoro Aruwa (C/Music) C
 23:30 Akwera Amoit D
 24:00 CLOSE DOWN

TUESDAY

06:00 Lugwere - Music Bukyeire E
 06:45 Ateso News (as on red) A
 07:00 English News (as on red) A
 07:15 PA in English (as on red) B
 07:30 Ateso Atororo LC & You D
 07:45 Kupsabiny Pol./Econ. A
 08:00 Lumasaba LC & You D
 08:30 Lumasaba LF C
 09:00 Kupsabiny Gender B
 09:30 Ateso Focus on Development D
 10:00 L/L/Lugwe Environment B
 10:15 Weekly Round up L/L/Lugwe A
 10:30 Adhola Giparopajo (Listener's Views) PRO. D
 11:00 Kumam Calling Farmers B
 11:15 Kumam Health Programme B
 11:30 Lusoga News round up A
 12:00 Lusoga Personal Announcements D
 12:15 Lusoga Tweekembe B
 12:45 Lusoga News (as on Blue) A
 13:00 English News (as on Red) A
 13:15 P/A in Eng. (as on Red) D
 13:30 Ateso News (as on red) A
 13:45 Ateso Farmers B
 14:00 Adhola Kweri kitwodi (C/F) D
 14:15 Adhola winyiye manyien (News) A
 14:30 L/L/Lugwe Ekyagi B
 14:45 L/L/Lugwe News P/A D
 15:00 Kup. Dev. Forum (as on Blue) B
 15:15 Kup. News (as on Blue) A
 15:30 Farm - Lugwere B
 15:45 Lugwere weekly News A
 16:00 Karamojong Gender (as on Red) B
 16:30 Karamojong News (as on Red) A
 16:45 Karimojong L.C & You (as on Red) A
 17:00 Lumasaba Youth B
 17:30 Lumasaba Health A
 17:45 Lumasaba News A
 18:00 Lusoga /Lugwere/Lumasaba P.A
 18:15 Culture Kupsabiny A
 18:30 Awok (Ateso Feature) A
 19:00 News/P/A in Ateso (as on Red) A
 19:30 Adhola Ngadhum L.C
 20:00 News Hour (as on Red) A
 21:00 Lusoga Environment Ebyobutonde D
 21:15 Lusoga Health Ebyobulamu A
 21:30 Focus on Development Ebyenkulakulana
 22:00 News (as on Red) A
 22:15 Lumasaba Family Magazine B
 22:45 Farming magazine - Lumasaba B
 23:00 Enyembo obuhiraga D
 23:30 Ateso Traditional Music A
 24:00 Close Down

WEDNESDAY

06:00 Ateso L/F C
 06:30 Jifunze Kiswahili B
 06:45 Ateso News (as on red) A
 07:00 English News (as on Red) A
 07:15 PA in English (as on Red) D
 07:30 Kakworoto Atororo D
 08:00 Bibyami Imbale D
 08:30 Elderly - Lumasaba Gender B
 08:45 Lumasaba Farmers B
 09:00 Lusoga Culture B
 09:30 Lusoga Health B
 09:45 Lusoga L/F C
 10:00 L/L/Lugwe Health B
 10:15 L/L/Lugwe Elderly B
 10:30 Adhola Gi lokoro Pajo (Owners voice) D
 11:00 Tuberanwe - Lusoga Pol. D
 11:30 Lugwere Programme - Gender B
 12:00 Lusoga P/A D
 12:15 Lusoga Gender Tibitondwa B
 12:45 Lusoga News (as on Blue) A
 13:00 News in English (as on Red) A
 13:15 PA in English (as on Red) D
 13:30 Ateso News (as on Red) A
 13:45 Ateso Current Affairs Ayaitokus A
 14:00 Adhola pidh wiye yeni (C/F Inv.) B
 14:15 Adhola winyi wiye manyien (News) A
 14:30 L/L/Lugwe Abalimi B
 14:45 L/L/Lugwe News A
 15:00 Kup. Environment (as on Blue) D
 15:15 Kup. News (as on Blue) A
 15:30 Lugwere Gender B
 15:45 Farmers Lugwere B
 16:00 Karimojong FLE D
 16:15 Karimojong Children B
 16:30 Karimojong News A
 16:45 Karimojong Folk Music C
 17:00 Lumasaba Mid week focus A
 17:30 Lumasaba Health B
 17:45 Lumasaba News B
 18:00 Lusoga/ Lugwere/Lumasaba P.A. A
 18:30 Kumam Womens prog. B
 19:00 News /Ann. Ateso (as on Red) A
 19:30 Ebyenfuna L/L/Lugwe B
 20:00 News Hour (as on Red) A
 21:00 Lumasaba Guest B
 22:00 News (as on Red) A
 22:15 Ateso Current Affairs A
 22:30 Kupsabiny Trad./Music C
 23:00 Kupsabiny L/F C
 23:30 Adhola Traditional Music C
 24:00 CLOSE DOWN.

THURSDAY

06:00 Lumasaba Bwashele C
 06:45 Ateso News (as on Red) A
 07:00 English News (as on Red) A
 07:15 P/A (as on Red) D
 07:30 Atororo Women B
 07:45 Atororo Children B
 08:00 Lusoga Abalimi B
 08:15 Ebyenono - Lusoga B
 08:45 Lusoga Health B
 09:00 Ateso Sports C
 09:15 Ateso Gender B
 09:45 Disabled - Ateso B
 10:00 L/L/Lugwe Gender - byabakhasi B
 10:30 Adola Gilokoropere D
 11:00 Kumam FLE D
 11:30 Ebyefuna Nobutoki/Lugwere- Pol. B
 12:00 PA in Lusoga D
 12:15 Lusoga Listeners Views B
 12:45 Lusoga News (as on Blue) A
 13:00 English News (as on Red) A
 13:15 PA in English (as on Red) D
 13:30 Ateso News (as on Red) A
 13:45 Ateso TAXPAYERS D
 14:00 Gire lwete (Adhola Farmers) D
 14:15 Adhola winjiye manyien (News) A
 14:30 L/L/Lugwe Health B
 14:45 L/L/Lugwe News A
 15:00 Kup. Health (as on Blue) B
 15:15 Kup. News (As on Blue) A
 15:30 Lugwere Traditional Music C/D
 16:00 Calling Farmers in Karamojong (as on Red) B
 16:15 Karamojong Culture (as on Red) B
 16:30 Karamojong News (as on Red) A
 16:45 Karamojong Health B
 17:00 Lumasaba Youth B
 17:30 Lumasaba Health B
 17:45 Lumasaba News B
 18:00 Lusoga/Lugwere/Lumasaba P.A. A
 18:30 Lusoga Guest of the Week D
 19:00 News/PA in Ateso (as on Red) A
 19:30 Adhola gwokoko - Health B
 19:45 Adhola Jogana - Disabled B
 20:00 News Hour (as on Red) A
 21:00 Ateso Guest of the week B
 21:30 Ateso Atororo L/F C
 22:00 News (as on Red) A
 22:15 Lumasaba Farmers B
 22:30 Lumasaba Public Relations D
 23:00 L/L/Lugwe culture B
 23:30 Kupsabiny L/F C
 24:00 CLOSE DOWN

FRIDAY

06:00	Bukyeire Lumasaba) E
06:30	Lusoga Health B
06:45	Ateso News (as on Red) A
07:00	English News (as on Red) A
07:15	PA in English (as on Red) B
07:30	Lugwere Gender B
08:00	Lumasaba Islamic 1/4 Hour B
08:15	Babakhenyala - Gender B
08:30	Lumasaba Women Magazine B
09:00	Kupsabiny Children B
09:15	Sports in Kupsabiny C
09:30	Ateso Environment B
09:45	Ateso Angaleu - Health B
10:00	Ebyamago - L/L/Lugwe D
10:30	Mon gi chwogi jo (Gender) B
11:00	Kumam Children B
11:30	Lugwere Political/Economy B
12:00	Lusoga PA B D
12:15	Lusoga Sports C
12:30	Lusoga Muslim 1/2 Hour B
13:00	English News (as on Red) A
13:15	P/A in English (as on Red) D
13:30	Ateso News (as on Red) B
13:45	News in Lusoga (as on Blue) A
14:00	Kidi pa jachandi (C/F) D
14:15	Adhola winjiye manyien (News) A
14:30	L/L/Lugwe Islamic 1/4 Hour B
14:45	L/L/Lugwe News A
15:00	Kup Farmers (As on Blue) B
15:15	Kup News (as on Blue) A
15:30	Ateso Farmers B
15:45	I G G Ateso D
16:00	LC & You Karamojong (as on Red) D
16:30	Karamojong News (as on Red) A
16:45	Karamojong Calling farmers B
17:00	Lumasaba CRIME PREVENTION D
17:15	Lumasaba Farmers B
17:30	Lumasaba Health B
17:45	Lumasaba News B
18:00	Lusoga/Lugwere/Lumasaba PA D
18:30	Ateso (RED BERNET) B
19:00	Ateso News/PA (as on red) D
19:15	Adhola Cikwa maachol health B
19:45	Tiang Adhola (Culture) B
20:00	News Hour (as on Red) B
21:00	Kintabuli (Lusoga) A
22:00	News (as on Red) A
22:15	Lumasaba Pol Bunyala Bwowa D
22:30	Lumasaba Culture B
23:00	Ateso Goodnight greetings C
23:30	L/L/Lugwe L/F C
24:00	GOSE DOWN

RED CHANNEL - SUNDAY

05:59	Opening Str. & Prayer <i>E</i>
06:02	Day Break <i>E</i>
06:30	News in Kiswahili / Adj. <i>A</i>
06:45	Ateso News / PA as on Butebo <i>D</i>
07:00	News in English As on Red <i>F</i>
07:15	P.A in English <i>D</i>
07:30	News in Luo / Adj / P.A <i>D</i>
07:45	TAX PAYER <i>D</i>
08:00	MIRACLE <i>D</i>
08:15	HUMAN RIGHTS COMMISSION Eng
08:30	Praise the Lord <i>B</i>
09:00	News in English <i>A</i>
09:15	Luo culture <i>B</i>
09:30	Economic Review (Luo) <i>B</i>
10:00	INSPECTOR - Luo <i>D</i>
10:15	HUMAN RIGHTS COMMISSION Luo <i>D</i>
10:30	RADIO DOCTOR <i>D</i>
11:00	ISSUES IN EDUCATION <i>D</i>
12:00	News in Luo <i>A</i>
12:15	P/Annts in Luo & Alur <i>D</i>
12:30	Madi 1/4 hr <i>B</i>
12:45	News in Kiswahili <i>A</i>
13:00	News in English (as on Butebo) <i>A</i>
13:15	P/Annts in English (as on Butebo) <i>D</i>
13:30	Ateso News / PA (as on Butebo) <i>D/A</i>
13:45	News in Lugbara <i>A</i>
14:00	Lugbara Sunday Special <i>C</i>
14:30	Kakwa Pol <i>B</i>
14:45	Kakwa Religious 1/4 hr <i>B</i>
15:00	Kakwa Chr <i>D</i>
15:15	Alur 1/4 hr <i>D</i>
15:30	Alur L/F <i>D</i>
15:45	ALur Health <i>B</i>
16:00	Karamajong L/F (as on Butebo) <i>B</i>
16:30	News in Karamajong (as on Butebo) <i>A</i>
16:45	Karamajong Religious 1/4 hr <i>B</i>
17:00	News in English (as on Blue) <i>F</i>
17:15	Luo C. O. U 1/4 hr <i>B</i>
17:30	News in Madi <i>A</i>
17:45	News in Alur <i>A</i>
18:00	News in Lugbara / Adj <i>A</i>
18:15	Lug 1/4 COU <i>B</i>
18:30	News in Kakwa / Adj <i>A</i>
18:45	Luo Farmers <i>B</i>
19:00	Ateso News / PA (as on Butebo) <i>A</i>
19:15	Luo C.O.U/Catholic 1/4 hr <i>A</i>
19:30	News in Luo / Adj <i>A</i>
19:45	Annts in Luo & Alur <i>A</i>
20:00	News in Eng / Adj (as on Butebo) <i>A</i>
20:15	EXPORT PANORAMA <i>D</i>
20:30	INSPECTOR - English <i>D</i>
21:00	P/Annts in English <i>D</i>
21:30	FACTS ABOUT HEALTH <i>B</i>
21:45	ELECTOROL COMMISSION <i>A</i>
22:00	News in English (as on Blue/Butebo) <i>A</i>
22:15	News in Kiswahili <i>A</i>
22:30	Economic review <i>B</i>
22:45	Catholic 1/4 hr <i>B</i>
23:00	Focus on X-tran Faith <i>C</i>
23:00	Songs of Praise <i>C</i>
24:00	CLOSE DOWN

BLUE CHANNEL - SUNDAY

05:59	Opening Str. & Prayer <i>E</i>
06:02	P/Annts (Luganda) <i>D</i>
06:15	News in Luganda <i>A</i>
06:30	Announcements in 4Rs <i>D</i>
06:45	News in 4rs <i>A</i>
07:00	News in English (as on Red) <i>A</i>
07:15	Orthodox Lug <i>B</i>
07:30	MUNAMPIGI <i>D</i>
07:45	KAGODO FARMERS (Luganda) <i>D</i>
08:00	S.G 2000 <i>D</i>
08:15	Modernisation <i>D</i>
08:30	Church Music <i>B</i>
09:00	Bukadde Magezi <i>B</i>
09:15	Health (Lug) <i>B</i>
09:30	Music to Remember (Lug) <i>C</i>
10:00	Church prayers (Lug) <i>B</i>
11:00	Endabirwamu Yobukristu <i>B</i>
11:30	Catholic 1/4 hr 4R's <i>B</i>
11:45	C.O.U 1/4 hr <i>A</i>
12:00	News in 4R's / Adj <i>A</i>
12:15	P/Annts in 4R's <i>D</i>
12:30	Health in 4rs <i>B</i>
12:45	Lusoga News (as on Butebo) <i>A</i>
13:00	News in Luganda / Adj <i>A</i>
13:15	P/Annts (Luganda) <i>D</i>
13:30	Children's (Luganda) <i>B</i>
14:00	Tumutendereze <i>B</i>
15:00	Rukonzo Greetings <i>C</i>
15:15	Rukonzo Religious 1/4hr <i>B</i>
15:30	Rwamba Religious 1/4hr <i>B</i>
15:45	Rwamba LC & You <i>B</i>
16:00	Kalira <i>D</i>
16:30	MPIGI WES <i>D</i>
17:00	News in English (as on Red) <i>A</i>
17:15	EMIT-EMIT <i>D</i>
17:30	News in Rukonzo <i>A</i>
17:45	Ija Tumuranye <i>B</i>
18:30	P/Annts in 4 R's <i>D</i>
19:00	News in 4R's / Adj <i>A</i>
19:15	Matalisi <i>D</i>
19:30	P/Annts in Luganda <i>D</i>
19:45	News in Luganda <i>A</i>
20:00	News Hour (Join Red) <i>A</i>
21:00	Abalimi <i>D</i>
21:15	C.O.U 1/4 hr (Lug) <i>A</i>
21:30	TORANA/Women's <i>A</i>
22:00	News in English (as on Red) <i>A</i>
22:15	Amateka <i>C</i>
23:30	Luganda Language <i>A</i>
22:45	Catholic 1/4 hr <i>A</i>
23:00	Luganda Feature <i>B</i>
23:30	Situmye <i>A</i>
24:00	CLOSE DOWN

RED CHANNEL - SUNDAY

05:59	Opening Stn. & Prayer. E
06:02	Day Break E
06:30	News in Kiswahili / Adj. A (News)
06:45	Ateso News / PA as on Butebo D
07:00	News in English As on Red A
07:15	P.A in English D com
07:30	News in Luo / Adj. / P.A A
07:45	TAX PAYER D com
08:00	MIRACLE D com
08:15	HUMAN RIGHTS COMMISSION Eng D
08:30	Praise the Lord B
09:00	News in English A
09:15	Luo culture B →
09:30	Economic Review (Luo) B
10:00	INSPECTOR D
10:15	HUMAN RIGHTS COMMISSION Luo D
10:30	RADIO DOCTOR D
11:00	ISSUES IN EDUCATION. D
12:00	News in Luo A
12:15	P/Annts in Luo & Alur D
12:30	Madi 1/4 hr B
12:45	News in Kiswahili A
13:00	News in English (as on Butebo) A
13:15	P/Annts in English (as on Butebo) D
13:30	Ateso News / PA (as on Butebo) A
13:45	News in Lugbara A
14:00	Lugbara Sunday Special B
14:30	Kakwa Pol. B
14:45	Kakwa Religious 1/4 hr B
15:00	Kakwa Chn D
15:15	Alur 1/4 hr C
15:30	Alur L/F C
15:45	ALur Health B
16:00	Karamajong L/F (as on Butebo) B C
16:30	News in Karamajong (as on Butebo) A
16:45	Karamajong Religious 1/4 hr B
17:00	News in English (as on Blue) A
17:15	Luo C. O. U 1/4 hr B
17:30	News in Madi A
17:45	News in Alur A
18:00	News in Lugbara / Adj. A
18:15	Lug 1/4 COU A
18:30	News in Kakwa / Adj. A
18:45	Luo Farmers B
19:00	Ateso News / PA (as on Butebo) B
19:15	Luo C.O.U/Catholic 1/4 hr B
19:30	News in Luo / Adj. A
19:45	Annts in Luo & Alur B
20:00	News in Eng / Adj. (as on Butebo) A
20:15	EXPORT PANORAMA B
20:30	INSPECTOR - English B
21:00	P/Annts in English B
21:30	FACTS ABOUT HEALTH D
21:45	ELECTOROL COMMISSION D
22:00	News in English (as on Blue/Butebo) A
22:15	News in Kiswahili B
22:30	Economic review B
22:45	Catholic 1/4 hr B
23:00	Focus on Man Faith B
23:30	Songs in Praise C
24:00	CLOSE DOWN

BLUE CHANNEL - SUNDAY

05:59	Opening Stn. & Prayer E
06:02	P/Annts (Luganda) D
06:15	News in Luganda A
06:30	Announcements in 4Rs D
06:45	News in 4rs A
07:00	News in English (as on Red) A
07:15	Orthodox Lug. B
07:30	MUNAMPIGI D
07:45	KAGODO FARMERS (Luganda) D
08:00	S.G 2000 D
08:15	Modernisation B
08:30	Church Music C
09:00	Bukadde Magezi B
09:15	Health (Lug.) B
09:30	Music to Remember (Lug) C
10:00	Church prayers (Lug) B
11:00	Endabirwamu Yobukristu B
11:30	Catholic 1/4 hr 4R's B
11:45	C.O.U 1/4 hr B
12:00	News in 4R's / Adj. A
12:15	P/Annts in 4R's D
12:30	Health in 4rs B
12:45	Lusoga News (as on Butebo) A
13:00	News in Luganda / Adj. A
13:15	P/Annts (Luganda) D
13:30	Children's (Luganda) B
14:00	Tumutendereze B
15:00	Rukonzo Greetings C
15:15	Rukonzo Religious 1/4hr B
15:30	Rwamba Religious 1/4hr B
15:45	Rwamba LC & You B
16:00	Kalira D
16:30	MBIGI-WES. D
17:00	News in English (as on Red) A
17:15	EMITI EMITO D
17:30	News in Rukonzo A
17:45	Ija Tumuramye B
18:30	P/Annts in 4 R's B
19:00	News in 4R's / Adj. A
19:15	Matalisi D
19:30	P/Annts in Luganda D
19:45	News in Luganda A
20:00	News hour (join Red) A
21:00	Abalimi B
21:15	C.O.U 1/4 hr (Lug) B
21:30	TORANAWomen's D
22:00	News in English (as on Red) A
22:15	Amateka B
23:30	Luganda Language B
22:45	Catholic 1/4 hr. B
23:00	Luganda Feature B
23:30	Situmye B
24:00	CLOSE DOWN

