

# Commercial Radio Systems for Mass outreach in Uganda

From Services to systems  
1999-todate

International Labour Organisation

Small Enterprise Media in Africa Project.

ILO SEMA

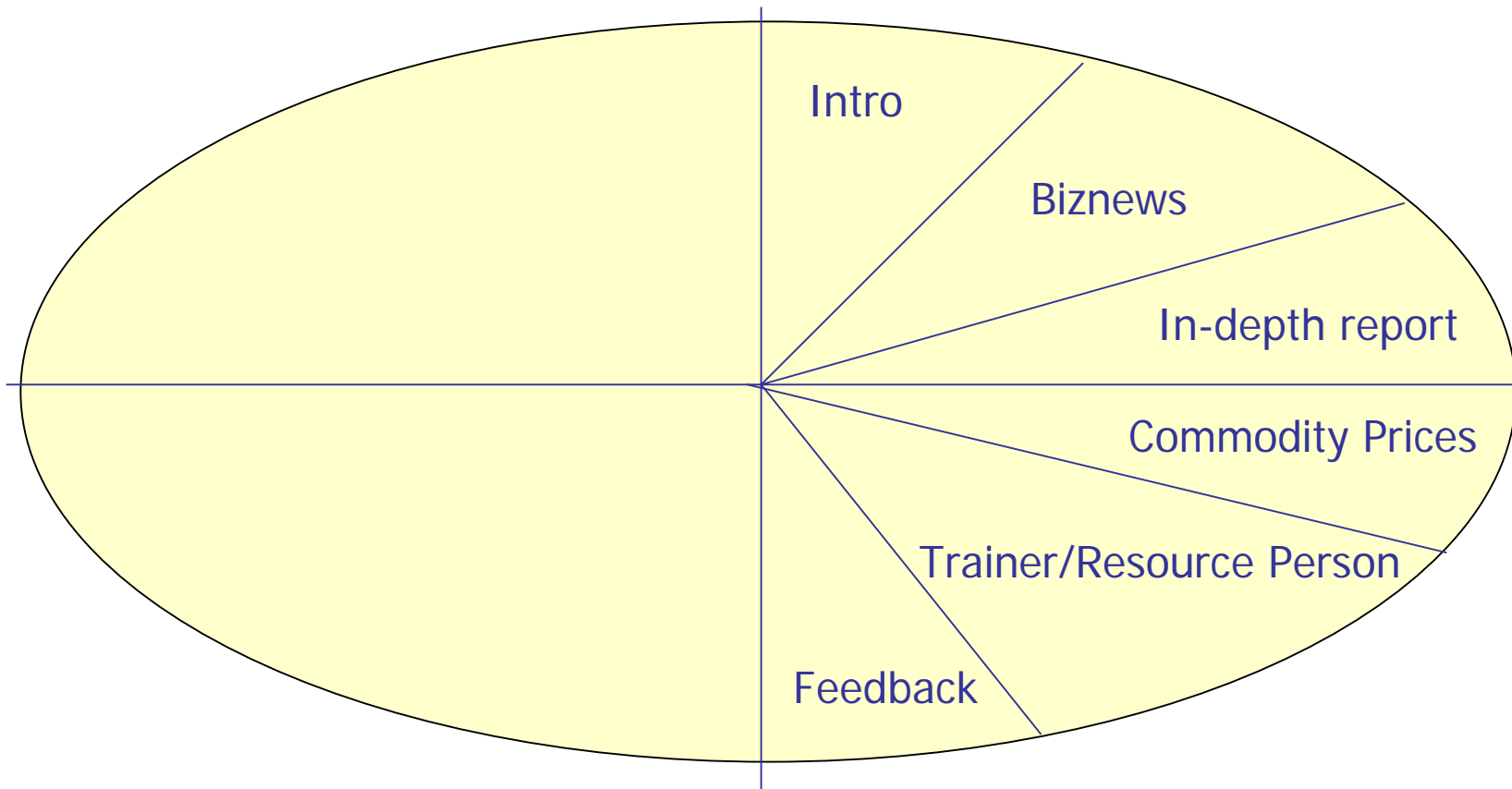
Turin 2005

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# Background

- 2 year Project funded by Sida.
- Intervention starts in 1999 with Local Radio station CBS airing- “Nekolera gyange” I run my own business.
- 34 radio Programmes on 27 stations 24 have received direct project support, 10 copy cats.
- Research findings indicate 63% of Uganda’s population tuning in.

# Business Programme Clock



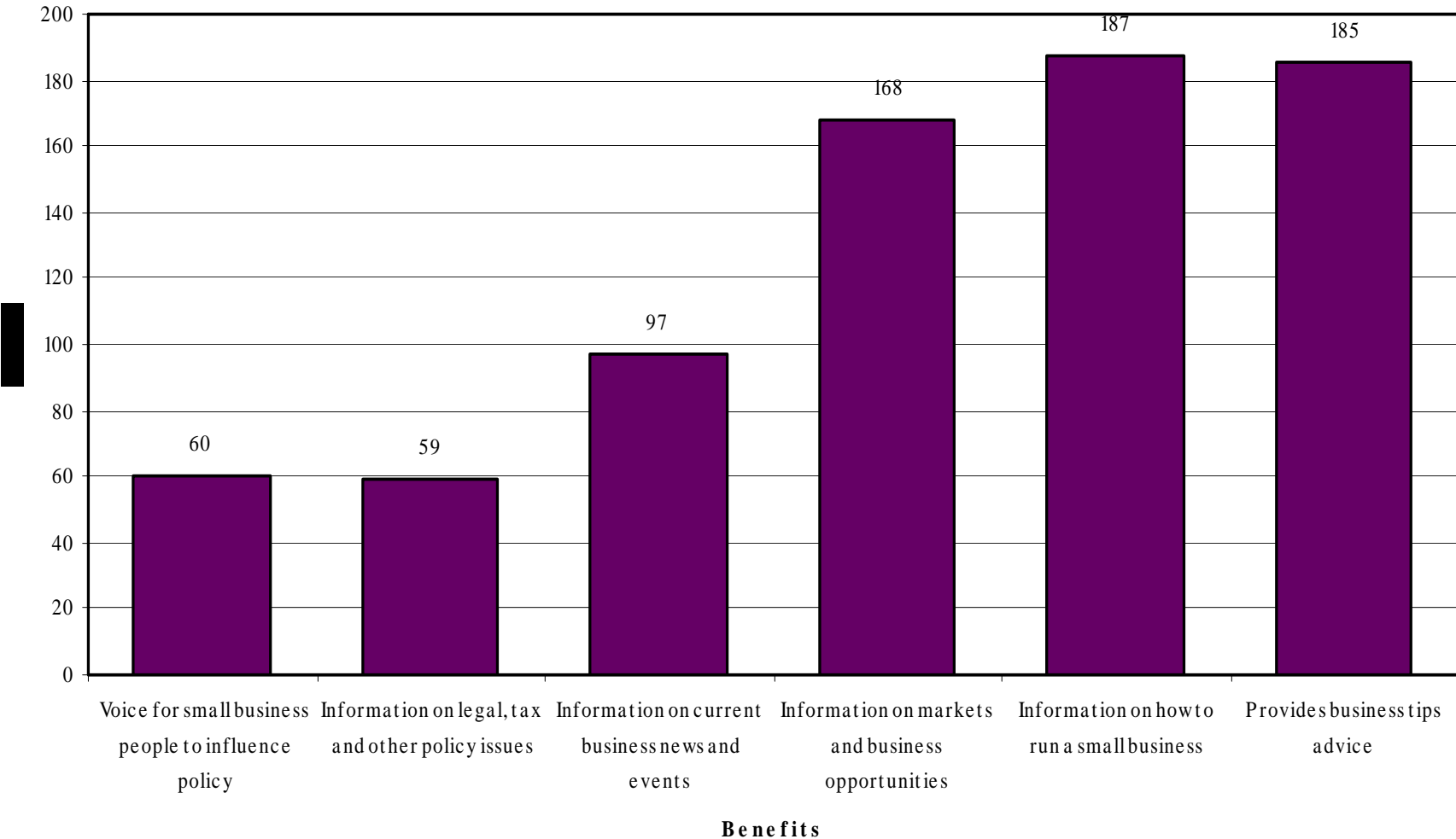
# Evolving Structure

- Programmes directed by listeners (Audio)
- From Magazine format to detailed field based interactive feature Programme.
- Taking radio out of the studio, MTN Mobile radio.
- Emphasis on “branding” - Production elements.

# Content of Radio Programmes selected topics (Aug-Sept 2005)

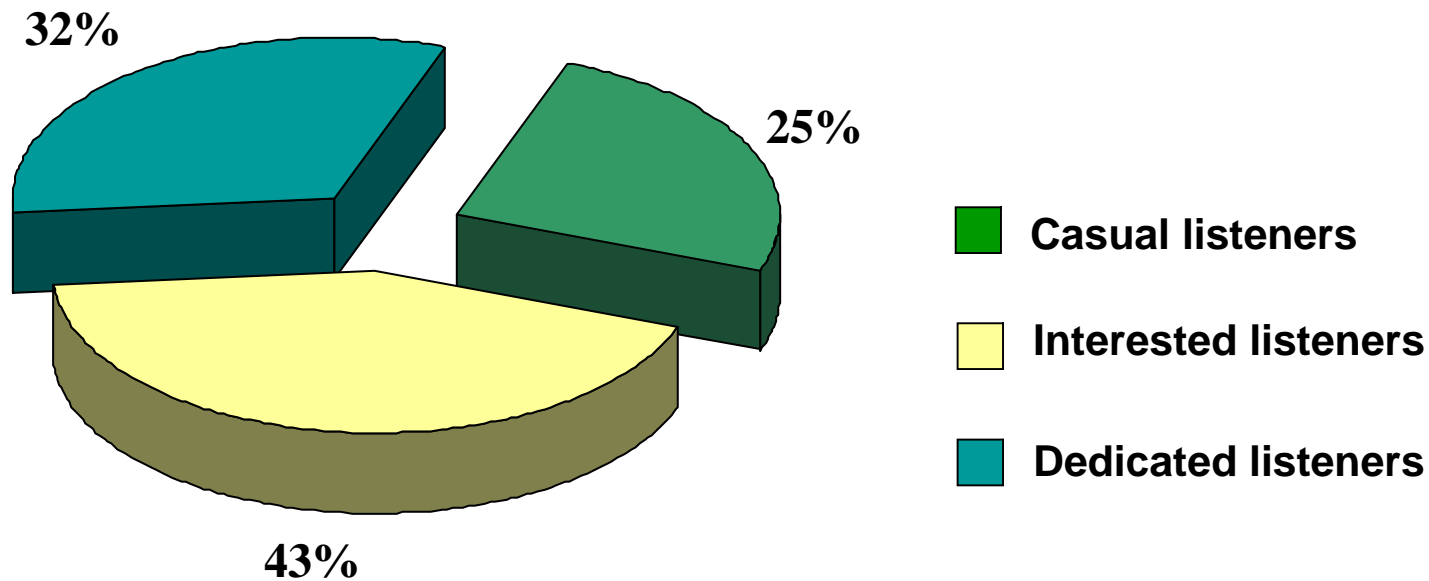
- Corruption, favoritism in Distribution and procurement of restocking project.
- Dangers of Multiple borrowing.
- Market trends and commodity prices.
- Coverage of crack down on unlicensed village banks.
- Seeds distributed at sub county level do not germinate.
- Special feature/case study on “obwavu mpologoma” – Poverty is a lion traders association.

**How do you think business programs benefit small business people in Uganda?**



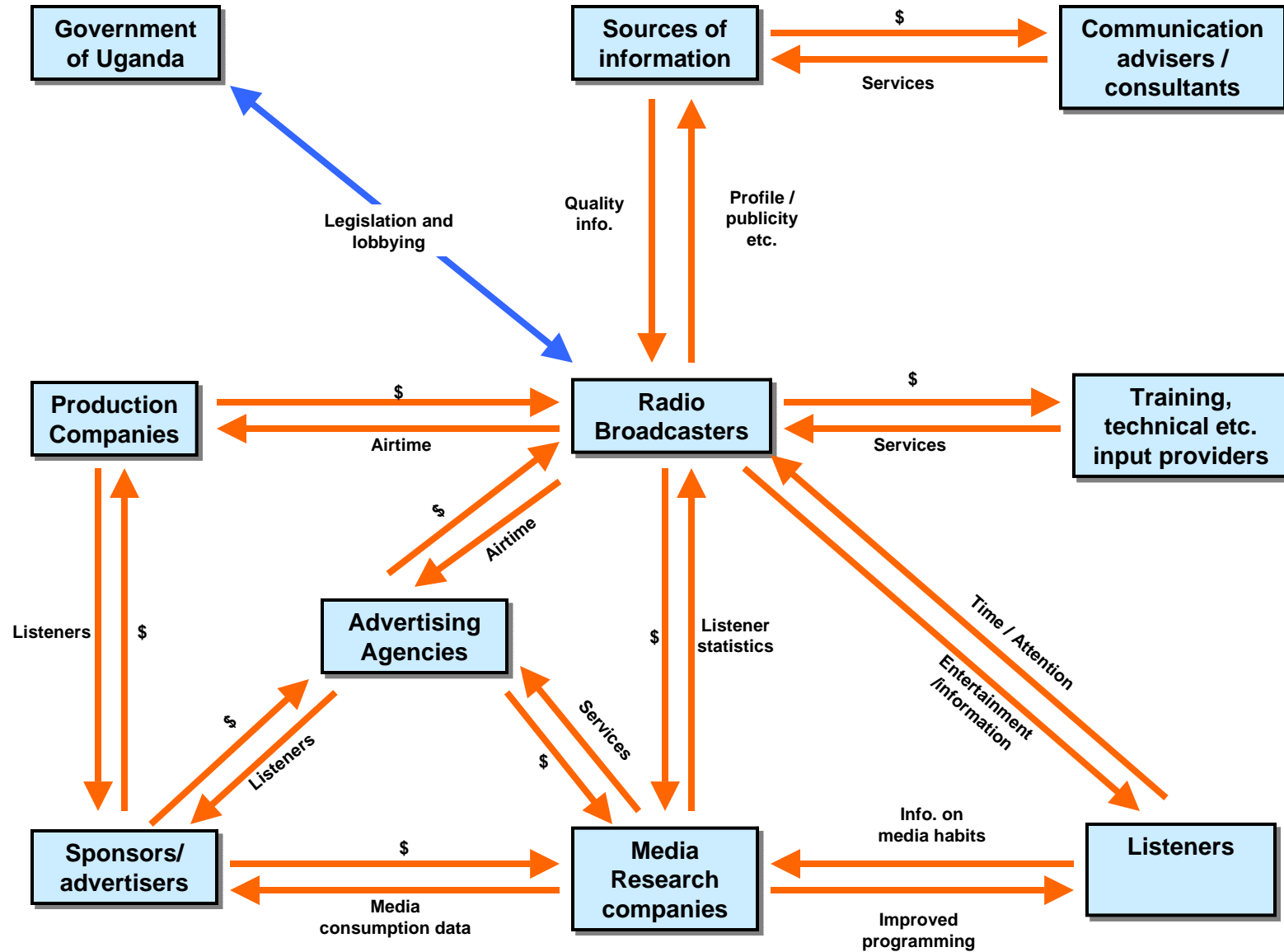
# Who is listening?

- 75% described themselves as either dedicated or interested listeners



- **Dedicated:** I schedule my time to try and avoid missing the programmes
- **Interested:** I tune to this programme whenever possible.
- **Casual:** I only listen to this programme when I happen to be tuning to that station

# Radio Broadcast "system" in Uganda



# Thank you

