

Evaluating The Influence Of Radio Broadcast Media On The Implementation Of Government Programs In Communities. A Case Study Of Top Radio, Kampala

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Abstract: *Using top radio in Kampala as a case study, the study examined the impact of community radio broadcast media on the execution of government services in neighborhoods. Analysis of the impact of community radio broadcasting on the implementation of government initiatives, evaluation of radio's contribution to Uganda's community engagement, and analysis of the difficulties faced by radio as a community engagement agent were among the goals of the study. The study included a sample size of 52 participants with a correlational as well as descriptive research design. The study found and came to the conclusion that radio broadcasting effectively draws locals' attention to government initiatives, strengthens their affiliation to it, and influences their support for those programs. local radio stations s arouse good emotions to the government services thereby influencing inhabitants' acceptance of government programs. The study also showed that community radio s arouses positive emotions to the federal programs thereby able to influence positive behavior regarding government programs. Also, that local radio fosters community development and fosters trust. The study advises businesses to spend a lot of money advertising their government initiatives since doing so will help those initiatives be implemented.*

Keywords: radio broadcast media and government programs

Background of the Study.

The invention of radio is frequently attributed to Guglielmo Marconi. Marconi read the works of Hienrich Hertz while he was a young man residing in Italy. Hertz had developed and conducted experiments with the first mobile communication technologies. Afterwards, at his own home, Marconi replicated Hertz's tests and was successful in transmitting signals from one side of his attic to the opposite side (PBS). He addressed the Italian government to request assistance after recognizing the cloud computing possibilities.

Marconi lived in England and filed for a patent on his invention because the government shown no interest in his ideas. Marconi, meanwhile, effectively merged the concepts and efforts of others to create radio as a practical tool of communication but instead of creating it from scratch (Coe, 1996). In Africa, radio is still the primary broadcast medium (see, for example, Gunner et al. 2011; Hyden et al. 2003; Kivikuru 2006); nevertheless, televisions have grown to be more significant (Teer-Tomaselli, forthcoming).

These two articles discuss the larger concerns of regulation and significance on a national level. Maraccho's study follows how television broadcast regulation in Uganda was attempted in a comparatively spontaneous way, driven by the popularization of specific regulations as opposed to a sustainably grown, business strategy television broadcast policy, over a period of nearly thirty years (a timeframe of very rapid change in both the innovation of transmissions and the socioeconomic evolution of African states).

Problem Statement

Public projects for development initiatives have been conducted and continue to be undertaken in large numbers in Uganda. Some of these projects are viewed as successes, while others are viewed as failures. The data on successful and unsuccessful projects, however, has not been properly gathered, examined, and published. Success and failure are currently seen largely on rumour, conjecture, and skewed media reports. Such knowledge can really be trusted to guide the development of fresh projects or enhance those that are already underway.

Yet, the lack of project were identified and desensitization to public programs has been criticized by the administration. Although the government employs a variety of media outlets to communicate with the public, it has not yet determined which is the most successful.

Objectives of the study

This study was guided by the following objectives.

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

Hypothesis of the study

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

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

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

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

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

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

Research Questions

This study was guided by the following research questions.

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

Methodology

Research Design

This research used a correlational approach (Saris and Revilla, 2015).

A correlation study design is a sort of quantitative study technique that examines the association between one or more quantitative variables from a similar set of respondents to see if they share any characteristics (Sekaran, 2003). Any two measurement variables can theoretically be associated (Amin, 2005). In this study, a correlation research design was employed to help the researcher determine how the study variables related to one another (Sekaran, 2003).

Study Population

The study's participants included 70 respondents (Top Radio, Kampala human resource manual, 2013). They included representatives of the surrounding area, elected authorities, and senior radio employees. The radio's crew was selected since they were in charge of overseeing the radio shows. Government officials were chosen because they are the coordinators of the community development initiatives, whereas members of the community were picked because they were the major contributors to government contracts for community engagement.

Determination of the Sample Size

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

Table 1: Sample Size of Respondents and Sampling Technique

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

Source: primary data ((2021)

Sampling Techniques

The study used simple random sampling methods and purposeful sampling methods for sampling. As they were essential figures in connection to their understanding of the topic under study, radio workers, public officials, and community activists were chosen through the method of purposeful sampling (Sekaran, 2003). According to Mugenda and Mugenda (2003), simple random sampling allowed for fair participation of other participants to be a part of the study, and this included concerned citizens.

The categories used to group the study participants are shown in table 1 above.

Data Collection Methods

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

Data Collection Instruments

Questionnaire

A questionnaire is a research tool that includes closed-ended inquiries with response options intended to gather information from study participants (Amin, 2005). In this research project, the Top Radio Kampala crew, local leaders, and governmental agencies were surveyed to collect data. The interviews were distributed by the researcher to the sampled respondents, who then had time to complete them at their own convenience before the researcher returned to collect the completed forms.

Interview guide

A qualitative data collection method that involves asking individuals questions, following up with them, or probing and prodding their responses is known as an interview schedule (Kathuri, 2004). Conversations with local residents who had taken part in or benefited from government community programs were conducted by the researcher using a prepared interview guide. Interview subjects were chosen because it was believed that they could offer in-depth knowledge about a certain study question or issue.

Data analysis.

In order to develop a meaningful interpretation that represents Patton's results, data analytics entailed arranging, sorting, and organizing data (2017).

Both quantitative and qualitative data were used in this study, and each kind was analyzed separately as stated below:

Quantitative data analysis

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

Qualitative data analysis

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

RESULTS

Gender characteristic of respondents

Table 2: Gender characteristic of respondents

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

Source: Primary Data 2022

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

Age of the Respondents

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

Table 3. Showing the age brackets of the respondents

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

Source: Primary data 2022

According to the data in Table 3 above, 20 (38%) of the sample's participants were between the ages of 18 and 30 years, 25 (50%) were between the ages of 31 and 45, and 7 (12%) were 45 years of age or older. This suggests that the majority of Top radio's staff members were between the ages of 31 and 45. This group of employees is typically seen as skilled, knowledgeable, and dedicated to their work because they are in the peak of their careers. This suggests that the majority of respondents were adults participating in public programs and not children, indicating that they were able to reply adequately to the survey.

This suggests that accurate and trustworthy data was gathered.

Level of Education

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

Table 4. Showing the level of education of the respondents

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

Source: primary data 2022

18 (35%) of the sample had a certificate, 23 (45%) had a diploma, and 11 (20%) had a bachelor's degree, according to the data in table 4 above. This suggests that Top Radio employs the majority of college graduates to join their employment, and the least number of Bachelor's degree holders, who primarily make up the top managerial staff. According to these figures, Top Radio employs competent individuals who could have answered the survey's questionnaire's questions truthfully and to the best of their ability. As a result, since the majority of respondents were knowledgeable about the research topic, accurate and trustworthy information was obtained.

Working Experience with Top radio

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

Table 5: Period of Employment of Respondents

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

Source: Primary Data 2022

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

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

Effects of community radio on Implementation of government programs

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

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

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

Source: Primary data 2022

Table 6 above shows that 27 respondents (52%) strongly agreed with the statement that radio broadcasting swiftly draws citizens' awareness to public programs, whereas 9 respondents (17%) agreed, 8 respondents (15%) were unsure, and 8 respondents (15%) disagreed. Consequently, it suggests that local radio stations effectively draw attention to local government services from listeners. Community radio programs are given credibility, which influences community support, according to 32 (62%) strongly agreed respondents, 17 (33%) also agreed, and 3 (5%) were unsure.

This means that local radio stations lend authority to government initiatives, which influences their success. Also, it was found that 39 (75%) of the sample strongly agreed that community radio stations foster positive attitudes toward government initiatives, which influences the successful execution of those programs, whereas 10 (20%) agreed and 3 (5%) disagreed.

As the majority agreed with the premise, it is implied that community radio does actually elicit positive attitudes about government programs, positively affecting their implementation.

26 (50%) of the respondents strongly agreed that community radio favorably influences the implementation of government initiatives by assisting people in remembering information. 21 (40%) also agreed and 5 (10%) disagreed.

It is undeniable that community radio promotes knowledge retention, which has a favorable impact on how government policies are carried out. 33 (62%) strongly agreed that community radio makes people believe the government programs contribute to superstar status thus positively influencing implementation of government programs, 10 (20%), 5 (10%) were not sure and 4 (8%) disagreed. It can therefore imply that community radio makes people believe the government programs contribute to superstar status thus positively influencing implementation of government programs

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

Role of community radio on community development.

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

Role of community radio community development	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Community radio builds trust and thus influences positive development at Top radio	39	75	13	25	-	-	-	-	-	-	52	100
Community radio benefits from second-screening and thus influences positive community development.	42	80	10	20	-	-	-	-	-	-	52	100
Community radio reaches a vast audience and thus influences positive development.	47	90	5	10	-	-	-	-	-	-	52	100
Community radio reaches all residents and increases government programs visibility and thus influences positive development.	49	95	3	5	-	-	-	-	-	-	52	100

Source: primary data 2022

Table 7 reveals that 39 (75%) of the participants thought that Top radio utilizes radio broadcasting advertisements to build trust and so promote positive progress, while just 13 (25%) agreed that Top radio uses community radio to do the same.

No respondents disagreed, and none expressed uncertainty.

It suggests that local radio fosters trust, which in turn affects how a community develops.

10 (20%) of the participants believed, no one disagreed, and 42 (80%) basically agree that using neighborhood radio to benefit from 2nd improves people's attitudes in favor of community development. All the respondents were confident in their replies.

47 of the participants (90%) strongly agreed that using community radio to reach a large audience in the neighborhood had a beneficial impact on community improvement.

While 5 (10%) of the respondents agreed that neighborhood radio should be used because it reaches a large audience and positively influences development; this suggests that community radio does indeed reach a large audience and positively affect attitudes toward community development. 49 (95%) of the respondents strongly agreed that using community radio tends to increase the accessibility of government services and thereby impacts the positive growth of Top radio, while 3 (5%) of the participants agreed that using neighborhood radio enhances the accessibility of government programs and thereby influences the positive growth of communities.

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

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

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

From the table 4.7 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that the radio is losing its number of listeners as social media is gaining popularity of Top radio, 9 (17%) agreed, 3 (5%) were not sure and 4 (5%) disagreed. It implies that radio is losing its number of listeners as social media is gaining popularity of Top radio.

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

Also, it can be shown that 39 (75%) of the sample strongly agreed with the statement that radios are impacted by weather and network problems and are therefore unreliable for conveying details concerning community growth, whereas 10 (20%) agreed and 3 (5%) disapproved. As the majority of people agree with the assertion, this means that radios are indeed impacted by network problems and the weather, making them unreliable for transmitting information regarding development initiatives. Additionally, 36 (70%) strongly agreed that radios have financial issues, which cause them to be riddled with old problems that have yet to be resolved as well as new chances and challenges. Ten (20%) strongly agreed with this statement, while three (5%) strongly disagreed.

This suggests that radios do actually have financial issues, which is why they chafe.

Conclusions

The study comes to the further conclusion that government programs supported by community radios increase their level of support, making them more distinctive to listeners.

The study comes to the further conclusion that radio advertising fosters consumer trust because government programs advertised on television benefit from second-screening and are seen by a large audience, enhancing their visibility and influencing favorable consumer behavior.

Recommendations

The study advises businesses to spend a lot of money advertising their government initiatives since doing so will help those programs be implemented.

The study goes on to advise marketers to use community radio to promote their government initiatives, particularly if they want to claim a sizable market share.

This might apply to lavish government services.

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