

**THE ROLE OF RADIO IN FACILITATING WOMEN'S PARTICIPATION IN DEVELOPMENT
INITIATIVES IN RURAL AREAS: A CASE STUDY OF VOICE OF KIGEZI**

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ABSTRACT

Is radio broadcasting of development programmes in rural areas helpful to women's participation in development initiatives? This study examines the role of Voice of Kigezi radio station in promoting women's participation in development initiatives in Kabale Central Division. A sample of twenty-four (24) respondents was obtained through purposive sampling. These included village women, Voice of Kigezi staff and government officials. Interviews and focus group discussions were used to collect data. The data was coded and analysed using Atlas.ti 8. It was found that Voice of Kigezi radio, through the broadcast of development programmes, has aimed to create an enabling environment for women to participate in the various development initiatives in the region; providing women the opportunity to express their opinions and participate in discussions on development projects in the region, creating avenues for free health services and legal advice, and informing and educating women about the various development initiatives in the region, empowering women among others. However, financial constraints, lack of a women's listening forum, limited programmes for women, fear of some women in the region to participate in discussions, male dominance in broadcasting the development programmes, stereotyping, betrayal by the implementing agencies and the geographical nature of the region continues to prevent the station from facilitating women's participation in the development initiatives in the region effectively. The study recommends that the government through its regulatory body - UCC - should have a clear policy on how radio stations can create equal access and participation in the production of development programmes and distribution of jobs in radio stations. A policy to create development programmes that specifically target women is also strongly recommended. Secondly, the management of Voice of Kigezi should establish a listeners' forum for women, set up toll-

free telephone lines for key development programmes, ensure that evaluation of programmes is included in the strategic plan, publicise the objectives of the development programmes and the vision and mission of the station and finally, the station should strengthen its communication approach through a participatory communication model.

Key words: Radio, Participation, Development Initiatives and Broadcasting

DECLARATION

I, **Morris Jatim** hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.



17th May, 2024

Jatim Morris

Date

RS1942/038

APPROVAL OF THE SUPERVISOR

I certify that I have supervised this study "The role of radio in facilitating women's participation in development initiatives in rural areas: A case study of Voice of Kigezi" and that in my opinion it meets acceptable standards of scholarly presentation and is sufficient in scope and quality to be accepted as a dissertation for partial fulfilment of the Master of Journalism and Media Studies of Uganda Christian University.



17th May, 2024

Sara Namusoga-Kaale, PhD

Date

School of Journalism, Media and Communication

DEDICATION

For John Jathim, Betty Jathim, and Christine Ajamugisha. This work is the culmination of an educational experience in which you have all participated since my childhood. You have shown me the importance of education and have always supported me in my endeavours. I thank you all for forming a resilient character in me, for teaching me how to survive hard times, and for never blaming anyone for my predicament. You have made me who I am today, and I greatly appreciate your prayers, support, and encouragement.

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LIST OF ACRONYMS AND ABBREVIATIONS

ACFODE	Action For Development
FM	Frequency Modulation
GWEFODE	Gender Equality and Women Empowerment for Development
IPPF	The International Planned Parenthood Federation
KWID	Kabale Women In Development
MSI	Marie Stopes International
NGOs	Non-Governmental Organisations
REC	Research Ethics Committee
SACCOs	Savings and Credit Co-operatives
UBOS	Uganda Bureau of Statistics
UCC	Uganda Communications Commission
UCU	Uganda Christian University
UN	United Nations
UNCST	Uganda National Council for Science and Technology
UNESCO	United Nations Educational, Scientific and Cultural Organisation
VOK	Voice of Kigezi
FGM	Female Genital Mutilation

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.0 Introduction

This chapter offers an overview of the study and introduces the problem statement, purpose, objectives, research questions, justification, significance, and scope of the investigation. Additionally, it offers a comprehensive summary of the research techniques employed, the theoretical underpinnings of the study, and the organisation of the thesis.

1.1 Background to the Study

This study examined the ways in which radio broadcasting of development programmes in rural areas influences women's participation in development initiatives, using Voice of Kigezi radio station. The motivation for this study stems from the researcher's observation that rural radios, despite their potential, do not effectively promote women's participation in development projects within the region. By investigating the specific context of the Voice of Kigezi radio station in Kabale, this research aimed to shed light on the factors that hinder or facilitate the broadcast of development programmes and women's active engagement in rural development efforts. Through a grounded theory approach, the study sought to provide valuable insights and recommendations to enhance the role of radio in promoting women's participation in development projects within the rural Ugandan context.

Women can contribute significantly to the development of rural communities. It is not surprising that Bayeh (2016) argues that sustainable development is impossible

without women's empowerment. However, gender gaps in areas such as health, education, economic participation, material resources, and political empowerment (Global Issues, n.d.) limit their full participation in community development efforts. According to a report by the Uganda Bureau of Statistics (2016), a large proportion of informal workers are women (89.5%), compared to 85.3% for men. Many jobs in the informal sector are insecure and poorly paid (Balloon Ventures, 2018). These inequalities are also reflected in the media. Anyango (2009) noted that women still experience sexual harassment and negative attitudes from male colleagues. Additionally, women's voices in the news are underrepresented (Akiiso, 2018; Djerf-Pierre & Edstroem, 2019). Akiiso (2018) further highlights the continued negative portrayal of women in the media. These factors increase women's vulnerability and limit their ability to participate in development initiatives in their region, hence slowing development. Despite these challenges, rural women play a vital role in ensuring food and nutrition security, generating income, and improving rural livelihoods and well-being (UN Women Watch, 2012). One can only imagine the potential impact if they had full support from radio, the most widely used medium in Uganda.

Radio plays a significant role in promoting women's participation in development initiatives in rural societies. Drawing on examples from India, Nirmala (2015) reports that rural women testified to the enriching impact of Holy Cross radio programmes, which boosted their confidence, provided information on pollution, health, and hygiene, and facilitated their personal development. Similarly, Bandelli (2011) highlights the transformative effect of Namaskar Radio (90.4) in India, where both

female producers and listeners began contemplating their capabilities and the aspirations of other women. In neighbouring Kenya, Abiya (2015) observes that Serian FM has positively impacted women's lives through relevant programmes and productions, leading to a reduction in violence against women, increased women-led businesses, a decline in female genital mutilation, and lower rates of early marriages. In Uganda, Musubika (2008) found that radio was instrumental in raising awareness of development issues among rural women. These findings provide insights into the benefits of radio in facilitating women's participation in rural development initiatives.

1.2 Problem statement

Despite radio's rapid growth in Uganda since the early 1990s and its influence in promoting development, the effective dissemination of development programmes and women's participation in development efforts are hampered by a number of persistent women-related media issues, including patriarchal attitudes and beliefs, wage gaps, harassment of female journalists, difficulties in balancing work and family, limited access to education, and women's refusal to participate in discussions (Lowe, 2018; Made and Lowe, 2009; Rabe, 2006; Rodny-Gumade, 2015; Klaa, 2020; FAO-Dimitra, 2011; Gilwald et al., 2010; Marachtho, 2017). Existing literature acknowledges the significance of radio in fostering women's participation in development, but there is a dearth of research specifically focused on the broadcast of development programmes on radio and women's involvement in development efforts in rural areas. For this reason, this study sought to explore the influence of development programmes

broadcast on radio on women's participation in rural development initiatives, with a particular focus on the Voice of Kigezi radio station in Kabale.

1.3 Objectives of the study

The study aimed to gain insights into the role of radio in promoting women's participation in development initiatives in rural areas, specifically focusing on Kabale Central Division in Western Uganda. This was achieved by examining the perceptions of rural women listeners, Voice of Kigezi radio staff, and local government representatives regarding the broadcast of development programmes on Voice of Kigezi radio. Additionally, the nature of these programmes was analysed, with particular attention given to gender issues and women's involvement in development initiatives in the area. The ultimate goal is to encourage the production of improved development programmes that effectively foster women's participation in development projects in rural areas through gender-sensitive and inclusive programming. To achieve this, the study was guided by the following specific objectives:

1. To assess the effectiveness of Voice of Kigezi radio programmes in promoting women's participation in development initiatives and determine the specific benefits of these programmes for women in Kabale Central Division.
2. To analyse the challenges faced by Voice of Kigezi radio in its efforts to promote women's participation in development initiatives in Kabale Central Division.

3. To assess what measures Voice of Kigezi radio could take to increase women's participation in development initiatives in Kabale Central Division.

1.4 Research Questions

The study was guided by the main research question: How has Voice of Kigezi radio facilitated women's participation in development initiatives in Kabale Central Division? As a result, the following sub-questions were formulated to answer the main question:

1. How effective are Voice of Kigezi radio's development programmes in promoting women's participation in development initiatives, and how have these programmes specifically benefited women in the region?
2. Voice of Kigezi radio is working to encourage women's participation in development projects in Kabale Central Division through the broadcast of development programmes but faces many challenges. What are they?
3. What measures could Voice of Kigezi radio take to facilitate women's participation in development initiatives in Kabale Central Division better through its broadcast of development programmes?

1.5 Justification of the Study

The argument is that rural radio stations should go beyond broadcasting development programmes. While development programmes are crucial, increasing the number of programmes for and by women, ensuring gender equality in duty distribution, promoting full and equal participation in programming, and providing support for women's education, training, and employment can further enhance women's

participation in development activities (UN, 1995). This research intends to advance knowledge on the topic of media, specifically radio, and balanced development.

1.6 Significance of the study

Given that Voice of Kigezi radio station reaches a wide audience in Western Uganda, as well as Rwanda, the Eastern Congo, and Northern Tanzania, this study has relevance for many members of society who aspire to rapid and balanced development. Firstly, rural radio stations can utilise the findings to reassess and reshape their programmes. The results can deepen their understanding of the mechanisms involved in programme formulation and design, ensuring the effective participation of women in various development projects.

Moreover, this study can help rural women recognise that radio serves a purpose beyond entertainment. It can educate them about the barriers hindering their full engagement in development initiatives.

Additionally, this study contributes to the existing literature on development journalism and women's empowerment. The findings can be used to promote the concept of societal development through women's active participation.

Furthermore, further research and training in this field can prove valuable for policymakers, both state and non-state actors, media practitioners, and academics.

1.7 Scope of the Study

The geographical, content and time scope of the study is analysed below:

1.7.1 Geographical scope

Kabale is located in southwestern Uganda, approximately 408 km from Kampala City. It serves as the centre for Rukungiri, Rukiga, Kanungu, Rubanda, and Rwanda. The district is administratively divided into three wards: Ndorwa East, Ndorwa West, and Kabale Municipality. Within Kabale Municipality, there are three divisions: the northern division, the southern division, and the central division. The study focused on five villages within the central division: Kigongi, Kigongi A, Bugongi, Nyabikoni, and Kiyooro.

1.7.2 Time scope

The study included information on Voice of Kigezi radio's efforts to increase women's participation in development initiatives in the region since its inception in 2000. It was necessary to use this time period to obtain a wide range of data.

1.7.3 Content scope

In terms of content, the study mainly focused on the influence of the broadcast of development programmes on radio and women's active participation in rural development initiatives. The report highlights the effectiveness of Voice of Kigezi radio's development programmes and the benefits that women have gained from them. It also addresses the obstacles that hinder the station's efforts to facilitate women's participation in development initiatives in the region and proposes solutions to these challenges. Furthermore, the study examines radio's collaboration with other stakeholders to promote women's involvement in local development projects.

1.8 Theoretical and conceptual framework for the study

The central focus of this study was the relationship between radio's broadcast of development programmes and women's active participation in development initiatives in rural areas. The theoretical and conceptual framework below provides insights into the relationship between radio and women's involvement in development initiatives.

1.8.1 Theoretical framework

From a theoretical perspective, the study was situated within the framework of media advocacy theory. According to Adebayo, "media advocacy utilises journalism techniques to promote media support for health, development, or social causes" (Adebayo, 2014a, p. 51). To provide insight into the theoretical foundation of this study, two theories within media advocacy were adopted: the "democratic participant" theory and the "contemporary feminist media activist theory."

1.8.2 Conceptual Framework

A conceptual framework is the researcher's explanation of how the research problem is to be researched (Adom, Emad and Adu-Agyem, 2018). The conceptual framework in this study therefore discusses the relationship between radio's broadcast of development programmes and women's participation in development initiatives in the region. This paper assumes that radio as a development tool can facilitate women's participation in development initiatives in the region in three ways: first, by empowering women; second, by creating awareness and knowledge about development issues; and third, through advocacy and partnerships. The first form of

facilitation refers to how radio can help empower women in the region by providing them with a forum to participate in the discussion of development issues in the region and also improve their confidence and knowledge. The second form of facilitation relates to how radio can help raise awareness and knowledge about the importance of women's participation in development activities, the factors that affect their participation and ways to mitigate the challenges. The last aspect relates to the radio station's involvement in creating an enabling environment for women's participation in development projects in the region through its partnership with other development actors. Below is a graphical representation.

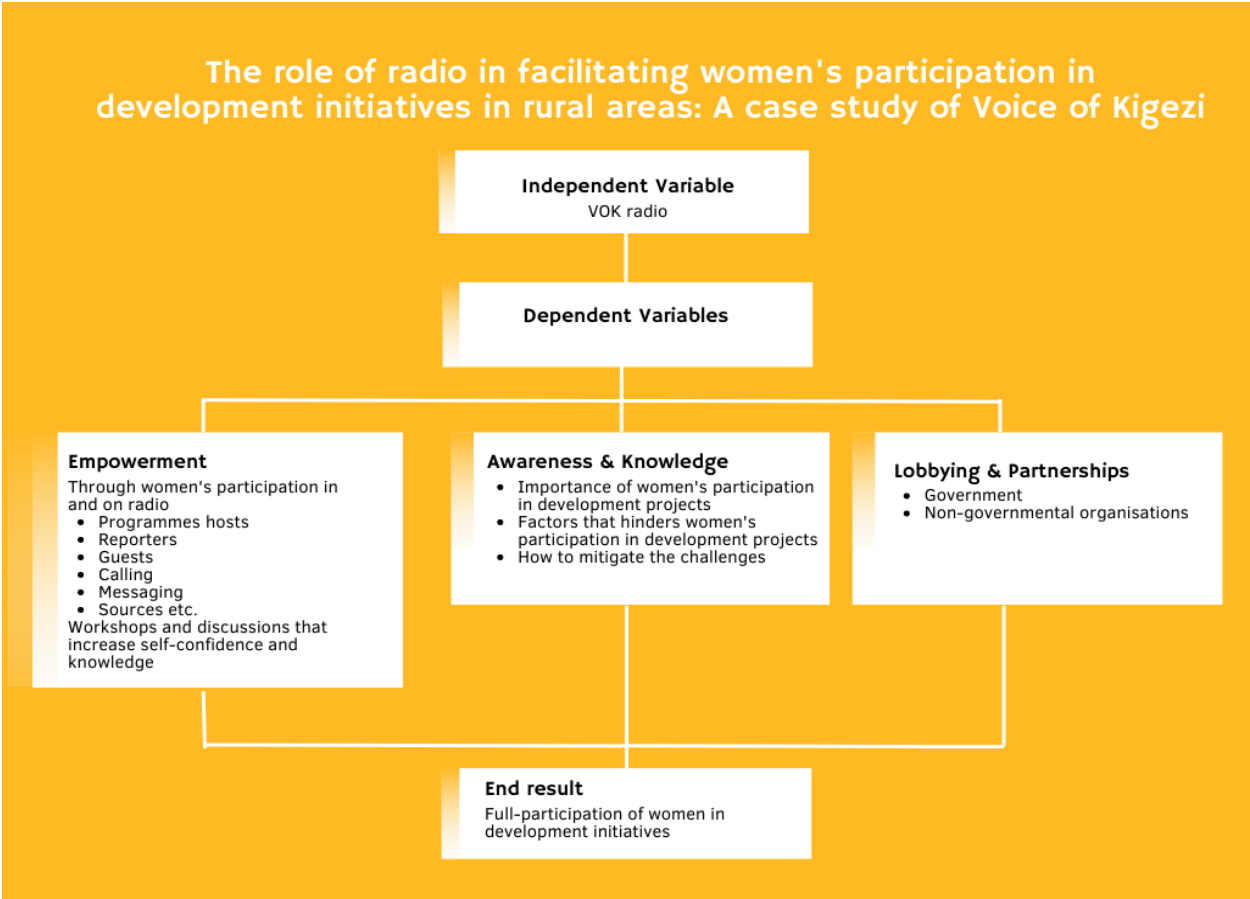


Figure 1: Conceptual framework: Radio’s role in facilitating women’s participation in development initiatives

Source: Author

1.9 Summary of Chapters of the Research Report

The thesis is divided into six chapters. The first chapter deals with the study and the context. It also provides a snapshot of global and national views of radio and women's participation in development projects. Chapter two of the study addresses the literature review, beginning with the theoretical and conceptual framework. It then discusses the literature related to the three main themes of the study. Chapter three addresses the methodology. In chapter four, we address three main themes: the effectiveness of the radio programmes and how women in the region have benefited from the programmes; the challenges faced by radio; and the potential solutions that emerged from the focus group discussions with women and the interviews with VOK staff and government officials. Chapter five discusses the findings. Chapter six concludes the study. Recommendations and relevance for future research are also discussed.

1.10 Chapter Conclusion

As mentioned, over the past few decades, radio has grown quickly throughout Uganda, even in the nation's rural areas. Many of these radio stations believe that broadcasting development programmes is essential since it helps to promote the nation's development efforts. The study therefore investigates if and how the

broadcast of these development programmes has influenced women's involvement in rural development initiatives.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This study explored the role of radio in promoting women's participation in rural development initiatives. Firstly, the various bodies of literature that provided the theoretical and conceptual framework for the study were examined. Next, the lasting value of radio as a tool for fostering women's involvement in 21st-century development efforts was explored, and its associated benefits were analysed. Lastly, the existing literature on challenges and strategies for overcoming them was reviewed.

2.1. Theoretical Literature Review

The "democratic participant" theory and the "contemporary feminist media activist" theory were the two theories that were used in the study. The applicability of these theories to the current issue is illustrated in this section.

2.1.1. 'Democratic participant' theory

In this paper, the theory of democratic participation focuses on the radio's account of its efforts to promote women's participation in the discussion of the development programmes addressed. Jide and Adesoji (2013) write that the theory:

Proposes that the media should propagate, support, and promote the views and opinions of individuals in respect of governance, leadership, and the stewardship of leaders in public governance. (Jide and Adesoji, 2013, p. 101)

The theory emphasises the need for the media—in this case, radio—to provide equal access for the public to voice their concerns and opinions, regardless of their status in society (wealth, gender, position, tribe, etc.). As Jide and Adesoji put it, "participation in social decision-making processes and involvement in communication activities should not be reserved for the rich alone, but for all citizens" (Jide and Adesoji, 2013, p. 101). Maractho explains that:

Participation is the manifestation of the voice and visibility of women on the media (represent action), the inclusion of women in public life through consultation and conversation on the media (interaction), and women's quest for equal rights and political agency through the involvement and influence of the state and society using the media (engagement). (Marachtho, 2017, p. 68)

For Fraser (1990), being able to speak in one's own voice is a requirement for participation (Fraser, 1990, p. 69). Participation can also be viewed from a formal and informal perspective, where the former focuses on the different mechanisms put in place by development agents to enable women to contribute to the development of their areas and the latter looks at the women taking actions without being invited (Cornwall, 2002).

Finally, regarding support, Baran and Davis (2012) concluded that democratic participation theory advocates grassroots media support for cultural pluralism.

2.1.2 'Contemporary feminist media activist'

Contemporary feminist media activism has its origins in the UN Fourth World Conference on Women held in Beijing in 1995, where the media was recognised as one of the crucial areas for gender equality (MiniÉ, 2007, p.289). The theory is widely accepted in recent gender media studies because it goes beyond the issue of women's representation, gender stereotypes and pornography, which were at the heart of the feminist media activism that was its predecessor.

The adaptation of contemporary theory of feminist media activism in this study is based on the argument that the media should move beyond the numerical increase in women's power within media institutions and invited guests (Cuklanz and Cirsena, 1992). A desirable change for the media and, in this context, for radio, based on contemporary feminist media activism theory, would thus be the following:

Monitoring, i.e. surveillance of the media; training media professionals in gender-sensitive journalism as well as the wider audience in media literacy; advocacy, lobbying and dialogue with the media on concrete problems and possible changes; creating codes and guidelines for gender-sensitive journalism. (MiniÉ, 2007, p.289)

After reviewing the two theories to inform advocacy, a conceptual framework was designed as a model for the role of radio in facilitating women's participation in development initiatives in rural areas, which is presented in the next part of the section.

2.2 Radio and women's participation in development: Why radio is an effective tool in facilitating rural women's involvement in 21st-century development initiatives, and accrued benefits

Radio is an effective tool for enhancing women's participation in development initiatives in rural areas today. Some of the major advantages of radio over television, newspapers, or new technology include wide geographic coverage, high audiences, and low cost (Myers, 2008). The unique attributes of radio in development are carefully summarised by FAO as follows:

It can be listened to while doing other things ..., it can serve to pass messages, improve the capability of calling upon and organising groups and organisations, enlarge the forum for social dialogue, provide effective capacity building of the community, raise awareness and knowledge of community issues, bring the people's voice to the higher level of their political structure and mobilise the community to tackle issues of collective interest. (FAO, 2004, 3.1.1)

Al-hassan, Andani and Abdul-Malik acknowledged that radio is an effective tool for development when they wrote that; “issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming” (Al-hassan, Andani and Abdul-Malik, 2011, p.1). In addition, Nandakumar (2015) notes that radio stations can schedule women-related programming in separate timeslots. The provision of separate time may have significant implications for women's participation in development because it helps create a sense of togetherness and empowers them to discuss development issues in their area.

In Payel (2011), William Schramm divided the role of media in development into three parts, namely, to inform, to instruct, and to participate. In this way, radio programming can help empower women by educating them about development issues and averting their challenges. It is also possible to teach them basic development skills, as well as to encourage their participation in development initiatives through debates and discussions. In support of this, Gillies (2015) suggests that local stations provide the opportunity for local communities to engage with each other on various development issues that affect their lives. This focuses the development discourse on local women needs.

Radio is also an effective tool for women's empowerment (Premlata and Tanuja, 2018). By empowerment, we mean the transition from powerlessness to power (Nirmala, 2015). Empowerment is central to facilitating women's participation in rural development initiatives because power means the ability and opportunity to engage creatively and meaningfully in the social development process (Nirmala, 2015).

Annwarul et al. (2017) point out that radio programmes help solve local social problems and bring rural people into contact with government agencies. This means that radio can help sensitise women on the various development issues in society such as education, politics, economics, health, and services offered by the government and its agencies.

Another long-standing example of radio's effectiveness in promoting women's participation in development activities is mobilisation. Yankem acknowledges the

importance of mobilisation in promoting participation when he writes; “mobilization carries with it the power to promote individual participation and the more intense it is the more effective and convincing it is, thus the more it gets people to participate in a process” (Yankem, 2013, p.9). Rantimi also adds, “radio, as a tool of mass mobilization, overcomes educational and class barriers because broadcasts are produced in both indigenous and foreign languages so that they are well understood by listeners” (Rantimi, 2011, p.135). In this way, radio can help mobilise rural women to find concrete solutions to the common problems they face.

In addition, radio facilitates citizens' access to information, thus promoting their participation in district-level decision making, especially in rural communities where information sharing and communication are limited (Mwanji, Biwott, & Gichuhi, 2017, p. 73). Improved access to knowledge can particularly benefit women, both in terms of their equal status in economic and political life and in fulfilling more traditional roles in their families and communities (Garrido and Wiber, 2017, p.8).

Talking about accrued benefits, research on radio and the inclusion of women in development initiatives in African countries including Uganda shows that radio supports women's participation. Fellicitas and Boniface (2015) document how in Madagascar community members would listen to broadcasts on relevant livelihood issues on radio Mampita together, and debate their content. In this way, radio facilitated the exchange of community problems, allowing women to describe, interpret, analyse, and mobilise around them.

Another important contribution of radio to facilitating women's participation in development initiatives is the empowerment of women, both on and off the radio. Women on radio, for example, highlights opportunities for women to work in radio as managers, secretaries, editors, reporters, news anchors, presenters, readers, etc., while Women on radio focuses on providing opportunities for women to be heard, e.g. as panelists, guests or callers (Marachtho, 2017). In addition, Abiya (2015) notes that women in northern Kenya were empowered by Serian FM (88.9) as they are involved in the station's activities through direct employment (part-time). The scholar adds that women were able to express their views directly in call-in programmes or productions and suggest topics that could be addressed through the radio station's programmes and productions (Abiya, 2015 p. 48).

Also, financial knowledge and skills empower them to manage their personal and household finances and to develop and manage entrepreneurial activities (Scott, 2014).

A study conducted by Medeleine and Glenrose (2016) in Maputaland in rural South Africa found that radio played a role in reducing domestic violence by creating awareness of contacts and places to report domestic violence and seek safety. It is important to facilitate women's participation in development initiatives in rural areas because one of the risky effects of domestic violence against women is that it negatively affects their productivity as they are unable to realise their full potential (Sarabu, 2016).

According to Musubika, women in Uganda praised Mama FM for giving them a voice and for providing them with vital information about government policies and plans through its *Ebyobufuzi* (government policies) programme. Musubika writes:

This knowledge of these policies has given them a voice to air out their concerns on what they think about some of these government policies especially the Universal Primary Education, which they all thanked the government for but wished that the government would increase the quality of education facilities and increase teachers' salaries so that they could be motivated to teach their children. (Musubika, 2008 p. 99)

Overall, radio plays a significant role in enhancing women's participation in rural development initiatives. It provides a wide reach, low cost, and the ability to communicate while engaging in other activities. Radio programming can inform, educate, and empower women, while also mobilising them to take collective action. By providing access to information, facilitating discussions, and giving women a platform to express their views, radio contributes to women's inclusion, empowerment, and the improvement of their socio-economic conditions in rural communities.

2.3 Challenges that hinder radio's efforts in facilitating women's participation in development initiatives in rural areas

Research shows that radio faces major challenges in promoting women's participation in development initiatives, especially in rural areas. One of the main reasons why many radio stations in rural areas struggle to promote women's participation in rural

development initiatives has to do with the issue of economic sustainability. Myers (2009), for example, points out that impactful educational dramas, which require the maintenance of dedicated teams of staff, actors, technicians, editors, vehicles, fuel, etc., are too expensive for local production and are therefore produced by separate production houses and funded by donors. Dramas are an important tool for mobilising rural women. Unfortunately, as mentioned earlier, it is difficult for broadcasters to air them if there are no donors.

Studies by (Lowe, 2018; Made and Lowe, 2009; Rabe, 2006; Rodny-Gumade, 2015) show that patriarchal attitudes and beliefs, the gender pay gap, harassment of female journalists, and balancing a successful career and family prevent women from advancing in their careers. Women are often assigned 'soft' subjects such as family, lifestyle, fashion and art. Men are responsible for the 'hard' news, politics and business. However, Kangas et al. (2014) claim that women on radio are more likely to serve as positive role models, gain women's trust as sources and interview partners, and appeal to a female audience.

On the issue of marginalisation, Premlata and Tanuja (2018) point out that most radio programmes focus on the marginalisation of women in society and that little attention is paid to hardworking women. This directly affects their participation in many development projects as they are unable to market their skills themselves.

Inequality is also widespread outside of radio. This is well documented in the work of the FAO Dimitra project:

Despite restrictions on their rights to own, use and inherit land, women own just 1% of land. Women have access to only 10% of the credit granted to small farmers and to 1% of the credit awarded to the agricultural sector. (FAO-Dimitra, 2011, p.18)

In addition, Klaa (2020) notes, “African women suffer from social and economic insecurity, living under severe psychological and economic pressures as a result of bearing the brunt of family affairs” (Klaa, 2020, p.1). These inequalities in society have a negative impact on radio's efforts to promote women's participation in development projects. Equal access to land, agricultural services and financial services would make it easier for radio to support women.

In addition, the low level of education of rural women hinders radio's efforts to promote their participation in development projects. Some of the development programmes that might encourage their participation in development projects are broadcast in English. This means that illiterate women in the region are excluded from listening to such programmes. This limits their ability to contribute to rural development. FAO-Dimitra, 2011 recognises this; “women’s limited access to education ... reduces annual growth rates by 0.8%” (FAO-Dimitra, 2011, p.18).

While radio coverage is extensive in most parts of Uganda, listenership among rural women in remote parts of the country is generally lower than that of men. According to BBC Media Action's research on Uganda's media landscape (2019), 90.5 per cent of men listen to radio, compared to only 68 per cent of women. There are many reasons

for the low listening rates, including the nature of their work and lack of access to a radio, as well as the fact that they cannot choose which programmes they listen to when male family members are present (Gilwald et al., 2010). As a result, it is difficult for most rural radio stations to reach the hardworking women who live in remote centres with limited radio access.

Moreover, there are few radio programmes aimed directly at women, and little attention is paid to the poorest (Adamou et al., 2014). Therefore, their voices are hardly heard in the development issues discussed on the radio.

A study by Marachtho (2017) found that women are afraid to participate in discussions about development projects. She writes,

They do not have a full understanding of how the media can facilitate their work, and hence lose out on opportunities to either mobilise followers or influence the targets of their marginalisation. Women's refusal to participate when given the opportunity appeared to be largely driven by fear (Marachtho, 2017, p. 2016).

In summary, there are a number of problems that hinder rural radio stations in their efforts to promote women's participation in development. Some of these problems are economic adversities, inequalities, marginalisation, listenership and language problems. The next section of the literature will explore how some of these problems can be solved.

2.4 Ways of addressing the challenges facing the radio while facilitating women's participating in development initiatives

As we mentioned earlier, financial sustainability is a complex issue with many challenges. These challenges include hiring and paying qualified staff to bring development programmes to women's ears, as well as maintaining the station's equipment. For this reason, Jennings (2015) suggests that radio stations apply for grants and loans from the government and development-oriented institutions. UNESCO (n.d.) cautions however, that such funds should be administered by an independent body and should be specifically targeted at the growth and development of the sector to avoid political pressure and influence. Another way for radio stations to improve their financial sustainability is to increase their advertising revenue. The BBC (in Myers, 2009) comments on this as follows:

‘Fledgling radio stations need expertise in selling and attracting advertising, and this needs to be backed up by advertising research, based on financial estimates in order to make a persuasive case,’ (p. 35).

Promoting women's participation both 'in' and 'on' air could improve their participation in development. Their participation in the radio shows gives them an opportunity to voice their views on development issues - working directly in the station, sending messages, or being invited to take part in the discussions as guests. According to a study by Abiya (2015) in Northern Kenya using Serian radio, participation in programmes by women increased their confidence and gave them control over issues that affected them. Among these issues are land ownership, marginalisation, health, and education.

Participatory communication is an important aspect of any development struggle. Therefore, in order to get the diverse views of members, it is important for radio stations to introduce a participatory communication process through an interactive dialogue system so that members can critically express their thoughts about their needs in relation to development (Freire, 1970).

According to Sewlal (2014), radio stations should not be seen as islands, but as a bottom-up communication institution that encourages key stakeholders to participate in decision-making. Listener clubs are one method by which radio stations can offer a participatory mechanism. Members of listeners' clubs can listen to radio programmes, discuss the content and put what they learn into practice (FAO-Dimitra, 2011). A listeners' club is seen as a source of knowledge, a decision-making tool, a source of self-determination and a negotiation tool (Madeleine and Jiyane, 2019, p.53).

Increasing the number of targeted radios programmes specifically for women can help improve radio efforts to promote women's participation in development projects. A study by UNESCO (2018) on the radio "Ijwi ry'Umukenyezi" (Women's Voice) in Burundi shows that radio programmes with a specific focus have the potential to challenge male norms as well as the appalling tolerance of gender-based violence (UNESCO, 2018, p. 2).

Awareness raising can also help strengthen radio's efforts in facilitating women's participation in development in the region. For instance, Heywood and Ivey, 2021, suggested that radio stations should adopt the concept of 'awareness raising' so as to curb the issue of marginalisation of women. According to the duo, awareness raising

involves a call to action over the radio on behalf of listeners" (Heywood and Ivey, 2021, p. 14). According to Madeleine and Jiyane (2019) awareness can also be achieved through:

Door-to-door community visits where women are sensitised through dialogue. Awareness campaigns may also take the form of information awareness to women on issues that they need to exercise their rights on such matters as children's rights, personal laws, and laws of inheritance, dowry, polygamy, early marriage, divorce and custody of children. The campaigns may also take the form of communicating important legal, human and socioeconomic topical issues to the women such as social change, gender sensitivity, women's rights, personal and family hygiene, farming, poultry, and other agricultural related issues relevant to subsistence farmers and health issues. (Madeleine and Jiyane, 2019, p.53)

An important implication here is that Voice of Kigezi listeners should be educated on issues related to women's marginalisation by sharing important information related to attitudes, behaviour and knowledge.

Radio stations in rural areas need to strengthen their partnership with governmental and non-governmental organisations working for women's empowerment. Duflo (2012) writes in this regard:

There is a bidirectional relationship between economic development and women's empowerment defined as improving the ability of women to access the constituents of development—in particular health, education, earning

opportunities, rights, and political participation. In one direction, development alone can play a major role in driving down inequality between men and women; in the other direction, continuing discrimination against women, hinder development. Empowerment can accelerate development (Duflo, 2012, p.1053).

Ensuring women's sexuality, health and rights (IPPF, 2020) in the region through partnerships with health and rights organisations is also necessary to promote women's participation in development efforts in the region. The point is that it is easier for radio to mobilise powerful women to participate in development efforts in the region than women who do not have as much power.

It is also time for rural radio stations to invest in Internet-based tools to mobilize and encourage women to participate in local development projects. A study by Oreoluwa (2013) in Nigeria found that rural women can use social media to interact with radio programs by sharing their favorite station's Facebook page with friends and posting radio messages as status updates. Although many rural women have difficulty using social media due to access and maintenance issues, the few women who can access and use online platforms can impact the lives of other women by sharing their experiences.

Since most rural women do not know English or other foreign languages, rural radio stations should provide development programmes in local languages. This will bridge the language gap and reach a wide audience. Madeleine and Jiyane (2019) note that by using local languages, these radio stations encourage community participation and

create a sense of belonging and ownership. Communities are generally empowered by information broadcast in their own language (Madeleine and Jiyane, 2019). By broadcasting in local languages, local radio can effectively communicate about the issues that matter most locally (UNESCO, 2018).

In summary, while radio faces a number of challenges that prevent it from fully promoting women's participation in rural development initiatives, the literature reviewed so far shows that these challenges can be overcome.

Conclusion

This chapter consists of a review of the literature pertaining to the study. It also explores the theoretical underpinnings and conceptual framework. Theories on 'agenda setting', 'democratic participants' and 'contemporary feminist media activists' are briefly explained.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Introduction

This study used both descriptive¹ and explanatory² research designs, adopting a qualitative approach and using interviews and focus group discussions for data collection. The use of both the descriptive and explanatory strategies in this study was motivated by King, Keohane and Verba (1994) who observed that each of the strategies is essential as "it is hard to develop explanations before we know something about the world and what needs to be explained on what characteristics" (King, Keohane and Verba, 1994, p.62). Therefore, the methodological choices were made with the aim of achieving both a description and an explanation of the research questions: the effectiveness of the development programmes broadcast by the radio station, the ways in which women in the region have benefited from the development programmes broadcast by the radio station, challenges and solutions to the challenges identified.

¹ "Descriptive strategy can help to distill large datasets Descriptive research can be used to distill these datasets into meaningful dimensions to uncover patterns and inform and improve decision-making" (Susanna et al., 2017, p.3).

² The explanatory research strategy is important because it helps to explain and account for the descriptive information (lelissa, 2018).

3.1 Research Design

The study adopted an interpretative³ qualitative⁴ research approach with a single case study - Voice of Kigezi Radio - and was guided by grounded theory research. The study was conducted in three phases: semi-structured interviews with Voice of Kigezi radio staff, government officials, and focus group discussions with village women involved in development projects in the region. Through such research, we can analyse the different factors that make people behave in a certain way or that make people like or dislike a certain thing (Seymen, 2015). The choice of the qualitative research approach was based on the fact that the researcher in this study was interested in exploring the perceptions of the respondents on the role of radio in promoting women's participation in development initiatives in the region. In essence, the conclusions drawn through this approach were crucial in providing the researcher with a tool to suggest feasible ways in which women's participation in development initiatives in the region could be promoted through radio.

The was based on a single case study and grounded theory. According to Johanna (2017), in a single case study, the researcher can question old theoretical relationships and explore new ones, which allows for a more careful study.

Furthermore, Collis and Hussey in Wedawatta et al. (2011) state that a case study

³ "Research can be classified as interpretive if it is assumed that our knowledge of reality is gained only through social constructions such a language, consciousness, shared meanings, documents, tools, and other artifacts" (Heinz and Myers, 1999, p.69).

⁴ According to Shidur (2016), the qualitative research approach refers to research about persons' lives, lived experiences, behaviours, emotions, and feelings as well as about organisational functioning, social movements, cultural phenomena, and interactions between nations.

design is suitable for “exploring a single phenomenon in a natural setting using a variety of methods to gain in-depth knowledge” (Collis and Hussey in Wedawatta et al., 2011, p.5). The interaction with the women in the area, the Voice of Kigezi radio station staff and the government officials in the two divisions thus made the study fit into the single case study research design. On the other hand, grounded theory was used as a strategy in this study to generate new concepts from the study and also to enrich the study literature as supported by (Charmaza and Thornberg, 2021).

3.2 Area of Study

This study was conducted in Kabale Central Division, in Kabale Municipality in the south of western Uganda. In Kabale Municipality, there are three (3) divisions - northern, southern, and central. There are twelve (12) wards with each ward having four (4) wards which in turn are divided into seventy-four (74) villages. This study focused particularly on women in five (5) villages in Central Division: Kigongi and Bugongi in Central Ward, Nyabikoni and Kiyooro in Nyabikoni Ward and Kigongi A in Kigongi Ward. From street vendors and domestic workers to subsistence farmers and seasonal agricultural workers, women make up a larger proportion of informal sector workers in Kabale Central Division. Kabale Central Division was chosen for this study because the researcher found that women in rural communities can play an important role in the region's development efforts, but their efforts remain invisible as the region still lags behind in many aspects of development. The study therefore explored how radio can be used as a tool to facilitate women's participation in development efforts in the region.

3.3 Sources of Information

Given the nature of the topic, the study objectives and the research approach adopted in this study, primary data was collected using unstructured interviews and focus group discussions.

3.3.1 Unstructured interviews

The study used unstructured interviews⁵ to obtain data from Voice of Kigezi radio staff and government officials in the two divisions. Unstructured interviews enabled the researcher to talk one-on-one with Voice of Kigezi radio staff and government representatives to obtain in-depth data on the topic. In addition, the unstructured interviews enabled the researcher to probe further to obtain more information in some cases where the interviewee's answers seemed to reveal more than expected.

The interviews were conducted in English as the participants in this category were all educated and could understand English very well. The interviews were recorded using a digital audio recorder after each of the interviewees had given prior consent. This allowed the researcher to record a complete and accurate account of each interview. However, one of the weaknesses of audio recording is that it neglects important contextual factors as well as visual and non-verbal aspects of the interview. To avoid this, the researcher took notes on facial expressions, gestures, posture and fidgeting. The notes also served as an additional recording measure and back-up.

⁵ In unstructured interviews, the interviewer is interested in a particular topic but has no structure or preconceived plan or expectation of how the interview will proceed. The researcher therefore follows the 'clues' or hints given by the informant (Mathers, Fox and Hunn, 1998, p.4).

All interviews with Voice of Kigezi radio station staff took place in the station's boardroom, while interviews with government officials were conducted in their offices. It took between 30 and 45 minutes to conduct the interviews. Every participant was treated with the utmost respect during the interview process, and their expertise was acknowledged.

3.3.2 Focus group discussions

To better understand the perceptions and attitudes of women in the region regarding the role of radio in promoting women's participation in development in the region, focus group discussions were conducted as part of the study. As Tobias et al. (2017) noted, focus group discussions are often used as a qualitative approach to gain an in-depth understanding of social issues. As defined by Marczak and Sewell (2007), focus groups consist of interacting individuals who share a common interest or characteristic and are brought together by a facilitator who uses the group and its interaction as a means of gathering information.

Three group discussions were held involving different categories of women: Women quarry workers, farmers, seasonal agricultural workers, shop assistants, nurses, office workers and teachers who had ever listened to Voice of Kigezi development programmes. While six women were invited for focus group discussion 1, only four (4) turned up. The focus group discussions 2 and 3 consisted of six (6) participants. The women were intentionally divided into homogeneous groups to allow free discussion

and debate during the meetings⁶. Thus, the women shared their personal experiences, opinions and beliefs and also freely discussed issues they felt were important as they understood the radio programme equally. The researcher introduced the discussion topics to the group and used the designed questions to guide the group in thinking logically about the topic.

The focus group discussions were conducted mainly in Runyankole/Rukiga and English. The researcher recruited a study assistant who spoke Runyankole/Rukiga to facilitate the discussions with the local women who were not familiar with English. The researcher and the study assistant used prompts so that the respondents could maintain the relevance of the discussion to the research questions. Other materials used included tables, a digital voice recorder, a radio player and a smartphone was also used as a backup for recording.

Focus group 1 lasted 45 minutes, while focus group discussions 2 and 3 each lasted one hour. All three sessions were recorded with the consent of the participants. The researcher also took notes on the main issues that emerged from the discussions. The researcher found that although the small number of participants in focus group discussion 1 provided participants with more time for meaningful dialogue, as Krueger (1988) recommends when he writes that "the size must be small enough to have the opportunity to share insights, yet large enough to offer diversity of perceptions" (p. 27), it did not offer diversity of perceptions compared to what emerged in focus group

⁶ Participants in focus group discussions are selected according to the topic, age group and similar socio-economic characteristics, as well as comfort talking to the interviewer and each other (Richardson & Rabiee cited in Rabiee, 2004).

discussions 2 and 3, which had more participants. The larger number of participants was not without problems, however, as some participants were not able to present their opinions in detail. In focus group discussion 2, there was one young woman who did not really say much during the one-hour discussion.

All in all, the focus group discussions provided a unique kind of data that the interview could not. Many participants came to the researcher after each focus group discussion and confirmed how productive and fascinating the discussions were for them.

3.4 Population and sampling techniques

3.4.1 Target population

According to the Uganda Bureau of Statistics (2017), there are 25,128 women in Kabale Municipality constituency. However, the target population for this study included 16 village women (active listeners of VOK radio). All the women are residents of Kabale Central Division, aged between 18 and 65 years and reside in Butobere, Central, Kigongi and Nyabikoni wards. In addition to the women, six (6) Voice of Kigezi radio station staff (1 programme manager, 1 news editor, 1 news anchor, 2 presenters and 1 volunteer) and three (3) government officials in the four districts were interviewed.

The study population of 25 participants was sufficient to ensure that all objectives of the study were met due to the different experiences of the participants. This is in line

with the 'information power'⁷ tool proposed by Malterud et al. (2016) to determine participants in a qualitative study. To this end, Voice of Kigezi radio staff represented the station's content creation and its efforts to facilitate women's participation in development initiatives in the area. The women, in turn, represented the viewpoint of the recipients in order to counterbalance the perceptions of Voice of Kigezi radio staff on how they approach the issue of women's participation in development initiatives in the region.

Meanwhile, government representatives presented a general summary of women's contributions to development in the region and an overview of how the government can work with the radio station to promote women's participation in development initiatives in the region.

3.4.2 Sample and Sampling Technique

The study included only women involved in active development projects in the region, staff of Voice of Kigezi radio station and government representatives at local council level. Stratified random sampling and purposive sampling within the different strata were used to select respondents from each group. Each group of the target population was given an equal chance of being included in the sample. The LC.1 registers for members in each of the sampled villages were used to identify respondents, while the Voice of Kigezi radio and Division Headquarters staff list was used to identify Voice of Kigezi radio staff and government officials respectively. Respondents were then divided into the following strata: village women, government representatives

⁷ "The larger information power the sample holds, the lower N is needed and vice versa" (Malterud et al., 2016, p.1756).

(community leaders) and Voice of Kigezi radio staff. Within the different strata, purposive sampling was used to obtain respondents.

3.4.3 Sample Size

Three of the four (4) wards in the Central Division were randomly selected from the areas receiving the Voice of Kigezi signal. Then, 16 village women in five (5) villages were selected from the 23 villages through purposive sampling. The villages that were included in the sample were Kigongi and Bugongi in Central Ward, Nyabikoni and Kiyooro in Nyabikoni Ward, and Kigongi A in Kigongi Ward. The five villages were selected as the sample for logistical reasons. Transportation in the area was difficult and expensive due to the hilly nature and was further complicated by the Covid-19 situation in the country. In addition, the area is very vast and sparsely populated. In addition to the women, three (3) government officials and six (6) Voice of Kigezi staff were also interviewed. The sampling frame is shown in table 1 below.

Table 1: Sampling frame

No.	Category	Sample size	Sampling procedure
A	Wards	3	SRST
B	Villages	5	PST
C	Participants categories	3	SSRST
D	Village women	16	PST
E	Government representatives (local council leaders)	3	PST
F	VOK staff (Programmes Editors, News Anchors, Reporters and presenters)	6	PST
<p>NB:</p> <p><i>SRS-Simple Random Sampling Technique⁸</i></p> <p><i>SSRST-Stratified Simple Random Technique⁹</i></p> <p><i>PST-Purposive Sampling Technique¹⁰</i></p>			

Source: Author

⁸ “Simple random sample means that every case of the population has an equal probability of inclusion in sample” (Hamed, 2016, p. 21).

⁹ A stratified simple random sample, is a sampling plan in which a population is divided into mutually exclusive and exhaustive strata, and a simple random sample of elements is taken within each stratum (Levy & Lemeshow, 2008).

¹⁰ While purposeful sampling technique, also called the judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses (Ilker, 2016).

3.5 Procedure for Data Collection

Before commencing data collection, the researcher obtained ethical approval from Uganda Christian University REC (Research Ethics Committee) through the Uganda National Council for Science and Technology (UNCST) portal. After obtaining the approval, the researcher undertook six trips within the study area during the data collection period. The first two trips were for the introduction, identification and induction of the study participants. To avoid the impression that participants were pressured or coerced to participate in this study, participants with whom the researcher had personal or professional relationships were not included in the study. During the third and fourth trips, the researcher interviewed Voice of Kigezi radio staff in the station's boardroom. The two government representatives and the three focus group discussions with the women were conducted on the fifth and sixth trips respectively. The government representatives were interviewed in their offices, while the focus group discussions with the women took place at the Kiyooro quarry and at a local primary school in Nyabikoni village.

Participants in this study were asked to read the consent form carefully before signing it and all questions were clarified before the interviews began. All interviews in this study were conducted face-to-face by the researcher, while the focus group discussions were conducted with the help of a research assistant, as the researcher is not proficient in the Rukiga/Runyankole language.

All conversations in this study were digitally recorded to improve the researcher's concentration during these conversations. Nevertheless, the researcher also used a field diary to note down important ideas. The transcription of the data was therefore

based on the notes and the field notes. The researcher answered questions after the interviews and concluded each session by thanking the participants for their participation in this study.

All data were then analysed and presented. After the study is completed, a summary of the report will be provided to the participants. In addition, the results will be made publicly available online and in selected university libraries after approval by the Faculty of Journalism, Media and Communication.

3.6 Data Collection Instruments

Two types of guides were used to collect data: an interview guide and a focus group discussion guide. Both the interview guide and the focus group discussion guide were developed after a thorough review of the literature on the subject. The questions were designed to ask respondents to comment on how radio can be used effectively to facilitate women's participation in development initiatives in the region.

3.6.1 The Interview Guide

The interview guide consisted of a brief introduction to the study, including the aim of the research and brief information about the researcher. Participants were then asked questions on the following five main topics: the development programmes aired on Voice of Kigezi radio station, the effectiveness of the programmes, how women in the area have benefited from the programmes, challenges hindering the station, and possible interventions.

The interview guide¹¹ was helpful as it ensured that the same general information was collected from each interviewee, while allowing individual perspectives and experiences to emerge. It also guided participants to follow a certain structure or framework and not tell what they thought the researcher wanted to hear. Questions asked included those that elicited emotional responses from participants and those that required participants to provide factual information about things they knew. At the end, the researcher transcribed and coded each interview. The researcher compared the codes and identified overarching themes. A copy of the interview guide is attached as Appendix 4.

3.6.2 Focus Group Discussion Guide

The discussion guide - also called the facilitator's guide - is a set of questions used by the facilitator during the focus groups (Jordan Civil Society Programme, 2012). Like the interview guide, the focus group discussion guide also aimed to understand the women's views on the role of radio in facilitating women's participation in development initiatives in the region by exploring the five main themes: the development programmes aired on the station, the effectiveness of the programmes, followed by the assessment of how they (the women) benefited from the programmes, exploring the challenges and the way forward. A copy of the interview guide is attached as Annex 5.

¹¹ In-depth interviews are not based on a formal schedule, as are more structured interview approaches. But it is important to have some kind of interview guide that can enable an interviewer to ensure that they cover important areas (Fox, 2009).

3.7 Quality/Error Control

To ensure reliability of the instruments, the researcher conducted a pilot study as recommended by Yujin (2010), who points out that this allows the researchers to make adjustments and revisions in the main study (Yujin, 2010). The instruments were pre-tested with selected women and media personalities in the region to determine if the instruments were reliable and valid. Thereafter, any inaccuracies and deficiencies in the study methodology, strategies and study direction were corrected to improve the quality of the instruments.

Also, a triangulation of the two different qualitative data collection methods, i.e. interviews and focus group discussions, was conducted. Triangulation as a method of controlling data quality is recommended by Taurai (2017) who noted that it helps the researcher to examine the research topic or focus from different angles (Taurai, C. (2017). Also, after data collection, the researcher went back to the respondents to confirm the credibility of their data if there was any doubt.

Finally, the researcher reviewed the interviews and focus group discussions with a media scholar and a news editor to ensure that the questions were relevant to the objective of the study.

3.8 Data Processing and Analysis

The researcher employed thematic analysis¹² to identify, analyse and report on the patterns of data from the interviews as well as the focus group discussions in order to determine the role of Voice of Kigezi radio in promoting women's participation in development initiatives in the region. Data from the interviews and focus group discussions were transcribed and presented in a narrative form with descriptions and quotations in a word processor. During transcription, specific codes were assigned to all participants to ensure confidentiality of the data.

To check the validity of the transcription and to determine whether the data were consistent with the study objectives, the researcher reviewed the data several times. During the review, codes were assigned to the different data segments that were relevant to the study objective. The codes were used to identify the different themes of the study with ATLAS.ti 8. In order to consider only themes relevant to the study objectives, similar themes were grouped into categories.

The categories were then grouped with the relevant subsidiary issues that formed the main theme under which the categories were reported. In looking for recurring patterns and themes in the responses, the researcher made a series of conscious, critical decisions about the meanings and values of the data collected. These themes were used in the analysis of the data and also in reporting the findings of the study. In addition, the themes were linked to a broader model that emerged from the findings.

¹² “It is a method for describing data, but it also involves interpretation in the processes of selecting codes and constructing themes (Michelle and Lara, 2020, P.2). The technique is useful in a qualitative study because it enables the researcher to see and make sense of collective or shared meanings and experiences (Braun and Clarke, 2012).

In analysing the data, the researcher focused only on those aspects of the data that were relevant to the research questions, as recommended by Brown and Clarke (2013).

3.9 Ethical Considerations

The research ethics in this study were based on the value of truth, voluntary participation, confidentiality and the protection of participants from potential harm that could result from this study. The researcher applied for and obtained a research permit from Uganda Christian University REC (Research Ethics Committee) through the Uganda National Council for Science and Technology (UNCST). This gave the researcher permission to conduct this research. (See ethical approval in Appendix 1).

At the local level, the researcher received permission to conduct this study from Kabale Town Council (See Appendix 2) and from the management of Voice of Kigezi radio station (See Appendix 3).

Before the interviews and focus group discussions, the objectives of the study were explained to the participants and their written consent was obtained. Following this, each participant signed an informed consent form which clearly explained the purpose of the study and informed participants about the use of digital recording devices (see Appendix 4). During the interviews, participants were free to leave the study at any time without being reprimanded in any way. Nevertheless, none of them chose to leave the study.

During data collection, all data obtained from participants were treated with utmost confidentiality and privacy. Strict care was taken not to reveal the identity of the

participants by assigning them codes to identify statements and quotes. Importantly, both the audio data and the transcribed forms were stored securely on a password-protected external hard drive and locked in a filing cabinet in the researcher's home. All data contained therein will be destroyed five years after the research is completed and the dissertation published.

3.10 Methodological Constraints

As this was a qualitative study, the phenomenological nature of the case study made it difficult to generalise the findings of the study. The experiences of the limited number of women in the five (5) selected villages cannot be representative of the experiences of all women villagers in the region.

Another limitation of this study is language translation as all focus group discussions were conducted in Rukiga/Runyankole. On many occasions, the study assistant found it difficult to accurately translate some of the participants' Rukiga/Runyankole words into English. The different cultural backgrounds made the translation of some words and expressions difficult, as some of the Rukiga/Runyankole words and expressions used have no cultural equivalent in English.

In addition, as the study involved face-to-face interviews and focus group discussions, it was difficult to interact freely with the participants as the study was conducted during travel restrictions imposed in the country to prevent the spread of COVID -19.

Moreover, as a researcher who had spent 8 years in the region, I went into the field with an insider's knowledge of the experiences of the women in the village and of some of the VOK radio staff. Consequently, my preconceived knowledge influenced to

some extent the whole process of this dissertation, from data collection to writing this dissertation.

Furthermore, fewer women than their male counterparts were involved in programme production at the radio station. A study that focused on women therefore brought with it the problem of a limited number of respondents on the part of the radio station.

3.12 Chapter Summary

This chapter began with a brief overview of the qualitative research approach used in this study and a discussion of the study area. The chapter also provided an overview of the data sources, study instruments, reliability of research instruments, study population and sampling technique, sample size, data collection procedure, data analysis, data quality control, ethical considerations and methodological limitations.

Figure 2 below gives us an overview of the study design of this study.

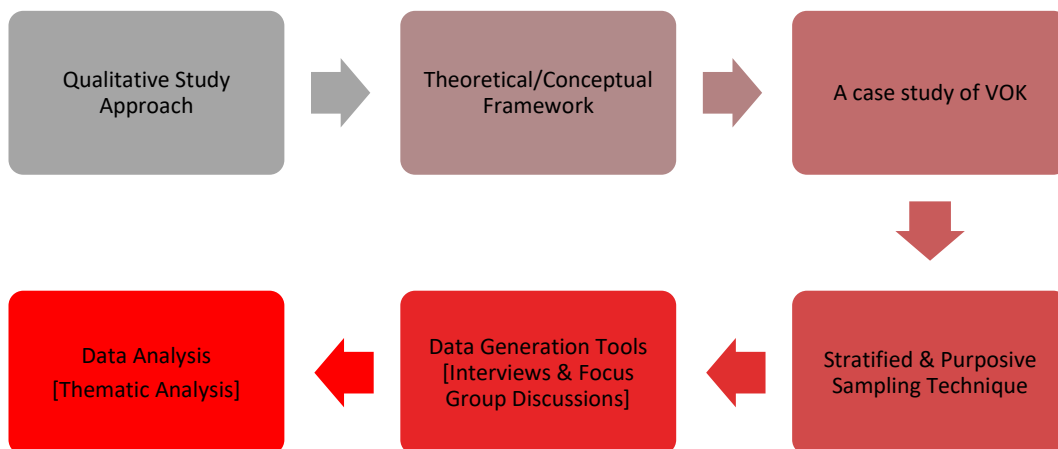


Figure 2: Summary of the research design

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, AND INTERPRETATION OF RESULTS

4.0 Introduction

Although there are a number of mass communication tools available to women today, radio remains one of the most effective tools to support their participation in rural development. This chapter is divided into two major sections. In the first section, information about the discussants and informants and Voice of Kigezi radio is presented briefly. The second section describes in detail how radio facilitates women's participation in development initiatives in rural areas. The questions answered here are: (i) How effective are Voice of Kigezi radio's development programmes in facilitating women's participation in development initiatives in Kabale Central Division and what benefits have women accrued from these programmes? (ii) Voice of Kigezi radio has worked to promote women's participation in development projects in Kabale Central Division but faces many challenges. What are they? (iii) What measures could Voice of Kigezi radio take to facilitate women's participation in development initiatives in Kabale Central Division?

The data presented here comes from focus group discussions with rural women and interviews with Voice of Kigezi radio staff and government officials conducted from June to July 2021. Throughout the presentation, the researcher made sure that the voices of the participants were heard. To support the findings, verbatim quotes were used to capture their voices. The results of the above four questions are summarised in Table 5.

4.1 About the discussants and informants

A total of sixteen (16) village women participated in the focus group discussions for this study. The women were selected on the basis of their involvement in development projects in the area. They also participated in the Voice of Kigezi radio station's development programmes by calling in, writing messages or simply listening. Participants came from a wide range of backgrounds (see Figure 3).

Occupation of the village women

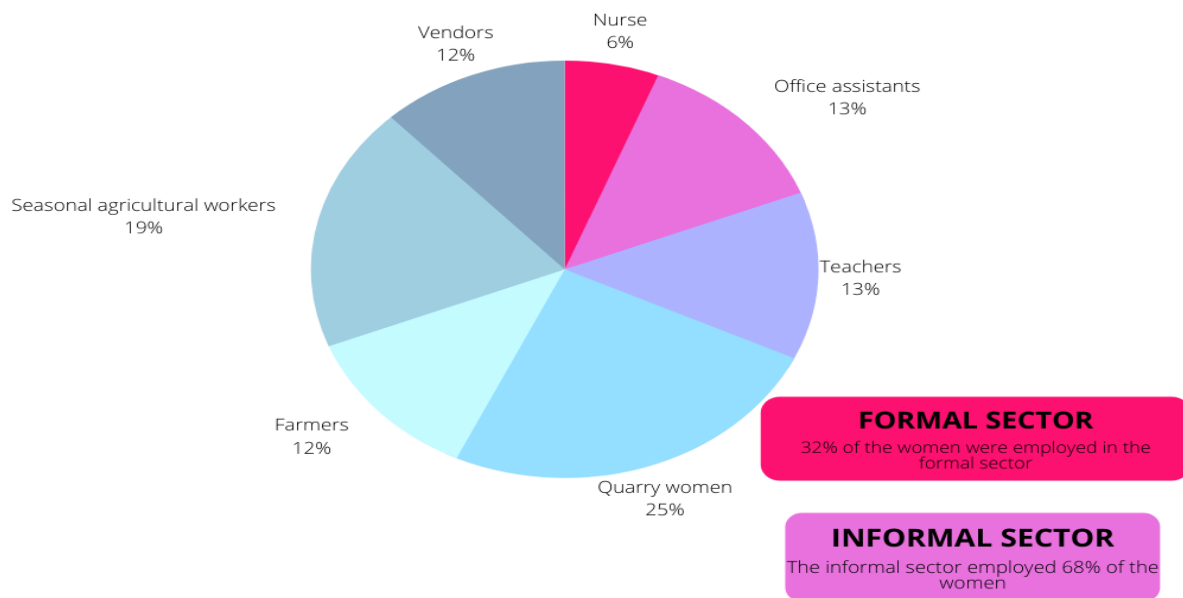


Figure 3: Occupation of the village women

Source: Author

In the focus group discussions, only 32% of the women were employed in the formal sector: Nurses - 6%, office assistants - 13% and teachers - 13%. The informal sector employed 68% of the population. Women quarry workers accounted for 25%, farmers 12%, seasonal agricultural workers 19% and vendors 12%. According to the Uganda

Bureau of Statistics report (2016), women make up the largest proportion of workers in Uganda's informal sector (89.5%), while men make up 85.3%. These inequalities are reflected in the data. Regardless of their status, they all felt that the Voice of Kigezi radio station's development programmes were essential in promoting their participation in development initiatives in the region.

In addition to these village women, six Voice of Kigezi staff (2 women, 4 men) and only two government representatives (1 man, 1 woman) participated in the study (see Table 2). Voice of Kigezi staff were selected based on their participation in the development programmes. The government representatives were selected based on their knowledge of the development programmes and their interaction with the women.

Table 2: Demographic information of Voice of Kigezi radio staff and Government representatives

Voice of Kigezi Radio Staff				
Village	Role	Population	Gender	Percentage
Kigongi A	• News editor	1	M	4.2
	• News anchor	1	F	4.2
	• News reporter	1	M	4.2
	• Presenters	2	M & F	8.3
	• Programmes manager	1	M	4.2

Sub-total		6		25.1
Government representatives				
Nyabikoni	LC chairperson	1	M	4.2
Bugongi	Women councilor	1	F	4.2
Sub-total		2		8.4
Village Women				
Kiyooro, Rwakaraba & Nyabikoni		16		66.6
Total no.of respondents		24		100

Source: *Author*

Table 3: Summary of the gender distribution of respondents

Gender	Population	Percentage
Male	5	21
Female	19	79
Total	24	100

Source: Author

Since the study focuses on women, the percentage of female respondents was higher than that of men as reflected in Table 3.

4.2 About Voice of Kigezi radio

Voice of Kigezi is a private radio station on 89.5 FM, which started broadcasting on 29 January 2000. The station is located in Kabale district in southwestern Uganda, about 409 kilometres from Kampala City, the capital of Uganda. It broadcasts to most districts in southwestern Uganda (including Mbarara, Bushenyi, Isingiro, Rubirizi,

Kamwenge, Kasese and Fort Portal) as well as the eastern parts of Tanzania, Rwanda and Congo. Rukiga/Runyankole and English are the two main languages used in the programme. The overall strategy of the station is to promote social, political, economic and cultural development in the community.

The station works with various organisations in the district such as Kigezi Women in Development (KWID), Action for Development (ACFODE) and Marie Stopes International-Kabale to strengthen and promote women's participation in development initiatives in the region. Participants noted that through the partnerships, the station is able to reach out to women and help them directly. For example, Voice of Kigezi works closely with Kigezi Women in Development (KWID) and Marie Stopes International-Kabale to produce "Eryaka ya' Bakyala" (the voices of women), a thirty-minute segment on the Comfort Zone programme. Women leaders from the two organisations occasionally take part in this segment to discuss issues affecting women and to offer assistance. The partnership between Marie Stopes International and Voice of Kigezi radio has helped to address women's reproductive health issues in the region. These issues have included child spacing and safe births, as well as HIV/AIDS, STDS and cancer. Now that the station has been described, it is appropriate to present its programming.

Table 4: Voice of Kigezi radio programme schedule

Time	Programme	Content	Gender of Presenters(s)/ Host
Weekdays (Monday to Friday)			
5:00 am to 6:00 am	'Kanyonza'	Local news highlights focusing on issues that arose during the night.	M
6:00 am to 10:00 am	'Ruhondeza'	The programme consists of various segments, e.g. 'ensonga ya' lizoba; current events are discussed daily - health, politics, agriculture, economy, etc.	M
10:00 am to 2:00 pm	Sunrise	The programme consists of different development segments: 'enkubito' (stirring up the people), 'ekiratugure' (what can take you further). The topics of discussion range from agriculture to the economy.	M&F
2:00 pm to 5:00 pm	The Hotspur	Entertainment programme focusing on music, news and gossip about celebrities.	M&F

5:00 pm to 6:00 pm	Ebyemizaano (Sports)	Sports programme highlighting major sporting events at local, national and international level.	M
6:00 pm to 6:30 pm	BBC News	World news: International news, reports and analysis.	Unknown
6:30 pm to 9:00 pm	'Kahega ni'rukurura'	Infotainment programme aimed at ridiculing grievances in the region through informal discussion.	F
9:00 pm to 12:00 am	Highland tunes	Pure entertainment programme focusing on relationships.	M
12:00 am to 5:00 am	VOA News	English news from the Voice of America with full coverage of the USA, Asia, Africa and the Middle East.	Unknown
Weekend (Saturday)			
6:00 am to 9:00 am	Comfort Zone	Entertainment programme with a 30-minute segment called 'eraka ya' bakyala' dealing exclusively with women's issues.	F
9:00 am to 11:00 am	'Orukiiko'	Literally translated this means meeting. It is a political programme with panellists discussing national and local issues.	M

11:00 am to 2:00 pm	Request Line	A pure entertainment programme where listeners have the privilege of requesting music of their choice.	M
2:00 pm to 4:00 pm	‘Amateeka’	A political talk show with political and public leaders with a special focus on legal issues.	M
4:00 pm to 6:00 pm	‘Aga week’	A weekly round-up of the major issues covered during the week.	M&F
6:00 pm to 9:00 pm	‘Ampumuza’	Has a segment called ‘wo mugyiega’ (be rich). It is agriculturally oriented and talks about issues related to agriculture, the livestock industry and fisheries, and agribusiness.	F
9:00 pm to 12:00 am	‘Amaka’	Focuses on teachings about marriages and household management.	M
12:00 am to 6:00 am	VOA News	English news from the Voice of America with extensive coverage from the USA, Asia, Africa and the Middle East.	Unknown
Weekend (Sunday)			
6:00 pm to 10:00 am	‘Ija tumuhimbise’	Literally means ‘come and we praise’. An all-Christian programme	F

		broadcasting Christian music and inspirational messages.	
10:00 am to 12:00 pm	African beat	A music programme that plays only African music.	M
12:00 pm to 1:00 pm	Ebyemi Zaano (Sports)	A sports programme that highlights major sporting events locally, nationally and internationally.	M
1:00 pm to 2:00 pm	'Abato'	An inspiring children's programme aimed at both parents and their children	F
2:00 pm to 4:00 pm	Tigabagomwe	Literally translated, it means: knowledge is shared. It consists of panellists (various personalities as hosts). They can talk about education, politics, health, religious topics, etc.	M
4:00 pm to 6:00 pm	Music to remember	A music programme playing mainly music from the 1980s and 1990s	M
6:00 pm to 4:00 pm	Sunday Special	A musical interactive programme where listeners can call in, make requests and send greetings.	F
10:00 am to 12:00 am	'Kankuganire'	Focuses on addressing cultural issues in the region.	M

12:00 am to 5:00 am	VOA News	English news from the Voice of America with full coverage from the US, Asia, Africa and the Middle East.	Unknown
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Source: Author

Table 5: Summary of study findings

The role of radio in facilitating women's participation in development initiatives in rural areas		
No.	Code	Themes and categories
1	Key development programmes broadcast on VOK radio	<p>Theme 1: Business and agro-based categories</p> <ul style="list-style-type: none"> • Ruhondeza, wo'mugyiega, enkubito, ekiratugure <p>Theme 2: Women empowerment and home development categories</p> <ul style="list-style-type: none"> • Eraka ya bakyala, amaka, abato <p>Theme 3: Political and Legal categories</p> <ul style="list-style-type: none"> • Amateeka, orukiiko, aga week, tigabagomwe <p>Theme 4: Cultural categories</p> <ul style="list-style-type: none"> • Kankuganire
2	Effectiveness of the programmes and accrued benefits	<p>Theme 1: Awareness and knowledge</p> <ul style="list-style-type: none"> • Family planning and reproductive health services, educational tool, information on government programmes <p>Theme 2: Mobilisation</p>

		<ul style="list-style-type: none"> • Mobilising the women to act the development issue being addressed <p>Theme 3: Empowerment</p> <ul style="list-style-type: none"> • Inspiration, advocate for women’s rights, lobby for support for women and employment <p>Theme 4: Participation</p> <ul style="list-style-type: none"> • Participation in: managers, news anchors, reporters and presenters • Participation on: Phone-ins, messages, guests <p>Theme 5: Responding to women needs</p> <ul style="list-style-type: none"> • Programme partnership, community outreaches <p>Theme 6: Inexpensive and easy to use</p> <ul style="list-style-type: none"> • Many can access and use of local languages
3	Challenges	<p>Theme 1: Financial</p> <ul style="list-style-type: none"> • Few sponsors, limited airtime <p>Theme 2: Poverty</p> <ul style="list-style-type: none"> • Difficulty to buy airtime, radio receivers, implement projects <p>Theme 3: Implementing agents</p> <ul style="list-style-type: none"> • Failure to fulfill promises, provide inputs <p>Theme 4: Illiteracy</p> <ul style="list-style-type: none"> • Limits understanding, participation in discussions and programmes production

		<p>Theme 5: Male dominance</p> <ul style="list-style-type: none"> • Women find it hard to believe in men and lack experience on women issues <p>Theme 6: Gender stereotyping</p> <ul style="list-style-type: none"> • Women given soft production activities due to lack of interest, family issues, lack of confidence <p>Theme 7: Decline in community outreaches</p> <ul style="list-style-type: none"> • COVID-19 <p>Theme 8: Weak signal</p> <ul style="list-style-type: none"> • Hilly nature of the are
4	Solutions	<p>Theme 1: Sponsorship</p> <ul style="list-style-type: none"> • Government, NGOs, churches <p>Theme 2: Representative</p> <ul style="list-style-type: none"> • Women with limited access to radio receivers and those who cannot afford airtime <p>Theme 3: More languages</p> <ul style="list-style-type: none"> • Kiswahili and luganda for None-Bakiga community <p>Theme 4: Toll free numbers</p> <ul style="list-style-type: none"> • Increase call-ins <p>Theme 5: staff training</p> <ul style="list-style-type: none"> • Gender bias-free reporting <p>Theme 6: More women</p>

		<ul style="list-style-type: none"> ● Political talk shows, newsgathering and presentation <p>Theme 7: More investment</p> <ul style="list-style-type: none"> ● Signal, community outreaches
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Source: *Author*

4.3 An overview of key development programmes broadcast on Voice of Kigezi radio

Using data from focus group discussions and interviews, the study identified 12 key development programmes of Voice of Kigezi radio that can promote women's participation in development initiatives in the region. The station's news editor explained that this position stems from the station's core values. In order to appeal to a wide audience, certain development issues are incorporated into entertainment programmes. The station's main development programmes relate to agriculture, economy, women's empowerment, health, politics, education, culture and human rights. Below are details of the development programmes broadcast on Voice of Kigezi.

4.3.1 'Kanyonza'

The importance of information for development cannot be overstated. This one-hour programme kicks off the station's programming between 0500hrs and 0600hrs in the morning. The programme has been deemed developmental because it provides listeners with valuable spotlights on local news that emerges throughout the evening. Listeners are invited to voice their opinions or ask questions to clarify key issues. In

this way, they can participate and express themselves on the radio. The programme is broadcast in Rukiga/Runyankole, a language easily understood and spoken by many VOK listeners, making it easier for them to communicate during the programme.

4.3.2 'Ensonga ya' lizoba'

The "ensonga ya' Lizoba", which simply means that today's topic is a segment of "ruhondeza" (literally: "the one who oversleeps"), covers a wider range of social issues such as family, culture, health, politics, environment, human rights and the economy. The programme encourages listeners to speak up with questions or express their opinions on the topics discussed. According to a businesswoman in one of the focus group discussions, this programme was the most impressive at Voice of Kigezi because it counters laziness in society by encouraging people to wake up and engage in productive activities - the old adage "those who oversleep are left behind".

4.3.3 'Enkubito' and Ekiratugure' of the sunrise

Several participants identified two segments 'enkubito' and 'ekiratugure' of the sunrise programme, which airs weekdays between 1000hrs and 1400hrs, as also being developmental. The literal meaning of 'enkubito' is gathering, while 'ekiratugure' means that which makes you grow. The programme, which brings people together and gives them advice on local development, aims to improve the quality of life of people in the area by focusing on the everyday things in life. An office assistant supports these efforts;

For me, the 'enkubito' and 'ekiratugure' features on Voice of Kigezi Radio are great development programmes. I remember them talking once about how to invest and run your business. (FGD, 2021)

4.3.4 'Eraka ya' bakyala'

Literally translated as 'the voice of women'. The problem of women in Africa was aptly described by Cherifa when she said that:

'African women are under severe psychological and economic pressure because they bear the brunt of family affairs while men are almost totally absent to improve the standard of living of their families.' (Klaa, 2020, p.1)

Among many other problems facing women in the region, the issue of women's empowerment is also important to address. Thus, the programme aims to improve the situation of women in the area so that they can fully participate in development initiatives in the area. As Partners in Population and Development (PP &D) reports (2013), empowered women have better access to health care, have control over health resources and are less likely to be affected by domestic violence.

4.3.5 'Orukiiko'

'Orukiiko' means "meeting" and is broadcast every Saturday between 0900hrs and 1100hrs. With the help of a panel of experts, the programme focuses on a growing discussion of current political and social issues. Discussions on political issues in the region are crucial as they promote women's political participation, paving the way for other development initiatives.

4.3.6 'Amateeka'

'Amateeka' means law, and that is exactly what the Saturday programme from 1400hrs to 1600hrs is about. It informs listeners about relevant laws and government policies. This name was mentioned by a participant of the station and a government representative who praised the importance of the station in informing the people about the various policies and programmes of the government. The government representative stressed that most rural people cannot read, so Voice of Kigezi was able to explain to them what government policies are and how they can benefit from them. The presenter commended the station for helping locals understand how they can register and participate in the February 2021 general elections.

4.3.7 'Aga week'

The 'Aga Week' was called a development programme by the majority of the station's members and government officials. Every Saturday, from 1600hrs to 1800hrs, 'Aga Week' provides a summary of the week's major events. Experts are usually invited to talk about the issues.

4.3.8 'Wo muggyiega'

Participants described 'wo muggyiega' (literally: be rich), a one-hour segment on the programme 'Ampumuza', which airs every Saturday, as very developmental. It runs from 1800hrs to 1900hrs and deals with crop cultivation, livestock rearing and agro-business. As a news anchor of the station explained, Kabale district has always been dominated by agricultural activities. Since most of the agricultural activities are subsistence farming, it is difficult for the locals to make a living from this type of farming. The programme aims to improve the sector by encouraging the people to

adopt mechanised farming techniques and implement improved pest and disease control measures for effective crop and livestock production.

4.3.9 'Amaka'

'Amaka' means 'home' and is broadcast every Saturday between 2100hrs and 0000hrs. It was chosen by the women at Kiyooro Quarry as an influential development programme on Voice of Kigezi radio. This is because it focuses on household management and marriage.

4.3.10 'Abato'

The 'Abato' - meaning children - is a one-hour children's programme broadcast on Sundays from 1300hrs to 1400hrs. The programme is aimed at both children and parents and combines entertainment with education. The programme was described by a woman in one of the focus group discussions as developmentally beneficial because it helps parents raise their children in a godly and healthy way.

4.3.11 'Tigabagomwe'

'Tigabagomwe' means sharing knowledge. The programme runs on Sundays from 1400hrs to 1600hrs and features various personalities discussing development issues in the region. These include education, politics, health, social issues and the economy. In this regard, a government representative said:

The programme is wide-ranging. Usually, people are invited to the station's studio to discuss issues that affect the community (Interview, Government Representative, 2021).

4.3.12 'Kankuganire'

‘Kankuganire’ means ‘let me tell you’. The programme is broadcast on Sundays between 1000hrs and 1200hrs and deals with cultural issues (Bakiga¹³). In addition to the discussions, listeners call in to ask specific questions about the cultural topic under discussion and express their opinions. Usually, the presenter invites a guest speaker who is knowledgeable about the cultural topic under discussion.

Detailed information on the channel’s top 12 identified development programmes can be found in **Table 4**, which includes the time, the name of the programme or segment, the type of content and the gender of the presenter(s).

Table 6: Summary of key development programmes on Voice of Kigezi radio

Time	Programme or segment	Content	Gender of Presenters(s)
Weekdays (Monday to Friday)			
0500hrs to 0600hrs	‘Kanyonza’	Highlights from the local news that emerged during the evening.	M
0600hrs to 1000hrs	‘Ensonga ya lizoba’	‘Ruhondeza’ segment focuses on broader social issues such as family, culture, health, politics and economy.	M
1000hrs to 1400hrs	‘Enkubito’ ‘Ekiratugure’	‘Sunrise’ segments aims at mobilising people and giving advice	M&F

¹³ Abakiga (the Bakigas), also known as Kiga or Kiga people, are an agropastoral Rukiga-Bantu ethnic group in southern western Uganda (formerly Kigezi District) and in the northeastern Byumba area of Rwanda.

		on agriculture, the economy and employment opportunities.	
Weekend (Saturday)			
0830hrs to 0900hrs	‘eraka ya bakyala’	A 30-minute segment on the Comfort Zone programme that focuses on women’s issues.	F
0900hrs to 1100hrs	‘Orukiiko’	The political programme usually features panellists discussing local, national and international issues.	M
1400hrs to 1600hrs	‘Amateeka’	A programme dealing with law and order issues.	M
1600hrs to 1800hrs	‘Aga week’	The critical events of the week are summarised.	M&F
1800hrs to 2100hrs	‘Wo mugyiega’	Part of the ‘ampumuza’ programme on the agricultural sector, livestock and fisheries, and global trade.	F
2100hrs to 0000hrs	‘Amaka’	A programme on improving family and household management.	M
Weekend (Sunday)			
1000hrs to 1200hrs	‘Kankuganire’	Cultural programme to promote Bakiga values and customs.	M

1300hrs to 1400hrs	'Abato'	Programme for children and parents combining education and entertainment.	F
1400hrs to 1600hrs	'Tigabagomwe'	Various personalities (panellists) discuss education, politics, health, religion, etc.	M

Source: *Author*

In short, it was found that most development-oriented programmes are named with catchy words and phrases in the local dialect (Rukiga/Runyankole) that name social problems and the intended topic of discussion so that the audience can easily understand the intention of the programme.

It is also noteworthy that only one development programme on the radio station is dedicated to women, namely 'eraka ya' bakyala' (literally 'the voice of women'), and most of the development programmes are also presented by men. Nevertheless, the study found that women's issues are occasionally discussed in most development programmes and women also have the opportunity to voice their opinions.

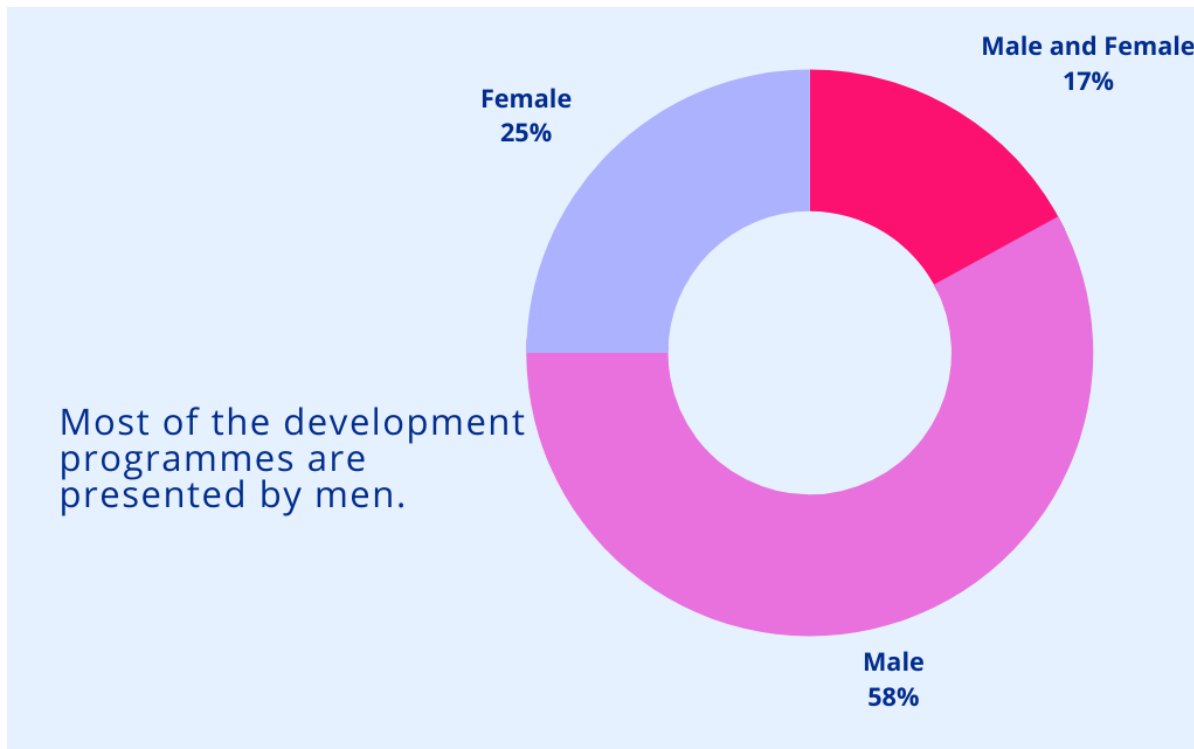


Figure 4: Gender distribution of the presenters of Key VOK development programmes

Source: *Author*

4.4 How has Voice of Kigezi radio facilitated the participation of women in development initiatives in Kabale Central Division?

4.4.0 Introduction

This section presents how Voice of Kigezi radio has promoted women's participation in development initiatives in Kabale Central Division. Findings are drawn from focus group discussions held with village women and interviews with VOK staff and government officials. To answer this question, this chapter examines Voice of Kigezi radio in three different ways: the effectiveness of the programs and accrued benefits, the challenges that hinder Voice of Kigezi's efforts to promote women's participation in development initiatives, and ways to address these challenges.

4.4.1 The effectiveness of Voice of Kigezi's programs in facilitating women's participation in development initiatives in Kabale Central Division and the benefits accrued by women in the region

Considering Mboho's (2005) assertion that developing countries face significant challenges in effectively utilising mass media, it is crucial to assess the efficiency of the broadcasters' development programmes in promoting women's participation in regional development projects. Radio, as a communication medium, possesses the capacity to inform and empower individuals, enabling their engagement in critical decision-making processes. It specifically empowers marginalised groups who are geographically, culturally, linguistically, or economically isolated, with women being a prime example (UNESCO, 2018). To ascertain the effectiveness and direct benefits experienced by women in the area through the broadcast of development programmes, the following focal points were addressed.

4.4.1.1 Awareness and knowledge

The radio development programmes were considered to be effective because they help raise awareness and provide information about important development projects in the region (Interview with VOK staff, 2021). For instance, women in the region perceive the programmes as valuable educational tools, as noted in one of the focus group discussions: 'Voice of Kigezi radio teaches us through its programmes how to develop our communities and families, also, they teach us how to do commercial farming' (FGD, 2021).

Also, the inclusion of financial literacy in programmes such as 'wo mugyiega', 'ekiratugure', and 'enkubito' has enabled women to establish self-help groups and savings and credit cooperatives (SACCOS). This not only enables women to contribute to their families' welfare but also motivates their participation in other development initiatives. For instance, prior to the radio's intervention, many women were unaware of government-supported 'emyooga' funds. To address this issue, the station invited experts to raise awareness and provide information. Consequently, numerous women in the area reported benefiting from the project, as revealed in an interview with VOK staff (2021). The women in one of the focus group discussions also confirmed the facilitator's words;

The programmes have led the women to establish self-help groups and SACCOS from which they can get money for their families and carry out further development programmes. (FGD, 2021)

Also, the respondents indicated that Voice of Kigezi radio, in collaboration with Marie Stopes International-Kabale, has effectively disseminated information regarding family planning to women in the region. Consequently, there has been an observable increase in the adoption of family planning practices. During a focus group discussion, one participant succinctly expressed, "Women now appreciate family planning" (FGD, 2021). A presenter at the station also pointed out that family planning and spacing have increased in the region:

There was not much awareness about family planning. By hosting talk shows with reproductive health facilities like Marie Stopes International-Kabale, we

raised awareness among women about family planning. Many of them have taken advantage of it. The spacing of children in the community is different now than it used to be. (Interview with VOK staff, 2021)

Ensuring proper spacing between children and practicing family planning are crucial components of development, as they protect mothers' health and enable them to fully participate in development efforts without being limited by medical concerns.

Through its educational programmes, the station has enabled women in the region to learn about the importance of education and life skills. More women are now sending their children to school, and they themselves are pursuing life skills courses. The station's news editor, who is also from the area, explains how the programmes have positively impacted women's lives:

"Not only have the women sent their children to school, but they have also found a voice that inspires them to learn life skills, such as tailoring, baking, soap making, etc." (Interview with VOK staff, 2021).

In this context, one of the women in one of the focus group discussions said the following:

'Aunty Enid's 'eraka ya' bakyala programme has encouraged us to acquire life skills so that we can support our homes and our children. I have been able to send my daughter to school and learn tailoring from my small savings.' (FGD, 2021)

The increased awareness of the benefits of education and life skills has created a supportive environment for women to send their children to school and develop important skills. This achievement is attributed to the relevant programmes that educate women and the entire community about the value of education.

The study also found that the agricultural and handicraft extension services provided by the station's various agricultural and enterprise-related programmes benefited women. For example, women in the region have been encouraged to switch from subsistence farming to commercial farming. In addition, many women now own small and medium enterprises because they were inspired by the radio station's programmes. According to the station's news editor, "the large number of calls from women during the 'enkubito' programme is an indication that more women are entrepreneurial than before" (Interview with VOK staff, 2021).

A woman who participated in a focus group discussion stated:

Through the tips in the programme 'wo muggyiega', I have learnt not only how to grow food for my stomach, but also how to raise money for other needs through commercial farming. (FGD, 2021)

This may also encourage their participation in other development initiatives. Gillies (2018) notes that women who start their own businesses often become local business leaders and contribute to further economic development and innovation in their communities.

4.4.1.2 Mobilisation tool

Another important aspect of the effectiveness of the station's programmes in facilitating women's participation in development in the region is the mobilisation potential of the radio¹⁴. In a community where the majority of women are illiterate and where there is little access to other media of mass communication, mobilisation is crucial. The importance of mobilisation in the development process was also captured by a government official when he said that;

Radio not only raises awareness of the challenges of development, but also mobilises people to act. This is crucial because people are aware of the development problems in the region but may not be ready to act. (Interview with a government official, 2021)

Since mobilisation is important in any development process, as mentioned above, radio thus becomes an effective tool to facilitate women's participation in rural community development initiatives.

4.4.1.3 Empowerment tool

Several participants mentioned that the programmes are able to inspire women to participate in the various development projects in the region. They also mentioned that the programmes can serve as platforms to advocate with various women's rights activists in the region to support women. As one of the radio station presenters explained:

¹⁴ In this context, mobilising women means uniting them for a common cause and getting them to behave in a certain way in order to achieve certain goals.

'These programmes are effective. For example, the presenter of the programme 'eraka ya' bakyala' has used them as a platform to motivate women to take up leadership positions, to advocate for zero tolerance of violence against women and also to promote family planning. (Interview with a VOK staff member, 2021)

During the focus group discussions, one of the women also confirmed this by saying: Aunty Enid (presenter of the programme 'eraka ya' bakyala) really empowers us through her advice. Sometimes she invites experts to talk about women's issues and advocate for their rights. (FGD, 2021)

Testimonies from a government representative and the station's news editor illustrate the radio's impact on women's empowerment in the region, specifically about their rights, including inheritance, land ownership, education, and healthcare.:

'Women's understanding of their rights has been shaped by Voice of Kigezi programmes such as 'Amateeka' and 'Eraka ya' bakyala. Currently, we receive requests from women asking us to help them get back what belongs to them: land, buildings, money and much more. In the past, this was not the case. (Interview with government representative, 2021)

The news editor reported that a family received assistance in retaining their land through the 'Kanyonza' programme. During the presentation, the presenter read out a letter from the family, which caught the attention of a lawyer listening to the programme. The lawyer, showing interest in the case, volunteered to provide legal assistance without charge. Consequently, with the lawyer's support, the family successfully retained ownership of their land.

4.4.1.4 Participation tool

The programmes were also seen as a great tool to get women's views on development issues. For example, participants mentioned that they could call in, send messages and be received in the studio during the programmes. According to a government representative:

Women can call in to most of the station's programmes, so they are effective.

Also, if I call or am invited to the 'Orukiiko programme', I can reach out to local people and give them advice on a particular development issue.

(Interview with government representative, 2021)

An editor at the station said, "They call and give us feedback on the issues discussed that concern them and also tell us about their problems" (Interview with VOK staff, 2021).

A facilitator also confirms this:

'By welcoming them into our studio, we encourage them to participate in the discussions on the show. In this way, they can share their experiences and views on the development issue under discussion. (Interview with VOK staff, 2021)

4.4.1.5 Direct response tool

The study found that the station's development programmes are effective as they provide a platform to directly address some of the needs of women through partnership programmes and community involvement. The study found that the

station's partnership with Marie Stopes International-Kabale (a reproductive health organisation) and Kabale Women in Development makes it easy for the station to identify and address women's issues in the region. Overall, the various partnerships help the station to access women and gain insight into their problems, as one of the women said, "There is an NGO called Kabale Women in Development that asks us about our problems and then discusses them on the radio" (FGD, 2021).

A news anchor confirmed this statement:

Before the outbreak of COVID -19 we participated in community outreaches with Marie Stopes International-Kabale. These outreaches provided free reproductive health services. (Interview with VOK staff, 2021)

In this way, the station not only gains a better understanding of women's problems and their solutions, but also contributes to development initiatives.

4.4.1.6 Improved management of home and family

In the focus groups, most women mentioned that the 'amaka' programme has benefited them and their families through discussions on food security, child development and household management. In one discussion, a woman pointed out that:

Through the 'amaka' programme, I have learnt that sometimes men do not eat our food because it is not prepared well enough. In addition, poor hygiene at home leads to constant illness among the children, resulting in unnecessary household expenses. By improving food preparation and hygiene at home, my story has changed. (FGD, 2021)

A government representative interviewed also pointed out that hygiene has improved in many parts of the region and that domestic violence has decreased.

Through Voice of Kigezi, families are now learning how to take care of hygiene at home. Women in the region are now taking very good care of their children and making sure that they fulfill their marital duties. As a result, violence has decreased significantly. (Interview with government representative, 2021)

4.4.1.7 An inexpensive, easy-to-use tool that uses local language

A very important aspect of the effectiveness of radio in promoting women's participation in the region is that it is cheap and less technical for women to listen to the development programmes broadcast over the radio station compared to other means of mass communication. It was interesting to hear the station's news editor refer to radio as a 'democratic medium'. He emphasised that this is because even the poor and uneducated women in the region at least have access to the radio and can use it easily (Interview with VOK staff, 2021). Therefore, development programmes broadcast on the radio can be easily heard by the majority of women in the region.

Also, a presenter at the station mentioned that;

The use of local languages by most rural radio stations should also not be underestimated in the effort to facilitate women's participation in development initiatives. The use of local language in broadcasting development programmes can improve understanding especially among the illiterate in the community. (Interview with VOK staff, 2021)

In conclusion, radio, through the broadcasting of development programmes, offers an inexpensive but effective way of promoting women's participation in development initiatives in the region.

4.4.2 Challenges faced by Voice of Kigezi in facilitating women's participation in development initiatives in the region

This study identified several challenges that prevent the station from facilitating women's full participation in development initiatives in the region. These include the lack of sponsors, high poverty rate, language barriers and high illiteracy rate, betrayal by implementing agents, male supremacy, limited development programmes specifically for women, gender inequality and marginalisation, the decline in community outreach and weak signal in some parts of the community. The challenges are discussed below.

4.4.2.1 The lack of Sponsors

It turned out that most of the development programmes aired on the station are not sponsored, although the station finances itself mainly through programme sponsorship. Considering that the station is privately owned and aims to maximise profits, more attention is paid to sponsored content. The problem is that many of the sponsored programmes do not encourage women to participate in development initiatives in the region. A radio presenter was quoted as saying:

Our programmes are fixed most of the time. We give away the time we could use to receive women or discuss their problems to people who pay for it. One

way we do this is through talk shows. If women cannot afford the airtime or do not have sponsors, their show gets cancelled. (Interview with VOK staff, 2021)

In addition, a female presenter said:

They are a private company whose focus is on maximising profits for the owners. Investing in women's projects may not be a priority for them. Instead, they direct their resources to where they expect some return. (Interview with VOK staff, 2021)

4.4.2.2 High poverty rate

The study also found that the high poverty rate among women in the region prevents them from having access to radio receivers, cell phones, or airtime to make phone calls or send messages during broadcasts. In one of the focus groups, women working in the quarry said the following:

Most of us lack radio receivers and cell phones. If we had them, we could listen to the broadcasts and also call while working. We also find it difficult to buy airtime to call or text during the broadcasts of the development programmes on the radio. (FGD, 2021)

Thus, some women often miss development programmes or receive second-hand information that is late, which limits their participation in the projects. They are also denied the right to participate in discussions and have their voices heard. Similarly, poverty leads to low participation in development initiatives. According to one woman in a focus group:

Poverty continues to be a challenge for us. For example, we have been told about the benefits of commercial agriculture, children's education, and more, but where are we going to get the money? (FGD, 2021)

"It is difficult for us to get modern agricultural inputs recommended by development agents," said a second woman (FGD, 2021).

4.4.2.3 Language barriers and high illiteracy rate among women

Some of the women in the focus group discussions mentioned language as a challenge. This is because there are many other tribes living in the community besides the indigenous Banyankole and Bakiga. There are Banyarwanda, Bafumbira, Baganda, Bakonjo and even some tribes from the eastern and northern parts of the country, but most development programmes are in Rukiga/Runyankole and a few discussions are in English. This limits the participation of non-RuBakiga/Runyakole speaking women in the region who also do not know English.

The station's programme director also pointed out that illiteracy prevents many women in the region from listening to the development programmes broadcast in English and participating in the discussions. As a result, they are left out of the discussions, which in turn affects their participation in such projects (Interview with VOK staff, 2021).

4.4.2.4 The betrayal by implementing agents

The study also revealed that women stop listening and also stop participating in the programmes when the implementing agencies like government, NGOs, politicians, etc.

fail to deliver on their promises. An example of this is a woman in one of the focus group discussions who angrily said that:

I am tired [of] listening to the empty promises in these programmes. They just go on air and talk about development issues, but nobody cares if the promises have been kept.' (FGD, 2021)

If the implementing agencies do not provide women with the necessary inputs, they are also directly excluded from participating in the development initiative. On this, a news reporter said:

The station's job is to inform. So if the implementing agents do not provide the women with the inputs they need to participate in the different projects, the women will give up. (Interview with VOK staff, 2021)

4.4.2.5 Male supremacy

Although most of the station's staff claim that it is 'an all-inclusive' radio, the study found that most development programmes are either presented or hosted by men. Many women in the focus group discussions pointed out that it is difficult for some women in the region to be motivated when development issues intended for women are presented by men; they want to hear from other women who have experienced, seen or been involved with the issue being addressed. One woman said in one of the focus group discussions:

When a man presents a programme that is meant for women, some avoid it; they say, 'What does he know about women's problems'. Therefore, that has a negative effect on their participation in the topic addressed. (FGD, 2021)

Another woman also supported this view: “a woman will speak based on her experience. What men say sometimes lacks evidence and that is why some women may not be enthusiastic (FGD, 2021).

4.4.2.6 Limited development programmes specifically for women

In addition, the study found that the channel broadcasts only one segment of a development programme, 'eraka ya' bakyala', which is specifically targeted at women.

In the words of a government official:

A major problem for the radio station is that there are few development programmes exclusively for women in the region. Exclusive programmes for women are crucial for their participation in development efforts as it can motivate them to mobilise other women in the region to listen to the programmes and participate in development efforts as the topics of discussion have a direct impact on their lives (Interview with government representative, 2021)

One of the women in one of the focus group discussions asked me a very relevant question: If Voice of Kigezi Radio is interested in us participating in development projects in the region, why do they have few programmes that are exclusively targeted at women? (FGD, 2021)

Many respondents argued that programmes with a broad listener base might attract less attention from women.

4.4.2.7 Gender inequality and marginalisation

The study also showed that gender inequality is widespread in the ward. This inequality was evident, for example, in the news department, where only one of the six members of the newsroom is a woman. The men at the station still believe that women should be home early and not engage in boring and distant news activities. Cases of marginalisation of women on radio were also raised: One such case is that of a radio presenter who said, for example:

'Some programmes, like the late-night shows, are only suitable for men for family reasons. I just imagine a woman sitting in the studio late at night while the man is home alone. It is also in the nature of things that men are smarter than women. Some programmes are too political and women cannot control the emotions in the discussions. (Interview with VOK staff, 2021)

Also, the news editor:

We make our programmes based on knowledge and interest. Female radio personalities are always not involved in politics. They are always sidelined when hosting such talk shows. Moreover, it is tiring for women to report on distant and frustrating issues. (Interview with VOK staff, 2021)

This is dangerous because female media professionals are more likely to reflect the views of other women than their male counterparts (Kangas et al., 2015). In addition, cultural values and discrimination against women contribute to their non-participation in most development initiatives in the region. A news reporter adds:

Some women are not confident enough. When we try to get them on board, they leave. For example, in our weekly feature on health, we go to the community to ask for information about health problems, but the women do not want to talk about their problems. Only a few even come to tell us about their problems. (Interview with VOK staff, 2021)

The highlighted comments are really discouraging, as one woman lamented in one of the focus group discussions:

We may not be talked badly about on the radio, but in many communities women are still marginalised. We are constantly reminded that a woman can not do this, she can not be the head of the family, she can not run savings groups, she can not participate in politics and so on. It is discouraging. (FGD, 2021)

4.4.2.8 The decline in community outreach

Another challenge mentioned by a station news reporter was how to deal with the travel restrictions created by the Covid 19 pandemic. He argued that dissemination of information does not guarantee immediate participation. The station tried to strengthen its programmes by addressing people directly through the community outreaches. However, this was hampered by the Covid 19 situation in the region (Interview with VOK staff, 2021).

4.4.2.9 Weak signal in some parts of the community

Rural women also stated that the signal from the station is weak in some parts of the rural communities, especially in the hilly areas. This negatively affects the listening experience, as one woman said in one of the focus group discussions, "Some of us live in hilly areas and the signal from the station is poor. Sometimes it just disappears in the middle of a programme and we are forced to stop listening (FGD, 2021).

4.4.3 Ways of addressing the challenges facing Voice of Kigezi radio while promoting women's participation in development initiatives in the region

Through interviews and focus group discussions, the study identified various ways in which the challenges faced by the radio station can be addressed to improve its efforts to facilitate women's participation in the various development initiatives in the region. These include: attracting more sponsors for development programmes, establishing toll-free numbers for development programmes, promoting women's representation in areas with poor reception and women without radio receivers, increasing community involvement, incorporating other languages in programming, more training on gender-neutral reporting, involving more women in programme production and presentation, etc. The next section looks in more detail at the different ways to address the challenges.

4.4.3.1 Attracting more sponsors for development programmes

Participants felt that the problem of financial constraints preventing the station from broadcasting women's development programmes in the region could best be solved by involving other stakeholders such as the government, local NGOs and even churches.

This is particularly important as some of these stakeholders have the potential to sponsor some of the station's development programmes aimed at promoting women's participation in the various development initiatives in the region. For their part, local government officials could include such activities in their budgets as they are often responsible for monitoring and implementing development projects in the community. To this end, the station's programme manager said:

Community leaders should involve concerned agencies such as government officials, local non-governmental organisations and even churches to sponsor programmes directly aimed at promoting women's participation in development initiatives in the region. (Interview with VOK staff, 2021)

A female presenter at the station adds:

It is time for the government to intervene if we want to achieve full participation of women in development projects. For example, the government can appoint or establish an office at the community or district level to support women in the implementation of development projects. (Interview with VOK staff, 2021)

4.4.3.2 Instituting representatives

The women in the focus group discussions and a government representative suggested that the station should establish women's representatives. The main objective of establishing women's representatives is to solve the problem of lack of access to radio receivers, low calls and messages due to financial constraints and weak signals in some parts of the region. A woman said in one of the focus group discussions:

It is time for the station to select representatives from women who cannot afford radio receivers or have little time to listen to the programmes being broadcast. They can help to get their opinion or even inform them about the development projects discussed on the station. (FGD, 2021)

The government representative then said:

One of the easiest ways for the station to reach rural women who have limited or no access to radio is to establish women's representatives. In this way, the representatives can help to pass on the voice of the women concerned.

(Interview with a government representative, 2021)

However, a woman in one of the focus group discussions noted that when appointing representatives, the groups concerned should be given the mandate to select a representative of their choice - someone who can easily mingle with them and get their views.

4.4.3.3 Including other languages in the programmes

One woman in the focus group discussion suggested that the station should also think about including common languages such as Luganda or Kiswahili in its programming to reach non-Rukiga/Runyankole speaking women in the region. This is important because the region is composed of many tribes. The woman complained:

I do not understand Rukiga/Runyankole very well, but most of the development programmes are in the local dialect. It would be good if some of the development programmes are presented in Luganda or Kiswahili so that people like me, who do not understand the language can also benefit. (FGD, 2021)

4.4.3.4 Set up toll-free numbers for sensitive development programmes

The women in the focus group discussions also suggested that setting up toll-free numbers for sensitive development programmes specifically for women could help to encourage the participation of rural women who cannot afford to call or send messages to the programmes. One of the women said:

So that we can fully participate in the discussions on the radio, the station should set up a toll-free number for us. I think that would help more women to participate in the discussions about development projects. (FGD, 2021)

This view was supported by a government representative who said: "A toll-free number can help women to disseminate their views thoroughly" (Interview with government representative, 2021)

4.4.3.5 Training staff on gender-responsive reporting

A government representative suggested that the station should regularly train its staff, especially field reporters, news anchors and editors, on how to report without gender bias. This is important to mitigate the problem of stereotyping and exclusion of women. In this regard, the government representative said:

The broadcaster should constantly remind its staff to avoid negative comments against women. Positive comments encourage participation. (Interview with a government representative, 2021)

4.4.3.6 Motivating more women

Participants also recommended that the station should encourage more women to participate in male-dominated programmes such as political talk shows, news gathering and production to motivate their colleagues. To this end, one woman in the focus group discussion said: "The station should invest in female anchors and reporters. This can be a useful tool to promote the women's agenda" (FGD, 2021).

A female presenter at the station also confirmed this: "It is important for the station to start including women in reporting on issues such as politics, which is considered a field for men" (Interview with VOK staff, 2021).

4.4.3.7 Invest more in outreach

A woman in one of the focus group discussions suggested that the station could become a dynamic and effective tool for promoting women's participation in the region if it increased its reach into communities, as this would not only help to reach areas with poor reception, but also to get important information from women and motivate them to participate. According to a government representative, this can be achieved by holding meetings with the women and working with them on some of the development projects (Interview with a government representative, 2021).

4.4.3.8 Investment in strong transmission tower

Lastly, participants suggested that the station should invest in a strong transmission tower so that it can reach women in far-flung and hilly areas. One woman said:

The station needs to improve its signal to avoid interference while listening to the programmes (FGD, 2021).

Chapter summary

This chapter examined how Voice of Kigezi radio promotes women's participation in development initiatives within Kabale Central Division. The chapter is divided into four sections: the station's development programmes, their effectiveness and benefits experienced by women in the region, the challenges faced, and strategies to overcome these challenges. It is worth noting, while the study identified multiple development programmes aired on the station, including 'kanyonza', 'ensoga ya lizoba', 'enkubito', 'ekiratugure', 'eraka ya bakyala', 'orurkiiko', 'amateeka', 'aga week', 'wo mugyiega', 'amaka', 'abato', 'tigabagomwe', and 'kangkuganire', only one programme specifically targets women, namely 'eryaka ya bakyala'. Participants affirmed the effectiveness of most programmes and highlighted various ways in which women in the region have benefited. However, the station still faces considerable challenges that hinder the full promotion of women's participation in development initiatives. Nevertheless, the data indicate that these challenges can be addressed by implementing the suggested actions discussed earlier.

CHAPTER FIVE

DISCUSSION OF KEY FINDINGS

5.0 Introduction

This section expands on Chapter Four by analysing how effective radio is in promoting women's participation in rural development through the Voice of Kigezi radio station. It is divided into three parts: assessing the effectiveness and benefits, identifying challenges, and suggesting potential measures to increase women's involvement in development initiatives in Kabale Central Division. It is important to understand if the programmes broadcast by the station actually lead to the desired actions.

5.1 The effectiveness of Voice of Kigezi's programs in facilitating women's participation in development initiatives in Kabale Central Division and the benefits accrued by women in the region

The results of the focus group discussions and interviews show that the majority of women in the region listen to VOK radio's development programmes, which cover topics such as economics, agriculture, family planning, empowerment, education, politics, marriage, and cultural issues. These findings are presented in Table 6 in Chapter 4. The programmes are primarily broadcast in Rukiga/Runyankole and were deemed effective by the majority of the participants.

The study has demonstrated the effectiveness of broadcasting development programmes on Voice of Kigezi radio in raising awareness about various development issues in the region. Additionally, it has been revealed that numerous women have

directly benefited from these programmes. The potential of radio to raise awareness of these issues is supported by Al-hassan, Andani, and Abdul-Malik (2011) and Nandakumar (2015), who noted that radio programmes can focus on development issues and allocate airtime specifically to topics related to women. For example, the "enkubito" and "ekiratugure" programmes have been attributed to the increased participation of women in business and commercial agriculture. Additionally, the "eraka ya bakyala" programme has played a role in raising awareness of the importance of family planning in the region through educational content. This achievement was made possible through a partnership with Marie Stopes International-Kabale, an organisation that provides sexual and reproductive health services. The partnerships with Kabale Women in Development (KWD) and Action for Development (ACFODE) have resulted in the defence of women's reproductive health rights by these organisations. IPPF (2020) points out that ensuring sexual and health¹⁵ and rights is critical to ensuring that girls and women remain healthy and consequently can participate more fully in education and all facets of life.

Also, the consistent airing of educational programmes on the station has encouraged women in the area to send their children to school and develop practical life skills such as catering, weaving, and tailoring. This aligns with Fanta's (2013) observation that women, while primarily motivated by knowledge-seeking, can inadvertently develop critical thinking and practical life skills through radio listening. Lack of

¹⁵ For women and girls to lead healthy lives and participate freely in social, economic and political life, they need universal access to quality services, information and education, and conditions that enable them to realise their sexual and reproductive rights (IPPF, 2020)

awareness about the importance of education presents a significant obstacle for parents in rural societies when it comes to enrolling their children in school. Thus, raising awareness about the significance of education becomes a necessary step towards achieving development in the region. Although not all women have acquired these skills directly through the programmes, the programmes have motivated them to enroll in relevant courses. While not all women have acquired these skills directly through the programmes, the programmes have motivated them, in one way or another, to enroll in relevant courses.

As a result of gaining financial literacy through the development programmes aired on VOK, women in the region have actively engaged in various small and medium enterprises, as well as commercial agriculture, leading to a significant increase in their financial empowerment. To facilitate this, the development programmes include discussions specifically focused on financial literacy, encouraging listeners to call or message with any questions related to the topic. Among the focus group participants, the majority highly praised the '*wo mugyeiga*' programme, broadcast every Saturday from 6-7 p.m., for providing valuable financial tips, information about different financial options, and promoting saving and investment across various sectors of the economy. The importance of financial empowerment for women's advancement in development projects is acknowledged by Gillies (2018) and Scott (2014).

Voice of Kigezi radio's development programmes not only raise awareness but also mobilise women, facilitating their active participation in various development projects within the region. The significance of mobilising the women was highlighted

in an interview with a government official who argued that awareness alone may not lead to action, as the women may not be willing to take the necessary steps. This is where mobilisation becomes crucial. One notable programme that goes beyond awareness creation is "Ruhondeza" (meaning "the one that sleeps too much"). The programme is aired on weekdays from 6:00 a.m. to 10:00 a.m. and uses ridicule to combat laziness in society and encourage women's participation in development activities. This helps drive social change.

The radio station's outreach efforts, as highlighted by the respondents, make a significant contribution to the community. Through collaborations with local communities in activities like home cleaning, road maintenance, and marketplace cleaning, these initiatives directly contribute to community development.

Furthermore, they play a crucial role in encouraging women's participation in vital sectors such as agriculture, business, education, healthcare, and home management.

This holistic approach fosters an environment that promotes overall development and empowers individuals, particularly in terms of gender empowerment. Nonetheless, while community involvement through outreach was considered effective in mobilising women for development projects in the region, it was found to be infeasible during the study due to the COVID-19 situation. Socialisation was discouraged to prevent the spread of the virus, creating a dilemma for the radio station.

The deprivation of rights faced by women in rural communities, ranging from inheritance and land ownership to education, healthcare, and political rights, is a pressing issue. However, the radio station's programme like '*amateeka*' has proven to

be a powerful tool in addressing this problem. By enhancing women's understanding of their rights, the radio station takes a significant stride in promoting their active involvement in development initiatives. When women possess knowledge of their rights, they are empowered to make informed decisions on matters concerning their development. Importantly, the lack of awareness about their rights poses a challenge for the radio station in mobilising women for participation in development projects, as their appreciation of the projects' significance remains low. This finding resonates with Fanta's (2013) assertion that women's self-awareness and self-acceptance lay the foundation for confronting challenges through a compassionate, respectful, and responsible framework (Fanta, 2013, p. 4222).

Using radio to gather women's perspectives on regional development projects, through programmes like "*orukiiko*" (meaning meeting) and "*tigabagomwe*" (meaning shared knowledge), aligns with the principles of democratic participation theory, emphasising inclusive participation in decision-making and communication (Jide and Adesoji, 2013, 10). Domingo et al's (2015) notes that women's voice and participation in decision-making are important components of women's empowerment.¹⁶ This is crucial in a society where women's voices are less valued. The findings indicate that broadcasting relevant programmes aimed at educating both women and the broader community about the importance of women's voice and participation in decision-making within the region's development projects has facilitated the inclusion of

¹⁶ They encapsulate women having the power to express their preferences, demands, views, and interests, to gain access to positions of decision making that affect public or private power and resource allocation, and exercise influence in leadership positions (Domingo et al (2015).

women's voices. Furthermore, raising awareness among women about their rights has also contributed to their active participation in discussions and decision-making processes. Nonetheless, the potential of utilising the station's development programmes as a tool to promote women's participation in various development projects in the region remains distant in this context due to the absence of a dedicated listener's forum for women.

Continuing the discussion on empowerment, the study reveals that VOK radio's development programmes have the potential to motivate previously demoralised women and provide them with employment opportunities in the production of various programmes. Scholars such as Marachtho (2017) and Abiya (2015) consider women's employment in the media, specifically radio, as a significant contribution to promoting women's participation in development projects. This is because women in the community feel acknowledged when they see another woman working at the station, which instills a sense of possibility and demonstrates that women can achieve anything (UNESCO, 2018). The discussions with women further highlight how this approach inspires them to assume leadership roles, advocate for their rights, and actively engage in regional development projects. This finding aligns with Nirmala's (2015) perspective, emphasising empowerment as a fundamental aspect of participation that encompasses the ability and opportunity to contribute to social development.

In addition, a study of the language used in broadcasting the development programmes on VOK revealed that most of the programmes are broadcast in the local

language (Rukiga/Runyankole), which makes it easy to mobilise the women, as most of the women in the region are illiterate. Rantimi (2011) recommends the use of the local language in mobilising a society. Although the use of the local language is crucial, in one of the focus group discussions, a woman expressed concern about the overuse of Rukiga/Runyakole in the broadcasting of the programmes. Her argument was that the region also consists of people from other parts of the country who do not understand the local languages, Rukiga and Ranyankole. Therefore, the inclusion of two languages widely spoken in the country, Kiswahili and Luganda, was seen as crucial if the radio was to expand its audience.

This study thus shows that despite the widespread recognition that radio is an effective tool for raising awareness, educating, mobilising, empowering, and soliciting opinions, and as a low-cost medium, there are still obstacles that mean that radio development programmes are not 100 percent effective in facilitating women's participation in development initiatives in rural areas, especially for illiterate and poor women in rural areas. Because of the obstacles identified, it remains unclear whether women are using the information or knowledge acquired through VOK radio's development programmes in a way that contributes to their development efforts in the region. Nevertheless, the radio's development programmes appear to be an effective tool for many of the women we spoke to.

5.3 Challenges hindering the stations efforts to facilitate women's participation in development initiatives in the area

However, despite the widespread perception that the programmes are useful, there are many unanswered questions in radio's discourse on women's participation in development initiatives in the region: How can the radio be motivated to promote women's participation in the region with goodwill despite financial constraints? What mechanisms are in place to deal with the structural inequalities and injustices women face in their daily lives that prevent them from fully participating in development projects in their areas? How are women represented in discussions about development projects in the region? What mechanisms are in place to reach women who have limited access to radio, and how can they contribute to the development issues raised? If poor, hard-working rural women are not included in debates or as guests, can radio really encourage their participation in development efforts in goodwill? These questions are important to understand the practical and theoretical implications of this study.

As with any other private enterprise, the main objective is to maximise profits for the owners. So, a crucial question emerged from this study: how can the station continue to invest in the struggle for women's participation in development efforts in the region if the station's owners expect to make a profit at the end of the day? This question echoes Myers' (2008) concern that development programmes are too expensive for local production. This study shows that due to low or no expected financial returns from the production of development programmes that would have

helped facilitate women's participation in development programmes in the region, the programmes are sometimes cancelled and airtime is given to paid or sponsored programmes. Therefore, the chances of increasing women's participation in development projects in the region through such programmes are low.

However, upon examining the gender balance within the station's workforce, concerns arise regarding the effectiveness of radio programmes in empowering women, as male voices overwhelmingly dominate the airwaves. The significant disparity in women's representation is evident, with only 17% of staff in the news gathering and reporting department being women and a notable majority of 58% of presenters being male. Additionally, 25% of presenters are female, and 17% of programmes feature both male and female hosts. This gender imbalance poses a hindrance to VOK's efforts to foster women's comprehensive engagement in regional development initiatives.

Furthermore, there is a notable lack of female representation in upper management positions. This finding aligns with the concerns raised by UNESCO (2018) and Adamou et al. (2014), highlighting the consistent underrepresentation of women in most radio stations, with limited opportunities for them to assume managerial roles. Similarly, Kathy et al. (2015) underscored that women primarily occupy secretarial positions or serve as presenters for women-focused programmes, while scarce representation exists in senior positions within journalism and areas categorised as "hard" news. Moreover, the voices of marginalised women from underprivileged villages continue to be suppressed in discussions and decision-making processes concerning the majority of regional development projects.

Another crucial question that emerged from this study was: who can provide the impoverished women in the region with the necessary means to receive information from the radio, participate in the discussions, and also invest in the various development projects? This question is in line with the concern expressed by Kongolo (2009) that one of the limiting factors for women's participation in development efforts is the lack of resources. Contrary to Rantimi's (2011) view that "radio is an effective tool because it is easily accessible, costs little, and has a great impact on people who are largely illiterate" (Rantimi, 2011, p. 135), it was noted that some of the women in the village do not have access to radio receivers or cannot maintain them due to poverty. This raises the question of the effectiveness of radio as a low-cost medium.

The high poverty rate among women in the region also prevents most of them from owning mobile phones, with which they could contribute to discussions through calls and messages. Those who have mobile phones complain that they lack the money to buy airtime to participate in the discussions. The high poverty rate also prevents them from getting the necessary development inputs recommended by the various development workers through the radio.

The station's development programmes are broadcast mainly in Rukiga/Runyankole and partly in English. Although the use of Rukiga/Runyankole is necessary given the environment, some members of the region feel that non-Banyankole/Bakiga members who do not understand the local languages are excluded from listening to and discussing development projects in the region. The use of English as a universal

language is also a challenge, as the majority of women in the villages are illiterate in English. This poses a challenge to the efforts of radio as the listenership of the various development programmes is decreasing, and consequently, participation in development efforts in the region is reduced. This is in line with FAO-Dimitra (2011, which found that low levels of education reduce annual growth rates in developing countries by 0.8%.

What was surprising about this study was that the radio station's efforts to promote women's participation in development efforts in the region were hampered by the implementing agencies in the region, such as the government, non-state actors, politicians, etc. This is because while talking on the radio about the various development projects in the region, they sometimes promise to support women but later fail to deliver. As a result, some of the women in the region feel demoralised when they hear development projects on the radio. Although the station's staff distance themselves from such errors, claiming that their job is to inform, we believe that they are equally to blame. After all, when development agents fail to deliver on their promises, it means that the station is not fully fulfilling its role of holding agencies accountable for their actions.

Findings also revealed that, although women are involved in the production of the development programmes and, on some occasions, the station invites influential women in the region and leaders of women's groups to discuss development issues, most programme content is largely in line with men's views, as shown in Table 3. This is because most of the station's development programmes are hosted mainly by men,

and men receive more invitations than women to speak on the radio on most development issues. An analysis of the roster of news staff also shows that the department is dominated by men. This is contrary to Kangas et al.'s 2014 view that when women are included, they can serve as positive role models and gain the confidence of other women (Kangas et al., 2015). Also, only when more women are involved in programme design can there be goodwill in the discussion of issues affecting women's participation in development.

While the majority of participants praised Voice of Kigezi radio's development programmes as useful for women's participation in development initiatives in the region, tensions remain regarding the target audience. Of the key 12 development programmes identified, the participants identified only a 30-minute development segment specifically for women, which risks them becoming victims of masculinity.

The current investigation has also revealed that the Uganda Communication Commission (UCC), the regulatory body for the media sector, has no regulations that require private radio stations to produce programmes that exclusively cover women's issues. In other words, it is feared that it will continue to be difficult for the majority of women in the region to voice their needs and concerns on the station if the station remains in its current form, as most programmes rarely talk about issues specific to women, and consequently, the majority of women are excluded from many development initiatives in the region.

When asked whether the marginalisation of women feared by Premlata and Tanuja (2018) was prevalent on the radio station, respondents indicated that they had not

experienced any instance where the station was used to promote the marginalisation of women. However, statements such as "late-night shows are only suitable for men for family reasons," "I just imagine a woman being in the studio late at night while the man is home alone," "it is in the nature of things that men are smarter than women," "female radio personalities are not always involved in politics," and "women cannot control their emotions" by some staff at the station reflect Mary Myers' fear when she writes that;

'Media makers (e.g., broadcasters, journalists, editors, owners, technicians, advertisers, etc.) are all subject to the prevailing social, economic, and cultural norms of their personal environments, and their views, outlooks, and output will reflect these norms'. (Myers, 2009, p. 4)

Thus, there is fear that if such characterization of women continues to prevail in society, and worst of all among the staff of the station, it is clear that the majority of the women in the area will continue to find it hard to express their needs and concerns on the station, consequently being left out of many development efforts in the area, as their voices will continue to be overshadowed by the societally biased view on the ability of women to champion development efforts.

Another important finding arose from the conversation with the station's staff, as they revealed that some women in the region are afraid to participate in discussions about development projects in the region (VOK staff interview, 2021). The central question in the discussion is therefore: Why are they afraid to contribute to the discussion on the development issue raised? One of the answers to this important

question is provided by Marachtho (2017), when she writes that "they do not fully understand how the media (in this case, radio) can support their work" (Marachtho, 2017, p. 2016). My analysis suggests that the radio and women are all actors in the development process, and therefore there should be a reciprocal relationship between them; they should work alongside each other to advance development in the region.

Also, it is clear that Voice of Kigezi Radio is committed to improving the status of women in the region, as there are a number of programmes that focus on women's issues: education, health, family planning, empowerment, and educating women about their rights. There is no doubt that all this information is necessary to improve their lives and participate in the development projects in the region. But then the question arises: how do they interpret, analyse, and mobilise for a common cause? Contrary to the claim that members can listen together to programmes on relevant development issues and share ideas on various development issues that affect their lives (see, for example, Felicitas and Boniface, 2014), listening among women in the region tends to be personal, as there is no forum that brings women in the region and the station together to discuss the necessary development issues that the station wants to address or should focus on. If there is no forum to bring women together to deliberate on the development issue at hand, how can they be expected to emerge as a homogeneous and united group affected by social inequalities and oppression? As a result, most of the content of development programmes does not reflect the development needs of the majority of indigenous poor, hardworking women in the

region, as in most cases they are not consulted. This confirms the concern of Adamou and others that little space is given to the very poor (Adamou, 2013).

The study also found that COVID-19 posed a challenge to the station's efforts to promote women's participation in development efforts in the region. For example, some of the station's staff noted that, due to the travel and socialisation restrictions imposed by the pandemic, outreach to communities that were critical to strengthening the development programmes broadcast by the station was halted. In a region where some of the women in the villages are not able to participate in the discussions or have access to the development information broadcast on the radio, it is undoubtedly crucial to reach out to the communities. It can be a mobilisation strategy, inform behaviour change, and provide a platform for discussion on a range of issues, including receiving and responding to feedback on the station's efforts.

Finally, the region generally consists of hilly terrain with massive trees covering most of the villages. A section of women living in the hilly areas found this challenging as it affected their listening to the development programmes broadcast on the radio. The women complained about the loss of signals during the listening experience. In fact, tall buildings, hills, or even trees were often found to interfere with many frequency modulations (FM band).

5.4 Which way forward for the radio to better facilitate women's participation in development initiatives in the area?

Overall, the information provided by these 24 people—16 village women, 6 Voice of Kigezi staff, and 2 government officials—apparently requires intervention at the station, community, and government levels if radio is to be effective in promoting women's participation in development initiatives in the region.

As for the financial constraints, the station staff proposed an interesting solution. They called on both state and non-state actors to support the station in its efforts to promote women's participation in development efforts in the region by sponsoring some of the station's development programmes, especially those considered influential in promoting women's participation in development efforts in the region. For example, one way of providing support could be for the government and other development-oriented institutions to provide low-interest, long-term grants and loans to the station, as advocated by Jennings (2015). However, in this study, we believe that grants and loans cannot be a permanent solution to the broadcaster's financial problems, as political pressure and influence from donors or the government could affect the independence of the broadcaster, as feared by UNESCO (2015). For this reason, the BBC (in Myers, 2009) believes that it makes sense for radio stations to strive for financial independence by investing in skilled marketing staff to increase their turnover and generate more advertising revenue.

To include the views of hardworking local women about their development needs, participation in the communication process should be done in an interactive manner,

as suggested by Freire (1970) and Sewlal (2014). The dialogue should be a continuous process, and the radio should listen to the needs of these women. One of the ways to promote interactive communication with women is to establish listener forums, both online and physical. Online platforms such as Facebook are supported by Oreoluwa (2013), who notes that rural women can interact with radio programmes through Facebook pages. In this way, women can share their thoughts on the development issue being discussed in the forum. In addition, the radio station can keep women who missed the discussion on the radio informed about the development issue. The physical listening forum, on the other hand, is in line with FAO-Dimitra's (2011) view that participants can actively and systematically listen to the development programmes broadcast on the radio to discuss the content and put the lessons learned into practice. This helps foster an inclusive development approach in the region.

The findings of the study show that the existing programmes for men—"eryaka ya ya' yala"—seem to largely reinforce the traditional roles for women in society by focusing on the role and responsibilities of the family: household management, child upbringing, being a wife, etc. This is in contrast to Oreoluwa (2013), who recommends the use of programmes that cover a wide range of development issues and paint a picture of women's roles and interests. In line with this view, Skoog and Badenoch (2019) write that:

Radio can also open up issues in relation to women's larger public history, such as in programmes discussing and reframing collective events such as women's

suffrage or important historical figures, which have long been staples of women's programming. (Skoog and Badenoch, 2019, p. 179)

The argument here is that the radio station should not only look at empowering women to better fulfil their 'socially assigned' roles but also encourage their participation in the various facets of development in the region.

Moreover, the study findings show that there is a need for the inclusion of more women-targeted programmes about the various development issues in the region, including education, politics, health, technology, empowerment, and employment. This view is supported by UNESCO (2018) by stating that "targeted radio programmes have the capacity to challenge norms of masculinity" (UNESCO, 2018, p. 2). According to Skoog and Badenoch (2019), women-specific radio programmes "can become a tool with which to open up new avenues of inquiry. Specifically, women's radio programming" (Skoog and Badenoch, 2019, p. 180). The thinking behind this is that some of the broad audience development programmes broadcast on radio may attract fewer female listeners, and consequently, fewer women may participate in the initiatives because certain women-related issues are not seen as worthy of discussion. Therefore, targeted women's development programmes can be used to explore a variety of issues that affect their participation in development projects in their communities.

With regard to the dominance of the male perspective in the broadcasting of development programmes, Adamou et al. (2014) mentions that if women are underrepresented, radio can analyse the reasons and encourage more women to join

the team¹⁷. It is particularly important that women from different backgrounds—rich or poor, educated or uneducated, leaders or not—play a role in the production of programme content to better represent the diversity of women's experiences, perspectives, and interests. Involving more women in programme production is in line with Turker (2013), who noted that women's participation in programme production increases their confidence and gives them control over issues that affect them. So the question here is: how can women be encouraged to participate in development programme production? Fombad and Jiyane (2019) recommend door-to-door community visits where women are sensitised about the importance and role of radio in their areas. The duo adds that:

Awareness campaigns may also take the form of raising awareness among women about issues on which they need to exercise their rights, such as children's rights, personal laws, and laws of inheritance, dowry, polygamy, early marriage, divorce, and custody of children. The campaigns may also take the form of communicating important legal, human, and socioeconomic topics to women, such as social change, gender sensitivity, women's rights, personal and family hygiene, farming, poultry, and other agricultural-related issues

¹⁷ “Increasing the representation of women in the media is likely to lead to more gender-sensitive media content and programming, presenting a more balanced picture of women's and men's lives and women's contribution to society, which would have a positive impact on public policies, private attitudes and behaviour” (International Federation of Journalists, 2009).

relevant to subsistence farmers and health issues (Fombad and Jiyane, 2019, p. 53).

The current study shows that despite the good intention of the broadcaster to use mainly Rukiga/Runyankole and English in broadcasting the developmental programmes because of the dominance of the two tribes in the region, which is in line with Fombad and Jiyane, 2019; UNESCO, 2018, my analysis is that the inclusion of other languages, especially the two languages widely spoken in the country, Kiswahili and Luganda, can be beneficial to the non-Bakiga/Banyankole communities in the region. Why Kiswahili and Luganda? The debate on the inclusion of the two languages in the transmission of particularly important development issues arose from a discussion in one of the focus groups. One participant pointed out that the exclusive use of Rukiga/Runyankole and English affected her listening to the station's development programmes because she was not proficient in the languages. Therefore, the use of Kiswahili and Luganda can help overcome some of the language problems, as radio programmes can easily be produced in both local and foreign languages so that they are well understood by listeners (Rantimi, 2011, p. 135).

This study found that the establishment of toll-free telephone lines for sensitive development programmes by the station could help solicit women's views on discussions of development issues in the region, especially from women who are financially disadvantaged. This observation is in line with Abiya's (2015) observation that poverty prevents women from buying airtime to use in call-in programmes. Therefore, the establishment of toll-free telephone lines is crucial. The combination

of radio and telephone is undoubtedly important in driving radio development today, as listeners can call in or send text messages with comments on the news or ask questions (Myers, 2009). However, Myres' (2009) observation that "the costs associated with mobile phone use remain high for radio stations operating on a shoestring budget" (Myers, 2009, p. 28) may make it difficult for many rural radio stations to set up toll-free phone lines. This leads us back to the BBC's advice (in Myers, 2009) to radio stations to look for ways to create financial independence. Also, partnering with other development agencies, e.g., telecom companies in the country such as MTN, Airtel, UTL, etc., to provide toll-free lines to the radio station could be helpful, especially for important development programmes targeting women in the region.

This study found that training the station's staff in gender-responsive reporting is a necessary step to improve the radio's efforts to facilitate women's participation in development efforts in the region. Training the station's staff in gender-responsive reporting is one of the most important aspects of contemporary feminist media activist theory (MiniÉ, 2007). This observation is also in line with Nkem (2019), who recommends sensitising journalists to ensure that they begin to understand their ethical obligation towards the cause of gender mainstreaming. Nkem adds that sensitization should not only involve media organisations but also media associations, as they can make decisions that affect media and ethics policies, which in turn can promote gender-sensitive and balanced reporting (Nkem, 2019). This is illustrated in the current study by the fact that some station staff reinforce the socially stereotypical view of women in the region, as shown in the interview with some VOK

staff who consider women "unsuitable for late-night and political programmes" and say that "men are smarter than women."

Regarding the view that the station should invest in a strong transmission tower as suggested in the focus group discussion, the researcher is indeed of the opinion that this is necessary as the frequency modulation of the station is easily hampered due to the hilly nature and large number of trees in the area. According to Mpehongwa (2011), the easiest way to get around the obstacles is to set up several transmitters in different locations. Although this may not be possible in the short term due to financial constraints, as mentioned earlier, setting up more transmitters in the future to reinforce the existing transmitter, especially in far-flung hilly areas, may help to increase the range of the transmitter and thus enable more women in the area to receive the development programmes broadcast by the station without signal interference.

5.5 Chapter Conclusion

Although the development programmes broadcast by the Voice of Kigezi radio station are effective and benefit women, the patriarchal nature of society coupled with limited resources, time, or strategies by the station makes it difficult to fully realise women's participation in development in the region. Adapting the 'contemporary feminist theory of media activists' becomes inevitable for the broadcaster if a desired change is to be achieved, as the theory goes beyond the numerical increase in women's power (Cuklanz and Cirsena, 1992). Thus, concerted action by the various stakeholders, including the radio station, government and non-governmental

organisations, and local and religious leaders, is needed to support the radio station's efforts to fully involve women in development initiatives in rural areas.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

This section expands on Chapter Five by analyzing how effective radio is in promoting women's participation in rural development through the Voice of Kigezi radio station. It is divided into three parts: assessing the effectiveness and benefits, identifying challenges, and suggesting potential measures to increase women's involvement in development initiatives in Kabale Central Division. It is important to understand if the programmes broadcasted by the station actually lead to the desired actions.

6.1 Summary of major findings

The analysis and interpretation of the data in the current study revealed a number of findings, which are summarised below:

One significant and unique contribution of this study is the crucial role played by radio in broadcasting development programmes by both government and non-state actors. The radio station through the broadcast of its development programmes serves as a platform for these agencies to sensitise the public on important development issues in the region. However, it is noteworthy that the failure to fully implement these programmes or policies has resulted in a loss of trust among women in the radio's broadcast of other development programmes, as the failures are directly associated with the station. While the radio may not be directly accountable for these actions, its power as a tool to hold those in power accountable becomes evident.

Therefore, the radio should not only allow agencies to promote their agendas but also ensure follow-up and delivery, which can help build trust in its broadcasted development programmes and attract more female listeners.

The second contribution of the study highlights the role of radio programming in raising awareness and mobilising women to participate in various development projects, while also serving as an advocate for women's rights in rural areas.

Collaborations with organisations such as Marie Stopes International-Kabale, Kabale Women in Development (KWD), and Action for Development (ACFODE) have been instrumental in educating women about their rights and empowering them to engage in traditionally male-dominated development projects. These partnerships have effectively addressed women-specific issues that hindered their participation in regional development efforts. The effectiveness of radio programmes in raising awareness on women-related development issues is supported by scholars such as Al-hassan, Andani, and Abdul-Malik (2011), underscoring the significance of VOK's programmes as a powerful tool for promoting women's active involvement in regional development initiatives.

The third contribution of this study relates to the significant progress made by radio programming in amplifying the voices of women within the region's discourse on various development initiatives, thereby exerting influence on policymaking at multiple levels. Noteworthy illustrations of this phenomenon can be found in the "orukiiko" (meaning meeting) and "tigabagomwe" programmes, which exemplify how radios can effectively advocate for the empowerment of marginalised or voiceless

groups. Employing a gender-inclusive approach, these programmes extend invitations to women to engage in debates concerning diverse development projects and policies within the region.

However, it is important to note that while the radio station endeavours to be inclusive, this study reveals that the majority of participants invited to these discussions are predominantly educated elites and politicians. Furthermore, the moderation of these discussions is predominantly undertaken by men. This gives rise to two key questions: first, the rural women, who constitute a significant portion of the population, often lack knowledge on the developmental topics being discussed, thereby harbouring apprehensions towards active participation, as indicated in the study. Second, it is plausible that the radio intentionally selects influential women within the region, whose voices carry substantial weight in society. Nevertheless, the involvement of a select few in these discussions has a positive impact on women's engagement in regional development projects.

The fourth significant contribution of this study pertains to the programming of development programmes for women by private radio stations. It is observed that unless such programmes are sponsored or financially supported by agencies, they are often seen as non-income-generating projects. The resistance of radio stations to invest in women-oriented development programming and their reluctance to provide free airtime for such programmes in the absence of sponsorship highlight this issue. The station's profit-maximisation motive is a key factor behind this lack of interest. To address this challenge, financial support from government and non-government

actors in the form of loans and grants, as well as investment in qualified marketing personnel to establish an independent financial system, are crucial.

The fifth and last contribution of the study is the recognition by women themselves of the importance of targeted development programming for their active participation in rural development projects. The case of programmes such as 'amaka' (meaning home) and 'eraka ya bakyala' (voice of women) demonstrates that broadcasting women-oriented programmes directly addresses the barriers that hinder women's involvement in development efforts in rural areas. The programme 'amaka' focuses on home-related development issues and provides practical solutions, while 'eraka ya bakyala' serves as a platform for women to voice their concerns. An important aspect of these programmes is their ability to create an environment that resonates with women's experiences, as hearing development issues addressed in a woman's voice allows for greater relatability. However, it is essential to note that these programmes often reinforce traditional gender roles assigned by society. Therefore, investment in a broader range of woman-targeted development topics is necessary. Furthermore, the active involvement of women in programme production enhances their visibility, amplifies their voices, and fosters positive engagement with the messages conveyed. This active engagement serves as a catalyst for increased participation in regional development projects. Women's desire to listen to and contribute to development issues that directly affect them positions their involvement in programme production as a pivotal starting point for their eventual engagement in actual projects.

6.2 Conclusion

The success of radio in promoting women's participation in rural development projects depends on factors such as the actions of development agencies, partnerships with these agencies, women's expertise and knowledge on the topic, the level of women's involvement, and the nature of the topic itself. A significant finding of this study is that elite women's perspectives tend to dominate radio discussions on development issues, while the voices of underprivileged women are often disregarded. This contradicts the principles of "democratic participation" in mass communication, which advocate equal access for all individuals to express their views, regardless of their societal status. Additionally, excluding these women from radio discussions on development projects goes against the views of UNESCO (2018) and Kangas et al. (2014), who argue that increasing female representation on the radio can inspire other women to get involved in development initiatives.

Therefore, rural radio stations can benefit from adopting the principles of "contemporary feminist" media activism. This approach goes beyond increasing female representation in the media and as guests and highlights the importance of monitoring, training media professionals in gender-sensitive journalism, enhancing media literacy, advocating for change, engaging in dialogue with the media, and establishing codes and guidelines for gender-sensitive journalism. By embracing this comprehensive approach, radio stations can overcome obstacles and contribute to a more inclusive and participatory development process in the region.

6.3 Recommendations

In light of the findings and conclusions, there are a number of recommendations that can be considered by Voice of Kigezi Radio as well as other radio stations, the government, and other development-oriented stakeholders in the region to support the station's efforts to facilitate women's participation in development initiatives in the region.

1. Government, through the regulatory body UCC, should develop and implement a policy that requires radio stations to have gender policies that allow women equal access and participation in production and jobs.
2. The government should also take steps to require radio stations to invest more in producing developmental programmes that specifically target women in order to reach a larger audience among women. This, in turn, can help mobilise more women to participate in the development issues that radio covers.
3. The management of Voice of Kigezi radio station should conduct occasional trainings (on-site workshops, mentorship or facilitator coaching and general lectures) for its staff so that they can create meaningful and comprehensive development programmes that promote women's participation in the various development projects in the region. In addition, heightened awareness can change attitudes that women are meant for soft roles in radio.
4. The management of the Voice of Kigezi radio station should also set up a women's listening forum to bring together women in the region, regardless of

their status, to listen to the programmes together and then discuss the development issues raised. In this way, the station can seek different opinions from women in the region through the forum. In addition, the forum can help create a sense of belonging among women and unite them for a common cause.

5. The station should set up a toll-free telephone line for women, especially for important development programmes. This way, women, especially those who cannot afford airtime, can also call and participate in the ongoing debate without having to worry about airtime.
6. The radio station should also ensure that programme evaluation is included in its strategic plans, with a focus on women's participation in the various development issues that each of its development-oriented programmes advocates for. In this way, the presenters of the various development programmes could develop a more positive attitude towards women's participation in development initiatives in the region.
7. The objectives of the station's various development programmes should be well publicised in the region to raise awareness of their importance. In this way, the community can realise that radio is not only an entertainment tool, but also an important development tool.
8. To promote dialogue on development issues in the region between radio and women, especially the disadvantaged, 'poor' and 'uneducated', the station should integrate the participatory communication for development approach. The participatory communication for development approach can lead to the

empowerment of women, which will ultimately promote their participation in development efforts in the region.

6.4 Areas for further research

The study focused on the role of radio in facilitating women's participation in development initiatives in rural areas using the Voice of Kigezi radio station in Kabale district. Although the study has attempted to critically examine the issue, it has shown that further work is needed to shed more light and provide a broader understanding of the role of radio in facilitating women's participation in development initiatives in rural areas as some of the issues could not be explored in depth.

Specifically, three areas of research are proposed:

- i. Based on the participants' assertion that radio should use online platforms, especially social media, to solicit women's opinions and keep them informed about development issues in society, the first step is to explore how radio can use ICT tools to mobilise women to participate in development initiatives in rural areas.
- ii. The findings also show that there is gender inequality and stereotyping of women at the radio station. Although this sentiment was only expressed by a few participants, it is crucial to conduct a more comprehensive study using a mixed methods approach to gain a deeper understanding how management assigns roles to female journalists and the impact this has on the production of

development programmes aimed at encouraging women's participation in development initiatives in an area. Strategies that radio stations can adopt to attract more women to radio should also be explored. Such a study would need to include all segments of minority communities, not just women, for a more comprehensive analysis.

- iii. The findings of this study have also shown that there is a lack of interest among women to express their views on the various development issues in the region on radio. There is a need to conduct a more comprehensive study that would help unravel the reasons for this lack of female enthusiasm in an area where women are the breadwinners in most households.

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APPENDICES

Appendix 1: REC approval



20/05/2021

To: Morris Jatim

Uganda Christian University

0784414583

Type: Initial Review

Re: UCUREC-2021-122: The role of radio in facilitating women's participation in development initiatives in rural areas: A case study of Voice of Kigezi , Jatim Morris, 2021-04-27

I am pleased to inform you that at the **12** convened meeting on **06/05/2021**, the Uganda Christian University REC, committee meeting, etc voted to approve the above referenced application. Approval of the research is for the period of **20/05/2021** to **20/05/2022**.

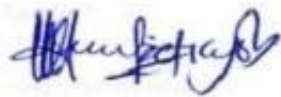
As Principal Investigator of the research, you are responsible for fulfilling the following requirements of approval:

1. All co-investigators must be kept informed of the status of the research.
2. Changes, amendments, and addenda to the protocol or the consent form must be submitted to the REC for rereview and approval **prior** to the activation of the changes.
3. Reports of unanticipated problems involving risks to participants or any new information which could change the risk benefit: ratio must be submitted to the REC.
4. Only approved consent forms are to be used in the enrollment of participants. All consent forms signed by participants and/or witnesses should be retained on file. The REC may conduct audits of all study records, and consent documentation may be part of such audits.
5. Continuing review application must be submitted to the REC **eight weeks** prior to the expiration date of **20/05/2022** in order to continue the study beyond the approved period. Failure to submit a continuing review application in a timely fashion may result in suspension or termination of the study.
6. The REC application number assigned to the research should be cited in any correspondence with the REC of record.
7. You are required to register the research protocol with the Uganda National Council for Science and Technology (UNCST) for final clearance to undertake the study in Uganda.

The following is the list of all documents approved in this application by Uganda Christian University
REC:

No.	Document Title	Language	Version Number	Version Date
1	Data collection tools	English	Jatim Morris	2021-04-27
2	Informed Consent forms	English	Jatim Morris	2021-04-27
3	Protocol	English	Jatim Morris	2021-04-27

Yours Sincerely



Peter Waiswa

For: Uganda Christian

University REC

Appendix 2: Introductory letter from supervisor



UGANDA CHRISTIAN
UNIVERSITY

A Centre of Excellence in the Heart of Africa

23 May 2021

To Whom It May Concern

RE: INTRODUCING MR JATIM MORRIS

This is to introduce Mr Jatim Morris, a student on the MA Journalism and Media Studies at Uganda Christian University's Faculty of Journalism, Media and Communication. Morris is my research supervisee and is currently researching the topic: **The role of radio in facilitating women's participation in development initiatives in rural areas: A case study of Voice of Kigezi.**

This is therefore to request you to assist him in his endeavour to collect the data he needs to complete this research.

Please do not hesitate to contact me for any further information you may require.

Yours sincerely,

A handwritten signature in cursive script that reads "Sara".

Sara Namusoga-Kaale, PhD
Email: snamusoga@gmail.com
Mobile: 070 392 43 49

A Complete Education for a Complete Person

P. O. Box 4, Mukono, Uganda Tel: +256 (0) 31 235 0800 Fax: +256 (0) 41 429 0800 Email: ucv@ucv.ac.ug Web: www.ucv.ac.ug

Appendix 3: Study permission by Town Clerk Kabale Municipality



UGANDA CHRISTIAN
UNIVERSITY

A Centre of Excellence in the Heart of Africa

28th May, 2021

The Town Clerk
Kabale Municipality

Dear Sir,

RE: PERMISSION TO CONDUCT RESEARCH

I am an MA Journalism and Media Studies student at Uganda Christian University (UCU, Mukono). I am undertaking research as part of the requirements for the award of my MA degree. My supervisor is Sara Namusoga-Kaale, PhD. The title of the research is: *The role of radio in facilitating women's participation in development initiatives in rural areas: A case study of Voice of Kigezi*. The objectives of the study are:

- To examine the effectiveness of Voice of Kigezi radio programmes geared towards facilitating women's participation in development initiatives in Kabale Central Sub County.
- To analyse how the women in Kabale Sub-county have benefitted from the programmes aired by the radio station.
- To analyse the challenges facing Voice of Kigezi radio in its efforts to facilitate women's participation in development initiatives in Kabale Central Sub County.
- To establish the interventions that Voice of Kigezi radio could undertake to increase women's participation in development initiatives in Kabale Central Sub County.

I am hereby seeking your consent to allow me conduct the study in your area. To assist you in reaching a decision, I have attached to this letter:

- (a) Introductory letter from my supervisor
- (b) UCUREC approval

Upon completion of the study, I undertake to provide you with a bound copy of the dissertation.

Your permission to conduct this study will be greatly appreciated. Should you require any further information, please do not hesitate to contact me or my supervisor. Our contact details are as follows:

Jatim Morris

Email: mjatim@bbuc.ac.ug or donjatimmorris@gmail.com

Mobile: 078 441 45 83

Sara Namusoga-Kaale, PhD

Email: snamusoga@gmail.com

Mobile: 070 392 43 49

If you agree, kindly sign below and I will pick the signed form in the enclosed self-addressed envelope at your reception. Alternatively, kindly submit a signed letter of permission on your station's letterhead acknowledging your consent and permission for me to conduct this study in your area.

Thank you.

Yours sincerely,



Jatim Morris

Approved by:

Mugenyero Baddah
For Town Clerk
KARALE MUNICIPAL COUNCIL

Name and title here



Signature

31/5/2021

Date

Appendix 4: Study permission by Voice of Kigezi radio management



UGANDA CHRISTIAN
UNIVERSITY

A Centre of Excellence in the Heart of Africa

28th May, 2021

The Station Manager

Voice of Kigezi (89.5 FM)

Plot 50 Kigongi, Kabale - Uganda

(+256) 414259592

Dear Sir,

RE: PERMISSION TO CONDUCT RESEARCH AT YOUR STATION

I am writing to request permission to conduct research at your station. I am an MA Journalism and Media Studies student at Uganda Christian University (UCU), Mukono, and I am in the process of writing my Master's Thesis. The title of the research is: **The role of radio in facilitating women's participation in development initiatives in rural areas: A case study of Voice of Kigezi.**

Due to the nature of the study, I hope to interview 6 staff members; programme manager, news editor, a news anchor, 2 presenters, and a volunteer. The study process should take no longer than 1 hour. Be guaranteed that any data given will be treated with the strictest confidentiality and none of the members will be exclusively recognizable in the subsequent thesis, report or different publications. The members will be allowed to stop participating in this study whenever they want to or to decline to respond to specific inquiries. Should this study be published, only collective results will be documented. No costs will be incurred by either your station or the individual participants. Upon completion of the study, I undertake to provide you with a bound copy of the dissertation.

Your approval to conduct this study will be greatly appreciated. Should you require any further information, please do not hesitate to contact me or my supervisor. Our contact details are as follows:

Jatim Morris

Email: mjatim@bbuc.ac.ug or donjatimorris@gmail.com

Mobile: 078 441 45 83

Sara Namusoga-Kaale, PhD

Email: snamusoga@gmail.com

Mobile: 070 392 43 49

If you agree, kindly sign below and I will pick the signed form in the enclosed self-addressed envelope at your reception. Alternatively, kindly submit a signed letter of permission on your station's letterhead acknowledging your consent and permission for me to conduct this study at your station.

Thank you.

Yours sincerely,



Jatim Morris

Enclosures:

Introductory letter

UCUREC Approval

Approved by:

BYAKATONDA ALEX 

Name and title here

Signature



Date

Appendix 5: Interview guide and consent form for the programmes manager, news editor, a news anchor, a volunteer and presenters of Voice of Kigezi radio

Hello! Thank you for taking the time to meet with me today for this interview.

I am **Jatim Morris**, an MA Journalism and Media Studies student in the Faculty of Journalism, Media and Communication at Uganda Christian University (UCU). I am undertaking research as part of the requirements for the award of my MA degree. The title of my research is: The role of radio in facilitating women's participation in development initiatives in rural areas.

Specifically, I am assessing the development programmes aired by the station, their effectiveness, how the women have benefited from the programmes, challenges faced by the station in its efforts to facilitate women's participation in development initiatives in the area, and how to overcome the challenges.

You have been chosen as a respondent to this interview because of the key role you play at Voice of Kigezi. The interview should take less than one hour. I will be taking notes, but I will also record the session because I don't want to miss any of your comments. Please be sure to speak up so that I capture your comments clearly.

All responses will be confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in the final report does not identify you as the respondent. You don't have to talk about anything you are uncomfortable talking about. Also, you may end the interview at any time.

Please let me know if you have any questions regarding the interview.

Please sign this form to indicate your consent to this doing this interview.

Interviewee

Witness

Date

Part one: Background information about the station

1. When was the station established and why?
 - Who is the legal owner of this station?
 - Which areas does the station broadcast to and what languages do you broadcast in?
2. At what time does the station open and close for programming? What are the programmes that Voice of Kigezi airs on:
 - Weekdays?
 - Weekends?

Part two: Developmental programmes broadcast by Voice of Kigezi radio and their effectiveness

3. What are the developmental programmes broadcasted by the station?
 - What programmes are particularly meant to encourage women's participation in the development initiatives in the area?
 - On what basis are these programmes selected?

- How effective are these programmes in terms of facilitating women's participation in the development initiatives in the area?
4. For development programmes to be effective there must be a high degree of participation from the audience. How has Voice of Kigezi radio ensured that the women have a say in the production of the development programmes run on the station that affects them?
 5. From my listening experience, it seems you depend on programmes sponsorship alongside commercials for your survival. Who are these programme sponsors and why do they sponsor those programmes?
 - What influence (if any), do the sponsors have in the day to day running of the radio station?
 - What are your other sources of revenue apart from programme sponsorship and commercials?
 6. Other than programming/broadcasting, in what other ways has Voice of Kigezi radio tried to reach out to the rural women in the area and motivated their participation in development initiatives in the area?

Part three: How women in Kabale Central Sub County are benefiting from the programmes

7. In your opinion, how have the women in this area benefited from the programmes in terms of fuelling their participation in development initiatives in the area?
8. Where do you see the women in five years from now in terms of participating in the development initiatives in the area?

Part four: Challenges facing Voice of Kigezi in the face of facilitating women's participation in development initiatives in the area

9. In your opinion, what are the challenges that hinder the station from playing its role of encouraging women to participate in development initiatives in the area?
10. What are some of the challenges that you face in terms of involving women in programme production?

Part five: How to overcome the challenges facing the station

11. How has Voice of Kigezi addressed some of the identified problems?
12. Voice of Kigezi's radio tagline is "the trumpet." This is important in awaking and addressing issues of the underprivileged women in the area.
 - How does the station address the issue of marginalisation against women by radio, which has been pointed out by recent reports as one of the biggest hindrance to women's participation in development initiatives in rural areas?
13. Voice of Kigezi radio is stationed in Kabale central town and yet majority of the women listeners are villagers who live in the outskirts of the town, and do not own radio receivers. How does the station ensure that they are reached?
14. Listening to Voice of Kigezi, it is quite easy to observe that the majority of programs are presented by males.
 - Why is this so?

- How can women also be encouraged to participate in the programmes production process of the radio so as to address the needs of women effectively?

Conclusion

Is there anything more you would like to add?

I will be analysing the information you and others give me and submitting a draft report to the University in two months from now. I will be happy to send you a copy to review at that time, if you are interested.

Thank you for your time.

Appendix 6: Interview guide and consent form for government representatives at the division headquarters

Hello! Thank you for taking the time to meet with me today for this interview.

I am **Jatim Morris**, an MA Journalism and Media Studies student in the Faculty of Journalism, Media and Communication at Uganda Christian University (UCU). I am undertaking research as part of the requirements for the award of my MA degree. The title of my research is: The role of radio in facilitating women's participation in development initiatives in rural areas.

Specifically, I am assessing the development programmes aired by the station, their effectiveness, how the women have benefited from the programmes, challenges faced by the station in its efforts to facilitate women's participation in development initiatives in the area, and how to overcome the challenges.

You have been chosen as a respondent to this interview because of the key role you play in the municipality. The interview should take less than one hour. I will be taking notes, but I will also record the session because I don't want to miss any of your comments. Please be sure to speak up so that I capture your comments clearly.

All responses will be confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in the final report does not identify you as the respondent. You don't have to talk about anything you are uncomfortable talking about. Also, you may end the interview at any time.

Please let me know if you have any questions regarding the interview.

Please sign this form to indicate your consent to this doing this interview.

Interviewee

Witness

Date

Part one: Developmental programmes broadcast by Voice of Kigezi radio and their effectiveness

1. Do you listen to Voice of Kigezi?
 - What are some of your favourite programmes?
2. What are some of the developmental programmes you listen to on voice of Kigezi radio?
3. In your opinion, how effective are these programmes in terms of facilitating women's participation in development initiatives in the area?
4. Do you listen to other radio stations as well? If so, what differences do you notice between theirs and Voice of Kigezi radio's programmes?
5. Which of these programmes would you consider to be key in encouraging women in the area to participate in the development initiatives in the area?

Part two: How women in Kabale Central Sub County are benefiting from the programmes

6. What benefits, if any, do you feel Voice of Kigezi radio programmes have had on improving women's participation in the development initiatives in the area in which you work?

7. What programmes would you recommend be sustained and/or scaled up? Please provide a justification for your response.

8. What programme(s) if any, should be discontinued? Why?

Part three: Challenges facing Voice of Kigezi in facilitating women's participation in development initiatives in the area

9. In your opinion what are some of the barriers facing Voice of Kigezi radio in its attempt to facilitate women's participation in development initiatives in the area?

Part five: How to overcome the challenges facing the station

10. What strategies, interventions or tools should be employed to overcome the identified challenges? Why?

11. The issue of financial sustainability of development programmes has been highlighted by many reports as a burden. How can Voice of Kigezi radio be supported by the government so as to effectively mobilise women in the area to participate in development initiatives in the area?

12. What recommendations do you have for future efforts by the station so as to better women's participation in development initiatives in the area?

Conclusion

Is there anything you would like to add?

I will be analysing the information you and others gave me and submitting a draft report to the University in two months from now. I will be happy to send you a copy to review at that time, if you are interested.

Thank you for your time.

Appendix 7: Focus group discussion guide and consent form for women engaged in development initiatives in the area

Hello! My name is Jatim Morris, an MA Journalism and Media Studies student at Uganda Christian University (UCU). I am undertaking research as part of the requirements for the award of my MA degree. The title of the research is: The role of radio in facilitating women's participation in development initiatives in rural areas.

There are no right or wrong answers. We are only interested in your opinion. If you don't understand the question, please let me know so that I can rephrase it. This is not an exam, so feel free to share your opinion or not. You don't need to participate in any part of the discussion that you are uncomfortable about. You may also end your participation in the discussion at any point.

Although we will be taking some notes, we will also be recording the discussion because we don't want to miss any of your comments. Please be sure to speak up so that we don't miss your comments. The discussion should take about 45 minutes to 1 hour. Your answers will be confidential. This means that we will not use your name or identity. We advise that as we start the discussion, choose a name (different from your real name) to use during the discussion. We will not let anyone outside this study know of your participation.

Are there any questions about what I have just explained?

Please sign this form or use your thumbprint to indicate your willingness to participate in this discussion.

Thank you for participating.

Discussant

Witness

Date

Introduction

Kindly, let us get to know each other.

In this focus group discussion, every time we say “radio”, we are referring to Voice of Kigezi, and participation, we mean being involved in any development activity (education, health issues, agriculture, any income generating activity, gender inequality, security, etc.).

Part one: Developmental programmes broadcast by Voice of Kigezi radio and their effectiveness

1. What are some of the development related programmes you people listen to on Voice of Kigezi radio? That is, at your homes, places of work, or hang outs.
2. What is your favourite programme?
 - Why?
 - Do you listen to other radio stations as well? If so, what differences do you notice between theirs and Voice of Kigezi radio’s developmental programmes?
3. Does Voice of Kigezi meet your expectations in terms of the information it avails to you on issues concerning development (your health, finances, agriculture, education, government policies and laws)?

4. Do you have any say in deciding on some of the development programmes that are broadcast on Voice of Kigezi radio? If so, how often?
5. Do you participate in the programmes that are aired on Voice of Kigezi radio in terms of calling in, writing letters or visiting the station itself and airing out your views?

Part two: How women in Kabale Central Sub County are benefiting from the programmes

6. How do you think women in your community have benefited from the programmes?
 - Have the programs had any impact on you as regards to your understanding of some of the development issues relevant to you that were not clear before?
 - How easy is it for you to put in practice the information you receive from Voice of Kigezi radio?

Part three: Challenges facing Voice of Kigezi in the face of facilitating women's participation in development initiatives in the area

7. What are some of the things that make it hard for women in your community to benefit from the development programmes broadcasted on Voice of Kigezi radio?
 - What is the impact of using English to broadcast the programmes?

- How does male domination in the production and presentation of the programmes affect your participation in development initiatives in the area?
 - How does limited access to radio affect your participation in the development initiatives in the area?
8. Have you heard about the issue of women marginalisation on radio? If so, what have you heard the issue of marginalisation?
- How does it affect women’s participation in development initiatives in the area?
9. Do you think women in your community would be interested in taking part in the production of the development programmes on the radio? That is, participating in the discussions, phone calls, identifying issues etc.
- What limits their participation then?

Part five: How to overcome the challenges facing the station

10. What more would you like Voice of Kigezi radio to do to encourage your participation more in development initiatives in the area that it is not doing at the moment?

Conclusion

We want to make sure that we captured everything you wanted to say correctly. Is there anything else you would like us to know about radio role in facilitating women’s participation in development initiatives in your area?

We want to thank you all for participating in this focus group discussion today. If any of you are interested in learning more about radio role in facilitating women's participation in development initiatives, we are happy to provide you with additional information, as well as a contact so that you can go to access services.

Appendix 8: Correction Compliances Report



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DISSERTATION CORRECTION COMPLIANCE REPORT BY THE CANDIDATE (POST VIVA FORM)

Date: 17TH MAY, 2024

Name of Candidate: MORRIS JATIM Reg. No: RS19M42/038

Title of Dissertation: *THE ROLE OF RADIO IN FACILITATING WOMEN'S PARTICIPATION IN DEVELOPMENT INITIATIVES IN RURAL AREAS: A CASE STUDY OF VOICE OF KIGEZI*

SN	COMMENTS BY EXTERNAL EXAMINER	ACTION TAKEN	INDICATOR
1	<p>My major concern for this dissertation centred mostly on the connection between theory and findings.</p> <p>I expected the student to center their discussion on how their findings connect with literature sources from chapter 2. That</p>	<p>I attempted to draw a relationship between the two theories adopted and the study's major findings.</p>	<p>Page 116, Drew Relationship</p>

	would have strengthened their line of argument.		
2	The heavy reliance of Western scholarship was a bit off putting. Are students aware that there are African scholars, who are doing excellent research on these matters?	I added local scholars in relation to the topic.	Page 34, Page 98, 100, 103 etc., Included African Scholras

SN	COMMENTS BY INTERNAL EXAMINER	ACTION TAKEN	INDICATOR
1	Passed and the work will need organisation and editing. No major revision needed	Double-spaced document, arranged in accordance with the 2028 UCU Revised Research Manual, and edited and reviewed for grammar	Cover Page - Page 159, Organised
2	Methodology appropriate. Need to reorganise in terms of chronology	Reorganised chronologically in accordance with the 2028 UCU Revised Research Manual	Page 28 - Page 45, Organised
3	I think the candidate can still draw some major conclusions, the key takeaways.	Analysed and drew major conclusions from the study in regards to the effectiveness of radio programmes in facilitating women's participation in development efforts in rural areas.	Page 113 - Page117, highlights the Five major contributions

SN	COMMENTS BY VIVA VOCE PANNEL	ACTION TAKEN	INDICATOR
1	Define the problem/gap and justify the study's focus on radio	Problem statement defined focusing on filling literature gap by focusing on the broadcast of development programmes on	Page 3, Problem statement aligned

		radio vis-à-vis women's participation in development initiatives in rural areas	
2	Clarify Sample And Methodology	Reorganised chronologically in accordance with the 2028 UCU Revised Research Manual	Page 28 - Page 45, Organised
3	Assess Effectiveness Of Radio Programmes	Analysed and drew major conclusions from the study in regards to the effectiveness of radio programmes in facilitating women's participation in development efforts in rural areas.	Page 113 - Page117, highlights the Five major contributions of the study

MORRIS JATIM



Sara Namusoga-Kaale, PhD



Candidate's Name

Signature

Supervisor's Name

Signature