

**THE ROLE OF TV OVER POVERTY ERADICATION AMONG THE PEOPLE OF
KAJJANSI TOWN COUNCIL A CASE OF BUKEDDE TV**

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**A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

In revelation to this research work, I Kaweesi Frank do declare that this is nothing but my original product not duplicated or be produced by an electronic method of any kind. Even though, consultation of different materials, individual personalities was made to produce this work. Therefore, no duplication, reproduction or publication of this material should be made without the consent of the producer or the owner's except but for the academic use only.

Sign:.....

Name:.....

Date:...../...../.....

APPROVAL

This is to certify that the following research report has been made by Kaweesi Frank and it was conducted from Bukedde TV and it's ready for submission to the Board of Examinations with my approval.

Sign:.....

MR. KIZITO SIRAJE

Date:...../...../.....

DEDICATION

I dedicate this wonderful report to my Grandmother Elizabeth Nalwera for the valuable sacrifice made to raise and education with her sacrifice and restless effort this report would have remained a dream.

I further dedicate the report to myself, my Supervisor Mr. Kizito Siraje who has been good to me in both financial and physical assistance.

May the Almighty God bless you forever.

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I appreciate your encouragement and moral support.

LIST OF ACRONYMS

AIDS	:	Acquired Immune Deficiency Syndrome
CARICOM	:	Caribbean Community
CDCED	:	Caribbean Group for Cooperation and Economic Development
CIDA	:	Canadian International Development Agency
COSHSOD	:	Commission for Human and Social Development
CYP	:	Commonwealth Youth Programme
UCC	:	Uganda Communications Commission
DFID	:	Department for International Development
DFCU	:	Development Finance of Uganda
ECLAC	:	Economic Commission for Latin America and the Caribbean
HIV	:	Human Immune Virus
ILO	:	International Labour Organization
LAC	:	Latin America and the Caribbean
NGO	:	Non-Governmental Organization
NYC	:	National Youth Council
OECS	:	Council of Eastern Caribbean States
TV	:	Television
UN	:	United Nations
UBS	:	Uganda Bureau of Statistics
UTV	:	Uganda Television
UNDP	:	United Nations Development Programme
UNFPA	:	United Fund for Population Activities
WFP	:	World Food Program

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents the background of the study, the scope, statement of the problem, objectives of the study, research questions, content and significance of the study. The research topic presents the role of Bukedde TV in fighting against poverty in Uganda specifically Wakiso District focus in Kajjansi Town Council.

It will contain issues related to poverty in terms of assessing the causes, effects and the roles played by Bukedde TV in poverty eradication and the solutions for the increasing poverty in Kajjansi.

1.2 Background of the study

Radio and Television served as the primary means by which successive governments disseminated policy and information. The suppression of print journalism and the state's reliance on broadcast media helped it to perpetuate suite control of information and expression through T.V and Radio. The post-independence broadcast media in Uganda was dominated by the state owned Radio Uganda (formerly) the colonial authority owned UBS, and the Uganda Television service (UTV) founded in 1963.

Poverty is an economic condition which reflects that the available means are less than the needs. It does not have a universal standard. The standards of poverty vary for different countries especially in Africa including Uganda. Poverty in a specific country directly rates to the economic and social condition of that country. Poverty can also be defined at the general scarcity of maternal possessions or money. Therefore global poverty represents this general scarcity around the globe.

Poverty can be defined as a condition where people's basic needs such as food, clothing, and shelter are not being met. Poverty is generally of two types. (1) Absolute poverty is synonymous with destitution and occurs when people cannot obtain adequate resources (measured in terms of calories or nutrition) to support a minimum level of physical health. Absolute poverty means about the same everywhere, and can be eradicated as demonstrated by some countries. (2)

Relative poverty occurs when people do not enjoy a certain minimum level of living standards as determined by a government (and enjoyed by the bulk of the population) that vary from country to country, sometimes within the same country. Relative poverty occurs everywhere, is said to be increasing, and may never be eradicated.

Some people undertake voluntary poverty due to religious or philosophical beliefs for example Christian monks and nuns take a vow of poverty by which they renounce luxury, poverty reduction measures have no role in regards to voluntary poverty.

Bukedde Television is a Luganda TV Station and it is the leading station in the Central Region reaching 100kms radius from the centre of Kampala. The station talks to people from Luweero to Jinja, Masaka to Entebbe and the Ssese Islands. Since we are in the digital situation, Bukedde TV is now in all the parts of Uganda while using Satellite (digital decoders like Go TV, Azam TV among others). The Station enjoys a strong symbolic relationship with the Bukedde Newspaper and Bukedde Radio. It is under Vision Group Media Organization located on Plot 19/1 First Lugogo Industrial Area in Kampala.

1.3 Statement of the problem

Poverty is an economic condition which reflects that the available means are less than the needs. It does not have a universal standard. The standards for poverty vary for different societies. Poverty is a major social issue in most of the developing and under-developed countries especially in Asia and Africa. Poverty in a specific country directly relates to the economic and social conditions of that country. Despite the gains, poor people will express a sense of voicelessness and powerlessness. Participatory poverty assessments (done jointly with Oxfam, Action aid, and Save the Children) found that people were hungry for a two-way flow of information from the government to them about the nature and timing of public policies and programs affecting their lives and from them to the government to influence those policies and programs. Poverty remains deep and widespread and the gains fragile. Millions of people will still be vulnerable to poverty. Illness, the death of a family member, and natural disasters (flooding, drought) will remain over-present threats. Women, ethnic minorities, and unregistered urban migrants will also remain disadvantaged. The issue of poverty will be solved through education, economic, security, water and sanitation, health care and job creation. There are

many people earning less than \$2 per day. Non-governmental Organizations, governments and other organizations have played an important role in identifying major causes of poverty and striving to provide solutions.

1.4 Purpose of the study

The purpose of the study will be to examine the role of Bukedde TV Station in fighting poverty among the people in Uganda with specific emphasis on Wakiso District focusing on Kajjansi Town Council.

1.5 Objective of the study

1.6 General Objectives

To examine the role of Bukedde TV in eradicating poverty in Wakiso.

1.6.1 Specific Objectives

- To examine the role of Bukedde TV in promoting employment opportunities in Wakiso District Kajjansi Town Council.
- To make assessment factor that have led to increase of poverty in Wakiso District Kajjansi Town Council.
- To identify the measures Bukedde TV has adopted in reduction of poverty among people of Wakiso, Kajjansi Town.

1.7 Research Questions

The emphasis of the study that will be carried out on Bukedde TV will bring about the following questions.

- What roles will be played by Bukedde TV in fighting against poverty?
- What are the possible measures that will adopted by Bukedde TV in a way of reducing poverty among the people?
- What will be the people's perception towards Bukedde TV?

1.8 Scope of the study

The scope will divided into three parts and they are:-

1.8.1 Content scope

The study will focus on the contributions of Bukedde TV towards the eradication of poverty in Wakiso district focusing on Kajjansi Town Council. It will enlighten the role played by Bukedde TV in a way of developing the saving culture among the people of Kajjansi.

Again it will look at the people's attitude towards Bukedde TV in fighting against poverty in Uganda.

1.8.2 Time scope

The study will be restricted for a period of three months starting from early June to early August 2023. This period will be considered enough in order to get analysis of information required for the study.

1.8.3 Geographical scope

The research will be conducted in Wakiso district in the central middle of Uganda and it focused on Kajjansi Town Council, other places included **Bweya, Jjanyi, Kijapani and Kifene**. The research will be conducted in Wakiso district just because according to Town Clerk, the people of Kajjansi are still left behind in development even though Kajjansi is growing faster compared to other towns, but Wakiso is one of the districts affected by poverty.

1.9 Significance of the study

Research Proposal is a University requirement, I carried out this study due to the fact that for my award of a Diploma in Mass Communication. That is because it is a must to have fulfilled to conducting research Proposal. So being a University requirement, it is one of the crucial thing or cardinal aim of the study.

Policy maker, the study will help policy makers to know that poverty is a serious threat in Uganda most especially in Wakiso district and a country at large. Therefore policies should be made not forgetting some rural areas that they are also affected by poverty too.

Basis for further research, the research aims at laying a foundation to all researches on the role of radio as a media in fighting against poverty. And also other related topics like unemployment.

Again the research can help government and other non-government agencies to know the reason for the continuity existence of poverty in Wakiso.

1.10 Definitions of key terms and concepts

Media. Are the corrective communications outlets or tools that are used to store and derive information or data. It is either associated with communication media or specialized communication business such as print media and press, advertising, cinema and broadcasting (Radio and Television).

Radio. This is a mass media and communication channel through which information is passed in a verbal form to the audience. It is radiation (wireless transmission) electromagnetic energy through space. The biggest use of the radio waves is to carry information such as sound, by systematic charging some property of the radiated waves such as their amplitude, frequency, and phase or pulse width.

It is a communication over a distance when sounds are converted to electromagnetic waves and sent to a receiver. This is a wireless transmission through space off electromagnetic waves in the approximate frequency. It is a communication over distance when sounds are converted.

Poverty. It refers to the state of being poor, unable to provide basic needs like food, shelter and clothing and other human basic needs. Economists have traditionally measured poverty by the lack of income or low levels of consumption. Welfare economists and social policy makers consider the poor as those individuals whose income is below a referenced subsistence level, known as the poverty line.

Youth. Is the time of life when one is young but often means the time between childhood and adulthood (maturity). It is also defined as ‘the appearance, freshness and spirit’.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review literature written by other prominent scholars in relation to poverty. This chapter will identify, examine, and analyze the previous studies about my topic so it will provide knowledge about poverty eradication.

2.2 What are the roles played by Television in alleviating poverty?

Information and Communication Technology for poverty (2009) by John Parker says television commonly cited as having conspired development potential, and some examples of using it for education are given later in the report, probably the most notable example of T.V for development comes from China with its T.V University and agricultural T.V Station. In Vietnam two universities in the Mekong Delta region work with the local T.V Station to broadcast weekly farmers' workshop that are watched by millions.

According to Media Development (2010) by Khan Thomas, radio, television, computers and the Internet are commonly made available to poor communities in the form of community based telecasters. As the examples cited in this report and the case studies in the annex showed, community based telecasters provide shared access to computer and Internet and are the only realistic means of doing this for poor communities. Although telecasters come in many guises, the two key elements are public access and development orientation. It is the latter characteristic that distinguishes telecasters from cyber cafes.

On 2nd January 2014, in a program Gakyali mabaga presented by Rachael Namwanje. She hosted Al Mahd Ssekabirwa from non-governmental organization among the youth, in his argument; unemployment is a major problem of Uganda youths with a big number resorting to casual jobs which does not match their qualifications. Experts say there is a need to redirect the education system to vocational studies and skills training to ensure adequacy of job creation.

In our area the youths say that the rising of youth unemployment is a ticking time bomb that could easily result in a number of votes for the current government in the word with 32% of young people out of work.

According to UNESCO 2008, media development indication by Myers M. Woods, Nand Odugbemi shows that the media can be a powerful force for change in both developed and developing countries. In developing countries, it can have an important role advancing a pro-poor development agenda as well as supporting economic growth by stimulating consumer markets, where it's able to effectively fulfill the roles of watch dog, gate keeper and agenda setter. It can improve governance by raising citizen awareness of social issue, enabling citizens to hold their governments to account, curbing corruption and creating a civic forum for debate.

It can show that the voice of marginalized and excluded group recent research has shown that the media (**particular radio**) is serving a growing population of young, rural, and non-literate demographic groups in Africa (**BBC, 2006**) community media for insurance community-based radio stations that aim to reflect and service the interest of their local community, some argues the community media play a special role in giving a voice to rural, marginalized, poor communities and those without access to main stream media and often deliver content that is part of a development agenda.

“Eric poverty of literature class”. By Zahra Campbell. In her argument she shows that the failure of poverty reduction productions programs in achieving deeper outreach to the very poor in growing concern as evidence by the United Nations millennium development goals (MDGS) which evasion extreme poverty to be halved by 2015. Designing services to help the very poor often means taking into account the historical political and economic factors that contribute to the persistence of poverty..

2.3 What are the Causes of poverty among the people?

Haynre and Gorman (1999) since poverty is defined in terms of income, and most household income is from wages. The local economic context variables in most all of these studies focus on local labour markets. Analysts have used many different variables to measure, local labour

market conditions that might affect income and poverty. The most commonly used labour market variables are unemployment rates, employment population rates, job growth rates, industrial sectorial composition and occupational structure. Haynre and Gorman (1999) for example include variables that capture employment and under employment of men and women to explain household poverty status and variables that control the differences among places in age structure that may affect the supply of labour.

According to the book “the challenges of growth and poverty reduction” sponsored by the World Bank, in partnership with strengthening economies argues that poverty has various dimensions. The personal level people may be deprived of adequate nutrition, good health or education. Socially people may be deprived of human rights, citizenship or access to social network. Cultural values and beliefs may make some people disadvantageous while a lack of political voice or physical insecurity impoverishes others.

Poverty is an exceptionally complicated social phenomenon, and trying to discover its cause is equally complicated. The stereotypic (and simplistic) explanation persists that the poor cause their own poverty based on the notion that anything is possible in America. Some theorists have accused the poor of having little concern for the future and preferring to “live for the moment”. Others have accused them of engaging in self-defeating behaviour. Still other theorists have characterized the poor as fatalists, resigning themselves to a **culture of poverty** in which nothing can be done to change their economic outcomes. In this culture of poverty which passes from generation to generation the poor feel negative, inferior, passive, hopeless, and powerless.

According to New Vision (Kampala) 3rd October 2013. Youth Fund Alone Not Magical Solution to Unemployment. Unemployment rate in Uganda increased to 4.2% in 2010 from 1.9% in 2007. Uganda’s unemployment rate averaged 3.2% from 2003 until 2010, reaching an all-time high of 4.2% in December of 2010 and a record low of 1.9% in December of 2007.

In Uganda, the unemployment rate measures the number of people actively looking for a job as a percentage of labour force. In a study which was released by Action Aid International Uganda. Uganda National NGO Forum and Development Research and Training (DTR) titled; “Lost Opportunity” notes that the high unemployment rate among the youth poses a serious threat to

the well-being of society. The report also indicates that, the majority of the youth out of school have no regular work or income and 61.6% of the youth talked to, during the study were not in any form of employment, majority of who were in urban centers, the report notes.

A new report indicates that 62% of Uganda's youth are jobless. It further shows that 12% of all youth in Uganda aged between 12-30 are chronically poor with higher poverty rates among 12-17 years old as compared to the 18-30 years old. The matter that is supported by the World Bank 2012 statistics that show that Uganda has the youngest population in the World at 83%. The government of Uganda has set aside shs.265 billion to support the youth livelihood activities and signed an agreement with Development Finance of Uganda (DFCU) bank, Stanbic bank and Centenary Rural Development bank.

2.4 Effects of poverty

Increased death rate, due to poverty many people do not have the ability to get the best medical services they require. Some people turn to the public so that people can fundraise money for their medical bills for example Nabbuto who needed a heart surgery but her family didn't have ability to pay for her medical bills. Also some people fail to recover fully hence making them unfit to work and they end up unemployed. This is evident through people taking half a dose of the prescribed medicine which is bad since they can't recover fully.

Homeless or extreme poverty within a particular strong set of risks for families, especially children compared to children living in poverty, but having homes. Homeless children are less likely to receive proper nutrition.

Through literature reviews, focus group discussions, structured household interviews and stakeholder consultations, it emerged that social protection mechanism are central to protecting and uplifting the poor and vulnerable communities to a level where they can achieve their full productivity.

However, it also emerged that most of the existing social protection initiatives are inadequate in scope and coverage and in many cases do not benefit vulnerable groups, Birungi noted that there

are many informal but often undocumented social protection initiatives such as remittances, community social insurance schemes, rotating savings and credit schemes, community food granary and health insurance initiatives.

Drought, floods and economic shocks such as high prices for goods and inputs and low process of farm produce are the most reported risks. Most households according to the study, responded to shocks by depleting assets and savings, but were less reliant on external assistance, thereby worsening their vulnerabilities.

2.5 What are the possible measures adopted by media in way of reducing poverty among the people?

Uganda's poverty levels fall – Ministry report publish date: 7th December 2014

Poverty status report 2014 at Speke Resort Munyonyo in Kampala on Friday.

According, New Vision Dec. 7th, 2014 Uganda has continued to see a reduction in the number of people living in poverty due to its robust economy, data from the Ministry of Finance has shown. Joseph Enyimu, an official from the Ministry says that the national poverty rate fell to 19.7% in the 2012/2013 financial year from 24.5% in 2009/2010. Presenting the poverty status report 2014 at Speke Resort Munyonyo at the close of the week, Enyimu pointed out that even with significant population growth, the total number of Ugandans living below the poverty line declined from 7.5 million to 6.7 million over the same period.

He said that there are now almost twice as many Ugandans in the middle class. The ministry official said significant reduction has occurred across all regions of Uganda in the last 10 years. In the central region, poverty reduced by 18% and by 19% in the north, 22% in the Eastern region while the Western region of Uganda had a reduction of 24%. The poverty status report 2014 was launched by the Prime Minister Dr. Ruhakana Rugunda, present at the launch were development partners, local government representatives, civil society, cabinet ministers, permanent secretaries and resident district commissioners. **By Francis Emorut**

Promoting opportunity; expanding economic opportunity for poor people by stimulating overall growth and by building up their assets, through a combination of market and non-market action.

Encouraging industrialization, the government should put in more effort in attracting investors, both foreign and local since they can enhance industrialization which will lead to creation of employment opportunities hence fighting poverty.

Facilitating empowerment; making state institutions more accountable and responsive to poor people, strengthening the participation of poor people in political process, also in local decision making and removing the social barriers that result from destruction of gender, ethnicity, race and social status.

Improving agriculture, since a big number of people live on agriculture, the government should put in more effort in order to improve agriculture by teaching people how to save after harvesting, increase on agriculture program like NAADS, so that poor people can increase on their income.

According to the book Overcoming human poverty, by the United Nations Development Program Poverty Report 2000. This report places special emphasis on the link between governance and poverty eradication plans preferably beginning in 1996 to address the structural causes of poverty. These plans are to push for local, national and international substantially actions to eradicate extreme poverty and substantially reduce overall poverty. But to deal with the structural causes of poverty, they have to be comprehensive much more than a few projects “targeted” at the poor. And to be effective, they need adequate funding and co-ordination by a government department or committee with genuine influence. Most critical they should be nationally owned and determined not donor driven.

Enhancing security, reducing poor people’s vulnerability to health, economic shocks, policy, induced dislocation, natural disasters, land violence as well as helping the cope with adverse shocks when they occur. Opportunity empowerment and security have intrinsic value for poor people, and given the important complementariness among them.

Providing good infrastructure, the government should construct more roads for easy transportation which will enable connect remote areas to urban centers. This will help farmers in remote areas to sell their products at a good cost hence fighting poverty in rural areas. For example farmers in remote areas of Kiboga district find it difficult to transport their products to urban centers like Kajjansi where there is ready market.

The market of rich countries must be opened to the products of poor countries and aid and debt relief must be increased to help poor people helping themselves. And poor countries and poor people need to be given a voice and influence on the international forum.

Effective poverty reduction strategy will require action to all three fronts, by the full range of agents in society. Government, civil society, the private sector and poor people themselves, action cannot be confined to individual countries in the developing world. Harnessing global forces in favour of poor countries and poor people will be essential, so action is needed to promote global financial stability and to ensure that poor countries are not left behind by advances in technology and in scientific and medical research.

According to the Muslim news of 10th – 23rd March 2013 with a title “poverty is a biggest threat to Uganda Muslims” Mr. Swaib. K. Nsereko says that despite billions from Islamic countries to the government of Uganda, still Muslims continue to choke on poverty due to high consumption scale. So to address it, government launched prosperity for all seven years ago and about 700 savings and cooperative organizations have been established. Also in the same newspaper on page 13 with a title “Islamic micro finance is an instrument for poverty alleviation” states that these organizations are becoming an increasing popular mechanism for alleviating poverty especially in developing countries all over the world.

The report of the government imitated program of “poverty eradication action plan of 2004/5 – 2006/8” page 15 shows that poverty reduction was achieved in 1990 due to high rate of consumption growth. This reflected very fast rates of GDP growth in the early and mid – 1990s (1992 – 99). This was due to increased prices of agriculture. The same reports show that the government imitated a program of poverty eradication action plan in order to provide an

overarching framework to guide public action to eradicate poverty and this was aimed towards transforming Uganda into a middle income country.

New Vision of 22nd March 2013 with a title ‘KCCA has unveiled 10,000 job opportunities for unemployment youth in Kampala’ KCCA Executive Director by then Jenifer Musisi, said that all the five divisions of Kampala and those who were evicted from Kampala streets will be given priority in the KCCA training project at Kyanja and this will change lives of the youth in the city as well as those in Wakiso district.

New Vision February 11th 2011 with a title “micro finance institutions help alleviate poverty.” Mrs. Irene Mwoyogawa head of finance, Pride Micro Finance says that her institution has involved in this sector because they want to help people to overcome poverty and according to statistics available indicates that fairly large proportion of Ugandans still live on less than 2 days.

In report background to budget to Financial Year 2004/5th June 2004 shows that the extent of structural weakness the exist in the agricultural sector and the implications for famine eradication the prospects for reversing the famine trend lie in addressing these constraints, in the reversed PEAP, the government identifies more strategic approaches to enhance the provision of public goods. This is done to address unemployment among the youth.

2.6 What are the people’s attitude towards media?

According to media development indicators by Myers, M. Woods, Nand Odugbemi who showed that the media particularly radio is serving a growing population of young, rural and illiterate demographic groups in Africa.

Bukedde TV station serves all groups of people despite their psychographics and demographics location. This is due to its signals which covers almost the entire country and it can also be listened to on the internet plus you can access it on social media like Facebook, Twitter and

Tiktok. This shows that it appeals to the youth, elders, literate and illiterate both in rural and urban areas of the country.

According to James Wanderson (Media and society) states that media has changed people's life all over the world and this is the same case to Bukedde TV where it sets agenda to its audience hence determining what should be done and what would not as the agenda setting theory MC.Combs. The study revealed that through Bukedde TV there has been an improvement in job creation as one of the CNS FM's programmers of eradicating poverty. In the way Bukedde TV is credited for achieving this is because the respondents were able to reveal two saving groups including Yiiya ssente and PAKASA, Tonny Wonner (Budgeting basic in social conversation 1990) stated that media has already delivered money saving techniques for branding whereby they produce customers referrals and information which help them to secure discounts through promotion which help them to save money. Therefore Bukedde TV used this strategy to encourage the people of Wakiso to save hence starting their own businesses through saving.

Basing on George Orson Wellers (Massachusetts book Media practitioner 2000).

Bukedde TV being in process of eradicating in youth have managed to employ the youths. George Orson in his book argues that due to innovativeness of Julio Caesar in media he was employed on Mercury FM in California and when it appealed to the respondent's views of Bukedde TV employing youths like Muteesa I Royal University.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the methodology of the study; it emphasizes research design, study population, sample size and selection, sampling techniques and procedures, data collection instruments, validity, and reliability, procedure, data analysis measurements.

3.2 Research design

The researcher will use descriptive research design; this involves describing behaviours in gathering people's opinions, perception, attitudes and benefits about the current research topic. Both the quantitative and qualitative methods will be used to collect and analyze data. These descriptions will be summarized by reporting the number of percentage of persons reporting for each response.

3.3 Area of study

The study will be conducted in Wakiso district specifically in Kajjansi Town Council in the time selected areas of Jjanyi, Kijapani and Kifene because Wakiso district is one of the Uganda's districts with high level of poverty rate.

3.4 Study population

The study will consider the population living below the poverty foot marks and their views will supplemented with those of key information like local leaders, for example Chairpersons, village senior women, and spiritual leaders like Sheikhs, Bishops and Pastors, Community representatives of LCI, LCII, LCIII and youth leaders. Because Wakiso district is one of the biggest districts in Uganda, its population keeps on increasing day by day since its located near the Kampala district the Capital City of Uganda. According to 2014 census Wakiso district has the biggest population compared to other districts. Kajjansi Town Council is one of the town councils in Wakiso district and its growing on a high rate compared to other towns in Wakiso district, even though

it's full of low income earners. With such population and facts, Kajjansi town is good for a case study.

3.5 Sample selection and size

The researcher will use purposive to sample out individuals and snow ball sampling techniques to study people's secretive behaviors. This applicable for studies were the individual sampled out, are informed and have experience with what was studied and it was under qualitative.

Sample number	Category	Sampling technique	Sample size
1	Youth	Random sampling	25
2	Senior Women	Purposive sampling	10
3	Journalist	Purposive sampling	15
4	Spiritual leader	Purposive sampling	30
5	Community representative	Purposive sampling	5
TOTAL			85

Table 1: Shows sample selection and size

3.6 Sample procedure

The respondents will be selected randomly from all the areas without considering their levels of education. Those who will be selected will volunteer, they will be interested in. The researcher will be told to go to a certain place where stratified random selection and will be done for the study. I will choose respondents purposely so that I get the message from people who have experience.

3.7 Data collection methods

I will employ both primary and secondary sources of the data collection.

3.7.1 Primary source

I will use a questionnaire and an interview guide to gather necessary data from the correspondents

3.7.2 Secondary source

By this I will obtain data from library textbooks, newspapers, business journals and reports and focused great attention on the records of the organization. Data obtained from these sources will be compared and contrasted with the first hand information from primary sources as to arrive at a conclusion.

3.8 Data Collection Instruments

In this area, different methods of data collection and gathering will be used. It will entail all the ways used to accumulate the information that will help to finalize the research proposal.

Among the methods that will be used will include, face to face interview, questionnaires, observations and collecting relevant information from the skilled personnel.

3.8.1 Interviewing

This method of collecting data involves face to face interview interaction of the researcher and the respondent. By this, the researcher will ask questions to the respondent.

3.8.3 Questionnaire Method

In this method, the researcher will provide a list of questions (questionnaire) to the respondent with an aim of obtaining answers from them.

3.8.3 Observations

It is a method that involves the use of eyes to judge the matter. So the researcher will use his eyes to observe aspects of human rights and then come up with a conclusion.

The researcher will go in the field to witness what takes place in the day to day life of people in the selected area and observe the human rights aspect practices. This will enable him get first hand information.

3.9 Data Presentation, Processing and Analysis

Quantitative and qualitative data will be analyzed using arithmetical and descriptive statistical methods. The methods were employed to interpret the findings of the study. The researchers were made judgmental on the basis of highest percentages or otherwise depending on the facts on the ground. Hence the outcomes of the study remind the extent to quality influences customer retention. Data collected will be edited, coded, arranged and transcribed in their primary forms.

The findings of the study will be presented in tabular form from which frequencies and percentages will be determined there on.

3.10 Ethical consideration

The researcher will follow all the principles and guidelines to come up with the best results. In doing so, I will make sure that I get permission from all Chairpersons right from LCI Chairperson up to LCIII Chairperson. The reason for doing this will be to avoid defamation a part being objective and saying truth while carrying out the exercise.

In case of any professional work that will be carried out, ethical guidelines and laws governing that professional will be put into consideration. So I will try my level best to follow these guidelines through avoiding trespassing, invasion of privacy, deformation, prajalism and other unprofessional conduct which could lead to the take work.

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APPENDICES

APPENDIX I: SELF ADMINISTERED QUESTIONNAIRES

Dear Respondents,

My name is Kaweesi Frank a student of Muteesa I Royal University currently pursuing a Diploma in Mass Communication carrying out research on the role of Bukedde TV in fighting against poverty in Wakiso district, Kajjansi Town Council specifically in areas of Jjanyi, Kifene and Kijapani as a requirement for the award of a Diploma in Mass Communication.

You have been selected as one of the respondents and your response to this questionnaire will be greatly appreciated. The information given will be used for academic purposes only and will be treated confidentially.

Instructions

Respond to the question by writing your response in the space provided and where applicable tick against the appropriate option.

SECTION A

GENERAL INFORMATION

1. Name :

2. Residence:

3. Sex

Male:

Female:

4. Education Levels

Primary:

Secondary:

Tertiary:

University:

5. Age of respondent

20 – 29: 30 – 39: 40 – 49: 50 and above:

6. Marital Status

Single: Married: Divorced: Cohabiting:

7. Religious Affiliation

Moslem: Catholic: Born Again: Protestant:
Pagan:

Others (Specify).....

8. Occupation.....

SECTION B

Bukedde TV and poverty eradication

- Have you ever heard of Bukedde TV and its activities?

Yes: No:

- Has Bukedde TV played its role in eradicating poverty?

Much: Not much: Moderately:

- Is poverty still increasing in your community for the past five years?

Yes: No:

- Has the government taken part in poverty eradication?

Yes: No:

Give reason for your answer:

.....
.....

SECTION D

HOW POVERTY IS GOING TO BE ADDRESSED

- What measures have the government put in place to fight poverty among the people in your town?
 - Sponsoring the students in their education
 - Fighting tribalism
 - Fighting corruption
- Promoting job opportunities solves poverty
 - Yes: No:
- Job announcing reduces poverty
 - Yes: No:
- The poverty reduction strategy papers identify three major areas of action for youth employment except
 - Training and Education
 - Private sector development
 - Applying for jobs
 - Micro-economics policies
- The following best solve poverty except
 - Insufficient job opportunities
 - Job training
 - Having capital
 - Creating centers

INTERVIEW GUIDE

- What are the main causes of poverty in your area?
- What measures can be taken to eradicate poverty in your area?
- Do you have any knowledge about Bukedde TV?
- How effective have they been in their activities?
- Which kind of employment opportunities commonly practiced in your area?
- What have you done so far as an individual to eradicate poverty?

APPENDIX II: TIME FRAME

This table shows the activities and the period taken by the researcher in the research process.

ACTIVITY	PERIOD
Choosing a topic	2 weeks
Piloting the study	2 weeks
Problem identification	3 weeks
Literature review	3 weeks
Processing data	2 weeks
Final copy	1 week
Total time taken	3.25 months

APPENDIX III: FINANCIAL BUDGET

Below is the financial budget showing the costs the researcher incurred when carrying out the research report.

ITEM	COST (UGX)
Supervision fee	150,000
Transport	40,000
Meals and refreshment	20,000
Stationery	20,000
Typing and printing	100,000
Binding	30,000
Miscellaneous expenses	25,000
Public library	20,000
Total	405,000=