

## Radio Wa, Uganda



A raffle was organised to raise money for the new building

Situated in	Lira, Uganda
Transmitter power	4 KW (but currently only 3.5 used)
Range	Radius 200 km
Potential listeners	2,000,000
Audience	data not available
Transmission hours	Daily 24 hours
Staff:	24 Producers/journalists; 1 Technical operations; 12 Administration (reception, boda drivers, security and finance); 3 Marketing officers (one in Lira and two in Kampala); Management: Director, Department Heads (Marketing, Finance and Administration, News, Programmes and Technical)
No. of volunteers	3 (programmes and news)
Licence holder	Catholic Diocese of Lira (Lira Diocese Media Ltd.)

### Mission / Vision / Objectives

Radio Wa exists to promote harmony, peace, justice and development, primarily in rural communities of Lango sub-region.

Values:

- Radio Wa cherishes integrity, social justice, fairness and equity as it strives to be the voice of the voiceless
- Radio Wa embraces love and respect for the people it serves
- Radio Wa fosters tolerance, consistency & perseverance in promoting a culture of dialogue

Vision:

A peaceful, responsible, healthy, informed (educated) and productive Northern Uganda.

Guiding Principles

- Promotion of reconciliation and forgiveness as the foundations of a renewed and fairer society
- Focus on a constructive approach to programmes, news analysis and peaceful conflict resolution, seeking harmony rather than dissension and hatred
- To be mindful of the most vulnerable segments/members of the society
- Keeping high professional work standards, ethical behaviour and accountability
- Foster and fulfil peoples' right to impartial, objective and informed contents
- Quality and excellence in the way work is executed

### Community Specification

Radio Wa 89.8 is located in Lira, in the heart of Lango sub-region. Most of the inhabitants of this sub-region belong to the Lango ethnic group. The Lango population is about 1.5 million, according to the 2002 population census.

The 19-year rebellion against the government of Uganda by the Lord's Resistance Army (LRA) is behind a massive population displacement in the region. Rebels continue to attack camps for displaced people, burn homes, loot, abduct children, rape and kill, in a brutal campaign of violence.

### Programming

Radio Wa programmes are broadcast in Lango-Luo (75%) and English (25%). The programme schedule includes entertainment/music, religious programmes, news/announcements, social/development and cultural programmes. The formats used include debates/talk shows, etc. Production is 75% local, and 25% foreign (Deutsche Welle "Afrika Link", Evening News from Vatican Radio, "Pray as you go", "National Perspective" from Uganda Radio Network).

### Media Environment

The last fifteen years have witnessed huge growth in Uganda's radio industry. The number of licensed radio stations is now over 260, from 14 in 1996. The following radio stations exist in Lira: Radio Wa, Voice of Lango, Unity FM, Radio North, Q FM, Rupiny and Rhino FM. Apart from Radio Wa, the other stations are run under private ownership and mainly serve commercial business interests.

## Income Generation

### Raffle for the construction of a new radio building

In the process of building the new premises (2011-2013) Radio Wa undertook two raffles for the construction of their new building. The first one had 10,000 tickets. The second one had 20,000 tickets distributed and more than 12,000 sold. Prizes were two cows, two bicycles and six radio sets. The drawing of prizes took place in front of the Radio Wa construction site in the presence of some hundred listeners and onlookers. Income generated through this measure amounted to about 10,600,000 UGX or about US-\$ 4,100 (second raffle) and UGX 4,205,800 or about US-\$ 1,600 (first raffle). Additionally, there have been donations by catholic and private donors dedicated to the new building, but these are one-offs and not part of the normal day-to-day activities of the station.

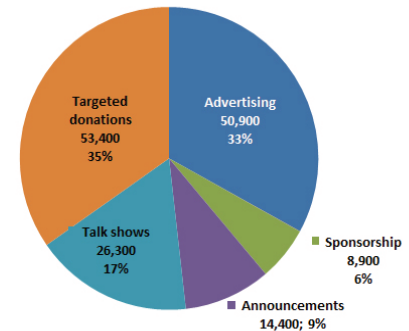
On a regular basis, Radio Wa Sales and Marketing Team handles the following services:

- advertisements (no legislation for community radios, they are also free to broadcast advertisements.) Radio Wa does not advertise: alcohol, tobacco, condoms, betting agencies.
- sponsorship of programmes, news bulletins or slots (by MTN [mobile phone company], Mirinda [soda, soft drink]).
- talk shows (up to 4 participants) (17% of total income generation). These are normally talk shows bought by NGOs, CBOs or other organisations to disseminate contents related to their projects, or to give visibility to some of their activities. Radio Wa does not determine the contents of these talk shows, whose main topics might tackle health, education, civil or human rights, food security, environment, etc.
- paid announcements (general announcements, death announcements, corporate announcements).
- DJ announcements (these normally refer to short campaigns, a product launched in town at a certain place, a concert, or any other social event calling for general public).
- audio production works.

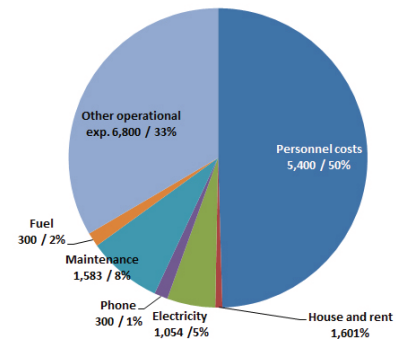
Catholic radio stations used to have a joint marketing office in Kampala, but Radio Wa and Radio Pacis (Catholic Radio in Arua), eventually decided to leave it, due to the fact that not all radio stations were committed when it came to timely payments, respect of common rules, etc. The decision to move out has so far been most beneficial for Radio Wa. At the moment, Radio Wa shares a space in Kampala with Radio Pacis, and payments are made jointly and timely.

Targeted donations granted to specific programmes: Peace building, farming and community debate from Scottish Catholic International Aid Fund (SCIAF), Farm Radio International, PANOS and Uganda Media Development Foundation (UMDF) respectively.

ANNUAL INCOME (US-\$)



MONTHLY EXPENDITURES (US-\$)



Joint marketing office in Kampala

Targeted donations to specific programmes

Report:  
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