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# **CAMECO CONFERENCE**

## **50<sup>th</sup> Anniversary**

**November 28<sup>th</sup> – 29<sup>th</sup>, 2019**  
**Aachen, Germany**

**PRESENTATION BY**

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# Background

The presentation is about how Mama FM / Women's focused station came to realize / appreciate the importance of under taking regular audience surveys.

# Presentation Outline

- FM Radio in Uganda – A Brief
- Mama FM – a Brief
- Mama FM and Audience Research
- Highlights of the 2017 Audience survey and it's impact on Mama FM

# FM Radio in Uganda, and Why Radio

## History / Introduction

- In 1993, the first private station (Radio Sanyu) was established in Kampala.
- This was to herald an enormous change in the mass media and public information in a country where state controlled broadcasting was a monopoly.
- To-date there are over 250 radio stations, in Uganda.
- 101.7 Mama FM officially launched August 21<sup>st</sup>, 2001.

# Why Radio in Uganda

## *Strong Oral Culture:*

- Despite a growing adult literacy, 68% (2001) Uganda generally remains a country with a weak reading culture. E.g. Daily newspapers have a maximum reach of about 5.5% Uganda's population (moreover urban although some newspapers filter into villages).

# Media Reach in Uganda

- Radio: 90%
- Newspapers: 5.5%
- Television: 6%

# Knowledge and Information Gaps

- Illiteracy and poor reading culture results in lack of knowledge and information.
- Lack of knowledge and information: A core problem in transforming own lives.



# Women and the Media

- Number of women owning or having control over radio sets is low.
- Women's voices on radio – as sources or presenters extremely low – 20% and 15% respectively.
- Management positions: 10% women; 90% men.
- Media ownership: Only 2 radio stations owned by women.

# Mama FM

Mama FM, a Women Focused Radio. The first owned and managed station in Africa.

# ***Station's ID, Slogan and Location***

- **Station's ID**

101.7 Mama FM.

- **Station's Slogan**

The Voice To Listen To.

- **Location**

The radio station is located at Plot 226 Kisaasi about eight kilometres from Kampala city, off Kampala-Ntinda Road. Kampala is the country's power base; and a host to over two million people.



## ***Vision***

Development issues and concerns taking centre stage in the Uganda Mass Media, for a fair and just world.

## ***Mission***

Mama FM seeks to contribute towards empowering marginalized communities' especially women by highlighting their concerns and increasing their participation in the local and national development programs.

# *Mama FM's Principles*

- Participatory Communication.
- Transparency and Accountability.
- Democracy.
- Voluntarism.
- Networking/sharing and Team work.
- Sisterhood.
- Active and Equal Participation.

# *Mama FM's Values*

- Justice through:
  - fairness in treatment of women and other diversities.
  - affirmative action and positive discrimination policies and practices.
- Recognition of women's contributions.
- Love and respect.

## *Mama FM's Beliefs*

- Development information is key to sustainable development.
- Professionalizing the media leads to equal opportunities.
- Facilitating the least heard to speak out on matters affecting them is key to sustainable development.

# A Typical Mama FM Listener

## **Social / Economic Status:**

- Mostly low income earners, work in the informal sector, mostly market women and others in micro jobs.
- Mostly illiterate and semi illiterate.
- Those in search of a service, in search of their rights, information to transform their lives.
- Those with monitory views seeking for a platform for self expression.
- Those who cannot afford fees to appear on commercial radio stations. Those who are marginalized, sidelined, least heard in society.





Nambi Betty is a 22-year old, stays at home, mum with a one-year old baby and 4 year old Kindergarten daughter staying in a two-roomed house in Kisaasi, a suburb of Kampala.

## A Typical Mama FM Listener cont'd....

- Those whose rights have been abused / violated (sexually abused, battered, whose property has been stolen by relatives.
- Those who have been denied a voice on other radio stations or media whose issues are thought to be not important or selling!
- Those in search of social justice.

# What the Listeners of Mama FM say:

**Maama Zaria**, Wakiso District: "The station helped us understand the importance of literacy for our commercial activities. We also worked separately before but, after listening to the radio programs, we got the idea of coming together in an association. "The radio station has brought about a genuine change in our everyday lives. It has led to improved farming techniques especially in the selection of the best seed varieties and following the farming calendar".

**Catherine**, Wakiso District, participated in a sexual reproductive health issues program on Mama FM. She says: "I felt like a famous person for once. Whoever heard me expressing myself on radio was excited to hear my voice. Everybody who heard the radio program made sure they informed me".

## What the Listeners of Mama FM say, cont'd....

**Samula**, a youth from Maganjo says: *“After listening to a talk show on Making Wills, I convinced my father to do the same. I also learnt that even me as a girl, am entitled to a share in the estate of my father in case he dies”*.

**Amina Nabukeera**, now a Councillor at LC III, says: *“I became a leader because of my interaction with Mama FM. I’m now a respected opinion leader. I counsel several families on several issues including domestic violence and land issues. I learnt about Plan for Modernization of Agriculture from Mama FM and I used the new knowledge to grow mushrooms for sale”*.

## What the Listeners say, cont'd....

**Salome**, Nabbale in Mukono: “*Mama is a family radio. You can listen to it with children and in-laws. Unlike other radios that use vulgar expressions, Mama FM uses a dignified language*”.

**Nukko Amina**, Buwama Hardware Solutions says: “*Mama FM’s biggest strength is in the variety of programs. Reason, they have varied but many listeners*”.

## What the Listeners say, cont'd....

*“Mama FM is a powerful source of empowerment to women and other marginalized groups. Mama FM has space in the media industry and in the community development to cause positive behavioural change. Mama FM Management only requires to sustain momentum with renewed purpose and strategies”,* **Bakirya Judith**, Organizational Development Advisor (2009).

*“You are sitting on Gold”,* **Ow’ekitiibwa Apollo Makubuya**, Attorney General of Buganda Government (2010).

*“Isn’t the Women’s Movement aware of such a Resource they have in Mama FM”,* **Hope Chigudu**, Co-Founder, Global Fund for Women.

## What the Listeners say, cont'd....

**Emmy Olati**, Uganda Telecom says: “The inclusion of *Mama FM* in our radio station mix had a positive result on our campaign. I would surely recommend *Mama FM* to other advertisers”.

**Were Isaac**, Electoral Commission says: “Because of their focus on women topics, *Mama FM* is a good radio station to reach women”.



# Mama FM and Audience Research

- A feasibility study done in 1999 reassured UMWAA of the need to start a women's focused radio station.
- In 2009, an impact assessment of the sector was done and indeed pointed to the transformation of lives that Mama FM had contributed to.
- Between 2009 and 2015, Mama FM based its programming on the views collected by presenters through "monitoring Forms" each had to fill in after hosting a program.



# Stem van Afrika's Contribution to Mama FM

- Mama FM's outlook changed when Stem van Afrika with support from CAMECO introduced us to the concept of Audience Research in 2015.
- Facilitated 40 participants to train in Audience survey.
- We have since 2015 tried all different forms of audience surveys research: Group Surveys; individual survey, response cultivation for audience feed back, Focus Group Discussion, in-depth interviews with target audiences, Feedback sessions.

# Audience Survey

## (July / August 2017)

- **Objectives:**
  - *Establish the listening habits, favourite topics.*
  - *Recommendations for Mama FM.*
- **Target:** 1,050 participants
- **Returns:** 900
- **Data Collection Method:** Questionnaire

# THE HIGHLIGHTS

<b>Know the Physical Location:</b>	19%
<b>Aware of Mama FM?</b>	64.9%
<b>Ever listened to Mama FM?</b>	42.1%
<b>Instantly Recalled Mama FM Frequency:</b>	13%
<b>Most listened to Program:</b>	Human Rights, Papa-Mama Round table, Women Talk Back, Weekly Talk Show at 7 pm – 9 pm, Urban Farming, Sports
<b>How did you know about Mama FM</b>	Accidental: 43.9%; Colleague: 21.1%; Community: 24.5%; Others: 9.6%
<b>How do you listen to Mama FM?</b>	80% listen with others and 14% listen by self
<b>Main reason why you listen to Mama FM:</b>	For Educative Programs; provides information on service points; Mama FM doesn't use vulgar language. You can listen with children. Informs on how to cope with domestic violence. I love Sports.
<b>Do you discuss Topics on Mama FM with others:</b>	70% said Yes.
<b>Topics most listened to:</b>	Urban farming, participation in affairs that affect them, access and utilization of services e.g. health, loans, shelters for victims of domestic violence.
<b>Time Most Listened to:</b>	6 am – 9 am; 7 pm – 9 pm; 1 pm – 3 pm (women)
<b>Ever sent a text or made a call to Mama FM?</b>	Yes: 22%

# THE HIGHLIGHTS cont'd....

<b>Ever visited / been hosted on Mama FM?</b>	<b>Yes: 15%</b>
<b>Reason for calling / texting:</b>	Responding to a discussion, to access a service, informing others about a service, requested for a song.
<b>Ever been assisted by Mama FM after communicating an issue?</b>	Yes: 60%
<b>Ever taken action on information gotten from Mama FM?</b>	80% said Yes: (Informed others about a service point, counselling services, visited a service point, accessing a loan, applying for a job, scholarship, sports betting).
<b>Which topics do you wish to hear?</b>	Women's empowerment, health, human rights, urban farming, education, entrepreneurship, relationship, sports.
<b>Why not listen to Mama FM:</b>	Can't access Frequency. 101.7 FM very far. The more listened to stations have frequencies below 90.
<b>Is a Women Focused Radio important? And Reasons?</b>	<p>98.9% said Yes: Reasons: Empower women, for gender balance, promote voices of the marginalized, protect people's rights, teaches women how to open businesses, women are many so they deserve own voice, to defend women. Women's radio is affordable; sensitive and listens to the least heard. The Station does not charge listeners to be hosted on a program like others.</p> <p>1.1% said No: Reasons: Such a station makes women strong-minded. No longer respectful of their husbands; women's issues best mainstreamed.</p>
<b>Would you listen to Education / Development content?</b>	99% said Yes.

# Major Surprises: But Very Much Bearable

- Mama FM was best known as a Station for the Persons living with Disabilities.
- Sports Program very popular among the youth. The station can mainstream development information in such programs.

# Recommendations from Listeners

- Increase on the number of Languages broadcast.
- Launch and implement a nationwide promotion of the Station.
- Draw and implement a Marketing Strategy for Mama FM.
- Improve on the Radio signal so that its expected catchment area (200 km) is well covered.
- Undertake Research at regular basis to fulfill the changing needs of the listeners.
- Improve Programming: content, quality of presentation.

# Social Demographic Factors of the Respondents

- Over 50% were self-employed, the least were students: 47% had attained secondary education, 25% elementary school.
- Gender: 45% were females, 55% were males.

# Conclusion

- Without Research, you'd be grappling in the dark!! Pretending you are reaching – but surely blowing resources for no impact!
- Need to sell Mama FM's mission and vision because 99% of the respondents were in favour of development content that the Station carries. However, the programming needs to be improved based on regular surveys that should inform content and style. Can also increase on the total number of broadcasting, and the languages.



# Policy Actions Taken

- No program shall be aired without prior approval of the Programs Director.
- Each Presenter shall undertake, at least a group survey type of research to track the program quality and performance of the Mama FM audiences.
- The existing Monitoring Forms (at the Station) shall be intentionally assessed, a Monthly Report compiled, and discussed at a general Staff meeting for action.
- To ensure quality and accountability, Mama FM shall air more of pre-recorded than live programs.
- Management shall hold a monthly meeting to orient / remind staff into the Mission and Vision of the Station, emphasizing the importance of Research before and after a program.
- The Station shall make deliberate efforts to work with especially Women focused NGOs in search of the following:
- Source development information including service points for people living with disadvantaged situations, for example shelters or referral points for violated women or girls.

# Policy Actions Taken: cont'd

- Financial and technical support to offset Mama FM operational costs.
- Management shall work with likeminded Stations to bring to attention, the importance, and the plight of Community Radio Stations. For example, to lobby for a fair broadcasting environment, undertake collective Fundraising. Some of the target audiences here shall include: Government Agencies such as Uganda Communications Commission (UCC), Development Partners, Media Agencies, etc.
- As a policy, Management shall annually budget for a major audience survey to be undertaken within the Radio reach to establish among others: the listening habits; and needs or preferences of the station's audience.
- Management shall ensure that, before every function that is organized by UMWA, a slot to speak about Mama FM and the Mother organization, is availed.
- Undertake massive promotional campaign of Mama FM to the immediate and secondary audiences.

# Pictorial



















