

Community Radio Station Proposal

By: Friends of Orphans (FRO)

Friends of Orphanas needs to raise \$119,889 for a new radio station based in Pader, Uganda

RADIO EMPOWERS



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Brief description of the project:

- ◆ The Friends of Orphans (FRO) proposed community radio station will be managed by FRO and is to be **based in Pader town serving more than 4 million people in 15 northern regions.** The equipments is expected to cover 300 kilometers.

The district regions are:

- | | | |
|----------|---------|------------|
| • Pader | • Nwoya | • Amolatar |
| • Agago | • Gulu | • Dokolo |
| • Kitgum | • Lira | • Alebtong |
| • Lamwo | • Oyam | • Apac |
| • Amuru | • Kole | • Abim |

Justification of the radio station: These districts have been affected by more than 21 years of war.

- ◆ Most of the people in the areas are illiterate and the only source of information is through the radio. There are no TV stations and there isn't any future plans to build one. Even if there was one- there is no electricity in the rural areas to power TV sets. It is a culture in northern Uganda that people who cannot afford to buy their own radios they always go to their neighbor or people with radios to listen to news. People, happily, gather together to share their radios so everyone can listen to the news.
- ◆ The two districts Pader and Agago receive the daily newspapers only in town but they do not arrive until after 6 PM.
- ◆ Pader dose not have a community centre where they could get access to newspapers, TV, Internet as sources of information.
- ◆ Pader district has only one radio station, which is commercial.
- ◆ Agago district dose not have any radio stations, leaving people with no source of information.

Benefits, uses and target groups of the radio station:

Northern Uganda region is remotely located with poor road networks leaving some areas inaccessible especially during rainy season leaving people with no communication accept through the radio. Our publications cover a broad range of economic and social issues, including development policy, finance, health, education, environment, trade, poverty, climate change, and globalization.

The radio station will:

- Target the war and HIV/AIDS affected communities of northern Uganda region benefiting more than 4 million people.
- Be used by FRO, other NGOs, government officials, etc to promote, train, discuss and talk about developmental programs within the communities.
- Help the community to have their stories and views heard by other stakeholders in developments.
- Help in promoting dialogue, debate and change. This will foster sustainable and equitable development
- Be the main sources of disseminating information about developmental issues and it will help to fight poverty among the local communities.
- Be used to promote development activities and programs within the war and HIV/AIDS affected communities in Northern Uganda region.
- Help in promoting education, human rights, peace building and reconciliation, livelihood programs and fighting poverty among the communities who have been affected by war for over 21 years.
- Be used to inform the communities about the disease outbreak such as such as Ebola, Hepatitis A and B, and cholera. Communities can be warned to take precaution.
- Create a communication pathway between NGO's and the local governments. Helping the communities hold developmental workers and the government accountable. Communities will be allowed to discuss programs going on in their communities and include the achievements and challenges and areas that still need to be addressed.

The Pader district local government is calling for creating an enabling environment for rapid and sustainable economic growth and structural transformation, increasing the ability of the poor to raise their incomes through access to productive means.

Why the Radio:

The Radio station will promote peace and human dignity in an area devastated after 21 years of war.

[Download DRP publication: Why Radio Matter by Dr. Mary Myers](http://www.developingradiopartners.org/files/Why%20Radio%20Matters%20Mary%20Myers%20DRP.pdf)

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According to Developing Radio Partners (DRP): “radio brings information to people, and excels in discussion with;

- Airing and solving problems
- Giving voice to women and youth
- Holding public officials accountable
- Changing behavior through radio plays

Our aim is to ensure that the perspectives of the people whose lives are most affected by development (mainly the poor and marginalized) are included within decision-making.

Accurate information is nearly as important as clean water to the health of a community. Radio is the most accessible, participatory and effective medium to reach people in the developing world, giving voice to people to air and solve their own problems. Around the world, community radio plays a vital role in overcoming political apathy by providing people with access to information about their local and national leaders. Empowered with this information, citizens can start to fight endemic corruption, developing methods to hold government officials accountable for their actions. In this way, radio not only informs people about government failure, but it also provides the vehicle through which to work for positive political change.

Because radio is a personal medium that speaks local language, it also presents information about health problems and other community issues. For example, radio has proven an effective tool for teaching local populations about HIV/AIDS and combating the powerful social stigmas associated with this disease. Effective community radio programming helps to stimulate community discussion about attitudes and belief.”

<http://www.developingradiopartners.org/whatwedo.html>

According to the [Centre for Communications Rights \(CCR\)](#): **“Communication is recognized as an essential human need and, therefore, as a basic human right.** Without it, no individual or community can exist, or prosper. Communication enables meanings to be exchanged, impels people to act and makes them who and what they are. **Communication strengthens human dignity and validates human equality.** By recognizing, implementing and protecting communication rights, we are recognizing, implementing and protecting all other human rights.

Communication rights go beyond freedom of opinion and expression to include areas such as;

- democratic media governance,
- media ownership and control,
- participation in one’s own culture,
- linguistic rights,
- rights to education,
- privacy,
- peaceful assembly,
- self-determination,

These are questions of inclusion and exclusion, of quality and accessibility. In short, they are questions of human dignity.”

<http://www.centreforcommunicationrights.org/introduction.html>

Sustainability of the radio station:

This radio station will be self-sustainable and what is needed is only one time starting capital input. The equipments is expected to coverage of 300 kilometers.

Besides FRO using the radio for training and encouraging people in its range of developmental activities and programs it will also allow the people who can afford like the local governments from different districts, other NGOs, companies etc to pay some fee for the radio services. This will raise revenue which will be use to run the radio station and other FRO development programs within the communities.

Marketing strategies for sustainability of the radio station:

FRO has been consulting and in close contact with some of the prominent media houses in Uganda, for example Senior Marketing Manager of Radio Sanyu, (a trainer in radio programming) one of the oldest and most successful radio in Kampala city, Uganda has offered to help FRO in marketing the radio once it has started/been open.

They have also pledged to help and work alongside the board of directors FRO and help FRO radio station recruit and train the management staff on radio programming and management. They also helped FRO develop the radio station budget. FRO is also in touch with Juma Jami who has also offered to train the radio staff in planning, programming and quality communication when the radio starts operating. FRO has had overwhelming support from people wanting to give their support once the radio is on air.

During the first year of operation, the radio station will donate 200 radios to its listeners who do not have radios in the first one year of operation. This is targeted to attract more people to listen to the radio. There will be other promotions through the radio inform of donations from the radio management to its listeners for example free air times to the listeners to allow them call the station and give in their opinions and ideas. This will also be done in collaboration with other telecommunication industries in Uganda.

Management of the radio station:

The governance of the radio will not be a problem because FRO’s Board of Directors has management qualifications and experiences at different levels.

About Friends of Orphans:

Friends of Orphans (FRO) was founded and is administered by former child soldiers, orphans and abductees from Pader District, all of whom were and continue to be affected by the war in Northern Uganda. It is a fully registered non-for-profit NGO by the government of Uganda under the registration number S 5914/5010. FRO address the immediate and long-term development needs in northern Uganda. From their experiences as former abductees and orphans – many of whom lost immediate and extended family members, friends and neighbors and suffered displacement – led them to commit to the ongoing and unmet needs of their community affected by the 21 years of war.

As FRO we have formally prepared ourselves as educators, medical officers, administrators, environmentalists, and in other professional fields through university education and work experience. This enabled us to organize an organization to address the immediate and long term developmental needs of the people of Northern Uganda. FRO as a vision to see a society in which the vulnerable are empowered to achieve their full potential and contribute to the development of their community.