UGANDA MANAGEMENT INSTITUTE

THE IMPACT OF MEDIA ON THE IMAGE OF MICROFINANCE

INSTITUTIONS

A CASE STUDY OF UGANDA AGENCY FOR DEVELOPMENT, WAKISO

DISTRICT

BY

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APPROVAL

This dissertation has been submitted for examination with our approval as the participant's supervisors.

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DECLARATION

I, Mary Monica Kiteme Tenywa do hereby declare that during the period of my study, in which this dissertation was prepared, I was not registered for any other academic award or qualification. I declare that this is my original report, except for a few quotations from other sources in the literature review, which have been acknowledged.

Signed……………………………..

Date…………………………………

DEDICATION

This work is dedicated to my dear parents, Mr. E.K. Tenywa and Mrs. Ann-Stanzia Babirye for their encouragement, my dear husband, David Ssebaddawo, for his invaluable time and support, my children Angel, Ann-Marie, Deus, Gabriel and Daniel Kizito, relatives, in-laws and friends who dearly missed my presence during the programme.

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LIST OF ABBREVIATIONS

AMFIU	Association of Microfinance Institutions of Uganda
BOU	Bank of Uganda
EA	East Africa
EACB	East African Central Bank
FEWs	Financial Extension Workers
FSDU	Financial Sector Deepening in Uganda
FM	Frequency Modulation
GOU	Government of Uganda
HH	House Hold
MCAP	Matching Grant Facility for Capacity Building Plan
MCC	Microfinance Competence Centre
MFIs	Microfinance Institutions
MOP	Microfinance Outreach Plan
MFPED	Ministry of Finance, Planning and Economic Development
MUK	Makerere University Kampala
NGOs.	Non-Government Organisations
PIPs	Politically Important People
SACCOs	Savings Credit and Cooperative Organisations
TV	Television
UGAFODE	Uganda Agency for Development
UBOS	Uganda Bureau of Statistics
UCC	Uganda Communications Commission
UDHIC	Uganda Diploma in Hotels and Institutional Catering

VOT   Voice of Teso

APPENDICES

ABSTRACT

This research was about the impact of the media on the image of Microfinance Institutions (MFI). The general objective of the study was to establish the impact of television, radio and newspapers on the image of MFIs. The study aimed at answering the specific questions on how the impact of TV, radio programmes and the print media affected the image of Uganda Agency for Development (UGAFODE) MF and how UGAFODE managers respond to media reports. Secondary data was obtained by reading existing literature. An interview guide, a digital camera and questionnaires were used to capture primary information and qualitative data. Quantitative data was analyzed separately from qualitative data by using SPSS software so as to derive descriptive statistics and interpretive reasoning, so as to arrive at the right results. Qualitative data was analyzed using both deductive and inductive reasoning based on information collected from the field and literal meaning was derived. The study recommended that Ministry of Finance, Planning and Economic Development (MFPED BOU, and donor support organizations (NGOs), should pattern with AMFIU and form a communication strategy through which people in rural areas can be reached. Further research could be conducted in the administrative policies or legal framework governing all MFIs and their professionalism.

CHAPTER ONE   INTRODUCTION

1.0   Introduction

This study was an investigation on the impact of the Media on the image of MFIs. The Media was regarded as the independent variables, while the image of MFIs was the dependant variable and Microfinance institutions responses to the media reports were the moderating variables.

This chapter presents the background to the study, statement of the problem, purpose, the objectives of the study, the research questions and the hypotheses, scope of the study and significance of the study.

1.1   Background to the study (Historical Perspective)

Glyn Davies (960) observed that MFIs have been in existence since man started using monetary values in exchange for goods. World over, the need for money started with rampant growth for human unsatisfied needs, which forced people to move from one area to another in search for more money. The link between those who had finance and the ones in need of goods or services was lacking. It was difficult for people to know who had what and who needed what. Davies further revealed that the Arabs are a good example; they travelled miles and miles to make business with other countries. The changes, which come up today, are as a result of the scientific complications, which were being used to enhance microfinance services.

Nsadhu (2001) in a press conference said that the various modes of communication had eased the situation through effective media communication. The press world over was seen as the mirror and the mouthpiece of the public, business entities including MFIs or

mouthpiece for the government. AMFIU Minutes (2002) revealed that in Bolivia and South Africa, the governments had to step in to curb abuses by MFIs after borrowers took to the streets and protested against the way they were being handled by microfinance lenders

In The New Vision of *(8th August 2002),* "Lira man killed over unpaid loan" subsequently the management of FINCA ran a story in The Microfinance Banker magazine "False story regarding FINCA killing a person in Lira". Although the truth was not clearly established, one could not rule out the fact that many Ugandans were experiencing maltreatment from their lenders. Therefore, the media created a link between MFIs and the public / the government.

The media could be instrumental in breaking the silence that could be surrounding epidemics like HIV/AIDS, wars, political issues and MF in particular, creating an environment that could encourage discussions on how to find solutions. For example, in India, Doordarshan, the National television service, the National AIDS control organization (NACO) and the BBC World Service Trust, (the international development arm of the British Broadcasting Corporation), joined forces in 2002 to launch the country's first-ever mass media campaign against HIV/AIDS.

Similarly in Uganda, President Yoweri Kaguta Museveni was hailed for his open campaigns through the media by many countries in the world. Philly Bongole Lutaaya was a popular artist in Uganda who openly discussed AIDS and sang many songs about AIDS. Therefore if the media was effectively utilised, MFIs could go along way in creating awareness about their (MFI) services to the public especially the rural poor who are hardly access information.

This study was done on UGAFODE Ltd, a Micro Finance Institution, providing micro-credit and savings services to 12,500 micro entrepreneurs with a workforce of 88 members of staff including managers. It was established in 1994, currently operating in 13 districts with seven branches; Kampala, Mpigi, Lyantonde, Mbarara, Ntungamo, Ishaka and Rukunguri branch. UGAFODE although used the media to advertise for vacancies, change of office premises and any other events, it seemed not to have recognised the pivotal role the media played in creating awareness, educating and informing the public about their services.

This research therefore, sought to establish the role played by the TV, radio stations and print media in promoting the MFIs business. Despite the wide study on the microfinance activities/impact it was realized that there was a knowledge gap on the role of the media in promoting MFIs image.

1.2   Problem Statement

Lutaaya, (2007), revealed that the media reported a lot about MFIs in a manner that seemed slanderous. Today the media seem to be negatively impacting on MFIs image with no reaction from any MFIs. (Refer to newspaper cuttings in the appendix and Bonnabaggawale prospectus page XLI).

The Uganda Microfinance Sector Effectiveness review Report (2004) revealed that the Government of Uganda places a lot of importance on the microfinance in the provision of financial service to the rural communities which cannot access the banking services which are mainly located in the urban areas. For the microfinance system to work effectively there is need among other things, to have in place an efficient service delivery and public awareness programmes through the media.

Basoga (2000) observed that despite the availability of the numerous modern communication channels, MFIs in Uganda did not effectively utilize the potential of the media to promote and create awareness of the microfinance institutions.

Batibwe (2004) revealed that there was scanty information about the operations of MFIs in the media. That while there was a lot of information circulation in various channels about the good activities of the MFIs, such success stories were not adequately captured in the media; it was not hot news!

There were a number of media stories on MFIs that seemed to negatively impact on MFIs image with no immediate evidence of reaction from any MFIs-as reflected in the newspaper cuttings and Bonnanbaggawale Prospectus in the Appendix. These stories included Lutaaya (2007) on ' *Front page Crisis, Where is Govt?'* and Lule (2002) that Mr. Simeo Nsubuga, Kampala Extra Police Spokesman, had revealed at a Press Conference that over 20 people had been cheated and police had recorded statements from clients of Front Page Microfinance, Faster and Support Uganda Microfinance and a number of SACCOs. The media became the spokespersons of the dissatisfied microfinance clients.

The best practice in Public Relations, Reputation and Media Management is that when a negative or inaccurate story is published a rebuttal or correction should be issued immediately using suitable channels that reach all the key stakeholders. Therefore if MFIs do not respond to industry wide negative stories their image would be negatively impacted upon. Reputation or image is everything!

Therefore this study was to investigate the extent MFIs use the media and the impact of the media reports on the image of the MFIs.

1.3   General Objective

The general objective of the study was to investigate the impact of media reports on the image of MFIs   in Uganda in order to propose possible measures for improving the image.

1.4   Specific Objectives

The specific objectives of the study were:

1. To find out the impact of TV programmes on the image of UGAFODE MF Limited

2. To investigate the impact of Radio programmes on the image of UGAFODE MF Limited

3. To establish the impact of the newspaper (print media) on the image of UGAFODE MF Limited

4. To study how UGAFODE MF limited respond to media reports

1.5   Research Questions

This study was guided by the following research questions:

1. What is the impact of TV programmes on the image of UGAFODE MF Limited?

2. What is the impact of radio programmes on the image of UGAFODE MF Limited?

3. What is the impact of the print media on the image of UGAFODE MF Limited?

4. How does UGAFODE MF Limited respond to media reports?

1.6   Hypothesis of the Study

The general hypotheses were that:

TV programmes impact negatively on the image of UGAFODE MF Limited

Radio programmes tarnish the image of UGAFODE MF Limited s

That the print media are tarnishing the image of UGAFODE MF Limited

UGAFODE MF Limited does not react appropriately to the media reports that may be tarnishing its image.

1.7 Conceptual Framework

The media said a lot about MFIs; however, there seemed to be no clear information flow from MFI to counteract negative publicity (AMFIU file 2002). Information that came from other bodies like Ministry of Finance, Planning and Economic Development (Statate Minister for MFIs), AMFIU and Bank of Uganda did not address the negative reports/issues that came out through the media. Although MFIs used the media for other purposes like awarding ceremonies and advertising, their responses in the media about their services were not vigorously addressed.

The study was conceptualised as per illustrations below.

Figure 1   Conceptual Framework

Independent variables   **Dependent**
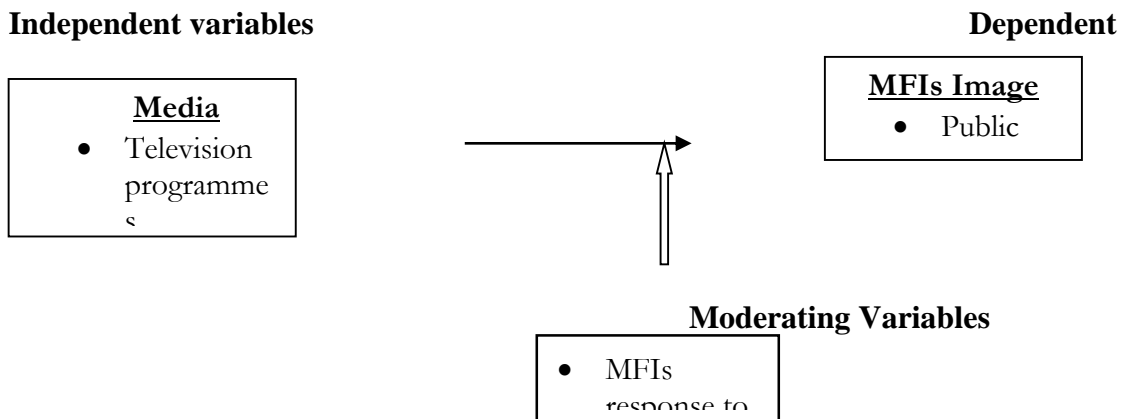
Source: Adopted from Amanda (2007)

The conceptual framework in Figure 1 above, illustrated how Microfinance Institutions image depended on what the media (television, radios and newspaper) reported to the public.

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The theory was based on the idea that the media reported negatively about MFIs and the information passed on to the public seemed to impact negatively about MFIs services. The TV programmes, radio programmes and newspapers had numerous house styles to create influence on the listeners. The theory depicted that what the media produced could have impacted negatively about MFIs image in the previous years.

1.7.1 Television programmes on MFIs image

The study focussed on the measurable factors that included; sports news, official news programmes, business news, live discussions, entertainment, and cultural programmes. This was because TV programmes produced both visual and audio reporting; therefore their persuasive reporting could cause a big influence on any topic.

1.7.2 The radio programmes on the impact on the image of MFIs

The independent variable on radio programmes was investigated under the sports news, official news programmes, business news, political discussions, entertainment, cultural programmes, and announcements because during those programmes, MFIs issues were discussed.

1.7.3 The newspapers (print media) on the impact of MFIs

The newspaper variable was investigated on how it impacts on the image of MFIs was studied under, the sports news, official news bi-lines, business news, international news reports, entertainment, and political news headlines. .

1.7.4 The dependent variable - (image of MFIs)

The dependent variable of MFIs (UGAFODE) was measured by finding out how people perceived or looked at MFIs after watching TV programmes, listening to the radio

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programmes and reading newspapers. This was necessary to investigate people's perception because MFIs issues would be discussed during those programmes. This dependent variable was captured under respondent's bio-data like educational background, ethnic background (district of origin), religious beliefs and age, in relation to how they accessed information on issues that concern their lives. According to Hovland, et al (1953) the characteristics of perception and attitude change were measured using one's intelligence, social class, educational background and age. (18-25 year olds are most susceptible to so many things).

The moderating variable, which was the response of MFIs to the media, was measured based on how regular they used both electronic and print media to create awareness and educational programmes.

1.8   Significance of the Study

Since there had been no study done to assess the role of TV, radio FM stations and print media in the specified period (1997-2008), this research could serve as an informative tool to reach the public, the findings would greatly benefit AMFIU, BOU and the Ministry of Finance, Planning and Economic Development (State Minister for MFIs), that were the major policy makers and financial regulators.

In addition, the study has generated new knowledge in the field of print and electronic media and how it could be used to boost MFIs industry. During the research, the study discovered that the relationship between the policy formulators and police implementers was very critical in achieving successful economic goals in MFIs and the public (service providers and consumers).

Further more, the information obtained may be utilised to draw national implementation strategies for the MFIs in Uganda and sub-Saharan African countries at large. This information could be used by other economic bodies, ministries with weak communication strategies to establish communication departments in their organisations. Under the Act of Access to information and using the Credit Reference Bureau (CRB) that was managed by BOU, MFIs and the media organisation would inevitably move under one umbrella to provide information to all people especially those in rural areas.

1.9   Justification of the study

The study was justified by the fact that the local newspapers, TVs and Radio were all business enterprises with a cardinal goal of making profits. The media fraternity could use this report to effectively represent the interests of MFIs and could also benefit the public by reporting and educating effectively about the importance and existence of MFIs.

This research could add knowledge to the world of academia and future scholars, researching about similar issues around the MFIs.

Apparently little or no research had been done about the role of the media and the image of MFIs, which justified the need to formulate policies on communication, which this research provided.

1.10   Scope of the Study

The study was conducted in Kyadondo County, Wakiso District. Wakiso district surrounds Kampala and boarders Mukono in the East, Mubende and Mpigi in the West, Luwero in the North and Kalangala in the South. (travel guide map 2008). UGAFODE Microfinance

Institution was selected as the case study to represent other MFIs. Kyadondo county was purposely selected because it comprised both urban and peri urban areas.

Clients and non-clients of UGAFODE were interviewed. Primary data was collected from TV stations, FM radio stations and the, print media. The study was limited to the period from 1997 to May 2008 because that was when issues of MFIs were frequently pointed out through television programmes, radio programmes and newspapers.

1.11 Contextual Definitions

The Media refers to:- Information dissemination to the public through the electronic and print channels. (Dennis, Wilcox, Glen Cameron et-al 1998) In this research media refers to television programmes, radio programmes and newspapers (print media). This study excluded other forms of print media like brochures, leaflets and magazines because they had limited circulation in the public

Microfinance:-This definition was adopted from (Gustraro Gomez and Till Bruett et-ala October 2004) defined Micro-Finance as the business of providing financial services to the market segment composed of micro-entrepreneurs and other low-income people or groups excluded from the services offered by traditional formal financial institutions.

1.12 Limitations in the Study

The major limitations in this research were research fatigue by the respondents and the loan defaulters who mistook the research for loan recovery exercise, and were not willing to be interviewed by the research assistants. However, the limitation of research fatigue was solved through close contact with local community members, followed by intensified reminders of the purpose for which someone/respondent was required. The LCs provided

an entry point and guidance to the present physical locations of the required respondents or the next of kin in the absence of the house head or spouse.

CHAPTER TWO   LITERATURE REVIEW

2.0   Introduction

This chapter presents literature reviewed that was related to the topic of the study. The chapter covered Television programmes and MFIs image, radio programmes and MFIs image, print (Newspapers) and MFIs image, the prevailing situation in Uganda with the MFIs, progression of MFIs, new trends in communication, communication model, information sharing in the banking industry, communication structure and Uganda's experience with micro-credit programmes and conclusion.

2.1   Television (TV) and the image of MFIs

Neil, (2007), revealed that since the invention of television as a mode of communication in the early 1900's, had played a very important role in people's lives. People depended on TV programmes to access current information, world reports, sports and war zones. However, according to Neil (2007), television programmes could be used to promote or ruin projects, products, policies, big personalities and governments. In Uganda, the TV stations have played a significant role in reporting facts about MFIs activities, for example; the eristic behaviours of Front Page MF and COWE were reported on all local television.   Therefore the TV programmes played a big role in informing the public about the activities of MFIs. Nevertheless, AMFIU Directory, (2005-2007), revealed that not all MFIs were bad, for example FINCA , FAULU, and UGAFODE had served many Ugandans genuinely, their clientele were in thousands and their loan portfolio was in billions (14.6BN,6.718BN-3.5BN) respectively.

Another role that TV programmes played in promoting the image of MFIs was to educate the public about the services MFIs could offer to them. Most people especially urban dwellers depended on TV programmes as their source of information. Most Americans relied on television programmes for news, sports and entertainment. In Uganda, the story was not different from that of Americans. The Uganda Communications Commission (UCC (1997) registered six TV stations and many were still being registered. TV programmes had been used to air different educative programmes. It was also observed that during the Uganda 2001 and 2006 election, voters were educated on their political rights by the Uganda electoral commission using some of the TV stations. AMFIU report (2001) revealed that some MFIs used TV programmes to educate the public about the activities of its members; therefore TV programmes could be used as an appropriate channel to educate the public about MFIs activities, hence enhancing the image of MFIs.

Although TVs were a good channel for promoting the image of MFIs, the viewers could capture not all that was broadcast on television about MFIs. According to Neil (2007) television sets were not the great information machine. Some Americans agreed with Neil's observation because they spent most of their time watching entertainment and sports. They forgot to tune in to the news and educative programmes concerning their society. MFIs did not have control over the viewers and the editors, and one could not be sure of what would be broadcast or what the viewers would chose to watch at a particular time. Therefore it would not be proper for MFIs to rely only on TV programmes as the channel to educate the public about their activities.

2.2   Radios and the image of MFIs

McNeil (2007) observed that since the introduction of radios in 1901, radios had proven a remarkably powerful and flexible' tool of communication in society.   Early models introduced in Japan and USA was bulky radios of the 50th anniversary had passed unnoticed. However modern, trendy looking versions had replaced them.   The simple radio set was mostly affordable and certainly easy to use.   McNeil (2007) in her presentations on the topic, "A new role in the media world of 21st century" observed that in India, a market vendor interviewed about the choice of TV and radio programmes revealed that, "he could not watch TV while working, but he could listen to radio.   Not everybody could read books to know about the world.   For a television set, electricity was required and it is bulky. The radio was not bulky it required simple batteries and someone could listen to any programme while at work with minimum or no destruction."

Radio stations played a pivotal role in enlightening the public and changing people's attitudes about any issue. (http://www,ned.org/cima 2007).   Radios were widely used by almost every one because they were affordable; hence any message aired on the radio was likely to reach every one.   Metzl et-al (2007) observed that radios could be used to incite racial hatred (Nazi German, Bosnia and Rwanda).   Through Vatican radio programmes and other outlets were used to inspire love and peace in the world.   Radios could be used to wage war and to coordinate relief activities in the aftermath of disastrous wars.   It was therefore not surprising that different responses through radio programmes spread faster than other modes of communication.   In Uganda, local radio programmes had been used to promote certain policies and other policies had been revised or reversed.   At the introduction of the use of motor cycle transport (bodaboda), the police tried to enforce the law to all motor cycle

users to use helmets, however, this policy was discussed and criticised on several radio stations and the policy was revised.

Namazzi (2006) revealed that the Ministry of Healthy involved the local radio programmes to fight stigma among the HIV/AIDS patients and they seemed to have succeeded because several artists were involved to create plays, songs and experts from different countries of the world were invited to give live talk shows on the virus. It was observed that many people's perception and attitude towards HIV/AIDs patients had changed and Ministry of Health was still utilizing the media to up-date the nationals on the Cholera, Ebola threats and any other issue that threatened life.

Basoga (2000) revealed that the rise of electronic media houses was as a result of the liberalisation of the communication sector by government in the early 90s. Right from Independence Day up to the early 90s, Ugandans listened only to Radio Uganda, the only state owned radio station. "Basoga (2001) observed that business people had got easier ways of advertising their products than before". UGAFODE MFI sometimes used the media at certain functions especially when offering awards to the best client performers. The move to rural areas by radio stations was very encouraging because it would help government and MFIs to use the radio programmes as a tool of development and to reach their clients.

However, the Marketing Manager of VOT lamented that the station never had any Government Sponsored Programs. The New Vision *(April 20th 2001).* Voice of Teso (VOT), was a Community based radio station; which had programmes focusing on socio–economic topics like education, health, farming, work ethics, culture and tradition. The station signals

went beyond the borders of Teso and it was clearly received in Kapchorwa, Pallisa, Kamuli, Mbale, Lira and Moroto but had no single sponsored programmes on government-funded projects. This was an indication that the public and business community in Uganda had not effectively utilised the new modern tools to reach the public in rural areas.

2.3   Print Media and the Image of MFIs

Australia Report (2006) revealed that newspapers in the press helped to connect the past generation to the present and built good history for reference. Print media was innovative in supplying news using multiple media formats and they were more sharply sectionalized including the insertion of more glossy pictures, coloured magazines that concentrate on MFIs new products. Hence it was up to MFIs to take advantage of the existing opportunity of the media to inform, advertise and educate the public about their services.

In Bolivia and South Africa, the government had to step in order to curb abuses of MFIs to their borrowers after newspapers published photos of protesting borrowers on the streets of South Africa and Bolivia AMFIU Minutes (2002). In The *New Vision 8th August 2002, a story run* "**Lira man killed over unpaid loan"** subsequently, the management of FINCA run a story in The Microfinance Banker magazine **"False story regarding FINCA killing a person in Lira".** Although the truth was not clearly established, one could not rule out the fact that many Ugandans were experiencing maltreatment from their lenders. Newspapers were playing a significant role to expose the bad side of MFIs. This would discourage MFIs to continue with the bad acts of being reported and this could improve the image of MFIs in the log run.

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2.4   The Prevailing situation in the Media with the MFIs

Battibwe (2004) revealed that there was scanty information about the operations of MFIs in the media. There was a lot of information circulating about the good activities of MFIs, which was not reported by the media. The successful stories about MFI were not hot news to the media. The radio programmes and "newspapers had become the spokes persons of the disgruntled MF clients." In Uganda, for example, the Kampala Extra Police Spokesman, Simeo Nsubuga called a press conference and revealed that over 20 people had been cheated and police had recorded statements from clients of Front Page Microfinance, SACCOs, Faster and Support Uganda Microfinance. Nsubuga on WBS 9:00 pm news, 16th September (2007), appealed to the Ministry of Finance and Economic development and Bank of Uganda, to issue guidelines on the operations of such institutions, following the launch of Bonna Baggagawale (Prosperity For All) programme.

It was quite likely that what readers wanted to read, and equally, what listeners wanted to hear and what viewers wanted to watch, would not be what the publisher would like to publish or broadcast. Hence there could be a situation where the media appear to prefer bad news to good. Conrad (1998) observed that disastrous news could often be more exciting than successes. Newspapers publishing nude pictures of certain personalities would sell faster on the street than a paper that would publish positive information on social change. There could be a temptation for one to believe that MFIs seem not to bother putting records right about what was written about their industry.

Some organisations like Bank of Uganda adopted the communication strategy, which they followed to build good relationships with both print and electronic media as, indicated in on page 17.

Figure 2   Model for A Communications Strategy
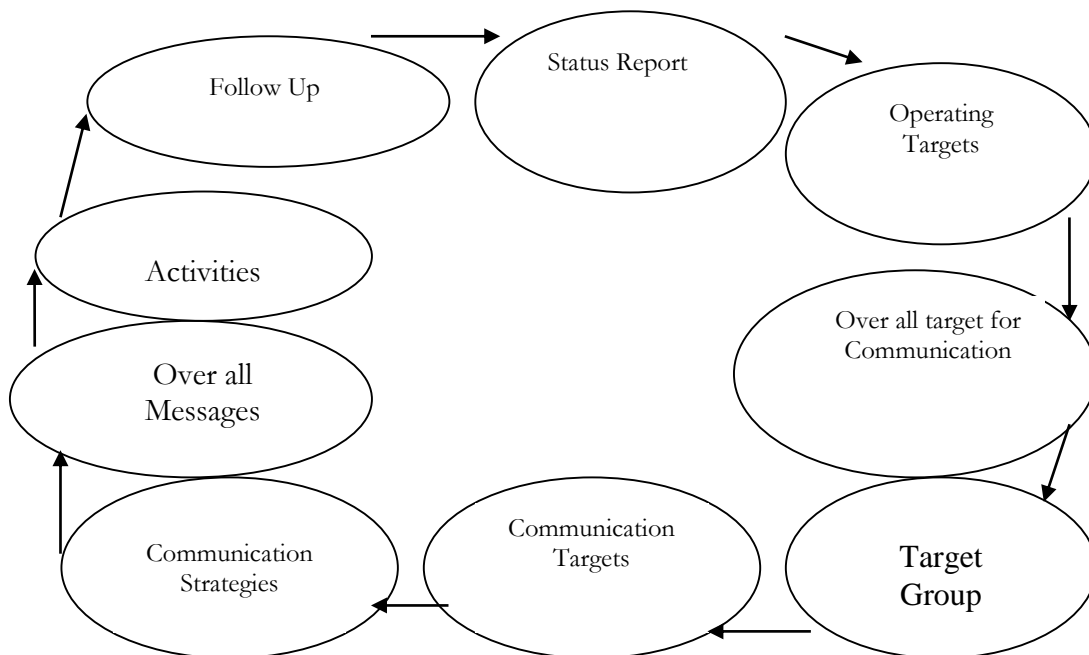
Source: Bank of Uganda Communication strategy

Based on the above model (Fig.2) MFIs ought to lay a strategy on how to communicate to the public effectively. This research provided information on how MFIs could establish their communication strategy so as to use the media effectively. MFIs needed to formulate operating targets from which they could operate and utilise the media gainfully.

Figure 2 was derived from BOU communications strategy and could be used as one of the basic models of reputable organisations. The story of a man killed in Lira, would have been to prepare information to go to the public; set operating targets on how to run another story stating issues that protects the image of MFIs, set over all targets for communication. The model dictated that one must know the target group, determine the communication strategies, compile over all messages to be delivered to the audience, then implement all

activities in a specified time and thereafter follow up all messages in the media so as to be able to gauge and evaluate the impact or perception of the public and lastly make over all reports.

2.5   New Trends in Communication

The Communications Act (1997) was enacted to revise and update legislation related to communications. The Uganda Communications Commission (UCC) was established under by the Communication Act (1997). UCC was mandated by the Act to promote and expand the national coverage of communication services to include modern and innovative postal and telecommunications, encourage competition in the sector and also develop and improve rural communication among other objectives. Background to the Budget (2005-2006)

The Communications Act called for the public to use the communication channels that were properly licensed; again that policy subjected MFIs to adhere to the governing policies of the media's organisational policies and timing.

Efforts to sensitize the nationals in Uganda were made by the Uganda Institute of Bankers when they launched the Micro finance Competence Centre (MCC) department in (October 2000). The MCC offered both short courses and longer postgraduate training programmes. The MCC aims at being a one –stop centre of excellence for the provision of knowledge and skills that are vital to the Micro finance industry. They also had tailor made courses for MFIs, Non Governmental Organizations, Parastatal bodies, ministries, individuals, commercial banks that were deposit taking and credit operators. However, the training was not for the rural poor who consume the services of MFIs.

In 1996, the Association of Micro Finance Institutions of Uganda (AMFIU) was formed to act as an umbrella of Micro Finance Institutions throughout Uganda, and was officially registered in 1999 under the NGO Act (2004) and as a company limited by guarantee. The MCC and AMFIU jointly produced a professional journal that was published quarterly in March, June, September and December every year. The journal acted as a vehicle for dissemination of appropriate and timely information on issues of interest and concern to the micro finance industry. However, its circulation was limited to only paid up members.

2.6   Information Sharing in the Banking Industry

Kasozi (2006) pointed out that information sharing was identified as one of the strategies of combating fraud. This was high on the agenda during the training of International Securities Regulators in Kampala, in November 2005. The regulators argued that with the fall of international borders, emerging markets with weak regulations were being targeted by the fraudsters Kasekende *(*2005 pg.4). The uses of e-money, e-ticket, EFT payment systems, ATM e-commerce, e- learning and electronic banking had made the whole world into a small village Egesa & Abuka (2007 pg 52), http: //www.bou.or.ug.

Communication Structure

Figure 3   Structure for Communications Department

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                           ┌──────────────┐
                           │   DIRECTOR   │
                           └──────┬───────┘
                                  │        ┌─────────────────────┐
                                  │────────│ Personal Secretary  │
                                  │        └─────────────────────┘
              ┌───────────────────┴───────────────────┐
    ┌─────────────────────┐              ┌─────────────────────────┐
    │ Head Public Affairs │              │ Head internal Education  │
    │ and External         │              │ Communication Manager    │
    │ Communication        │              └───────────┬─────────────┘
    │ Manager              │                           │
    └──────────┬──────────┘              ┌─────────────────────────┐
               │                          │ Media Management        │
    ┌─────────────────────┐              │ and Speech Writing      │
    │ Research and         │──────┬──────│ Officer                 │
    │ Documentation        │      │      └─────────────────────────┘
    │ Manager              │  ┌────────────────────┐
    └─────────────────────┘  │ Information and     │
                              │ Publications Officer│
                              └────────────────────┘
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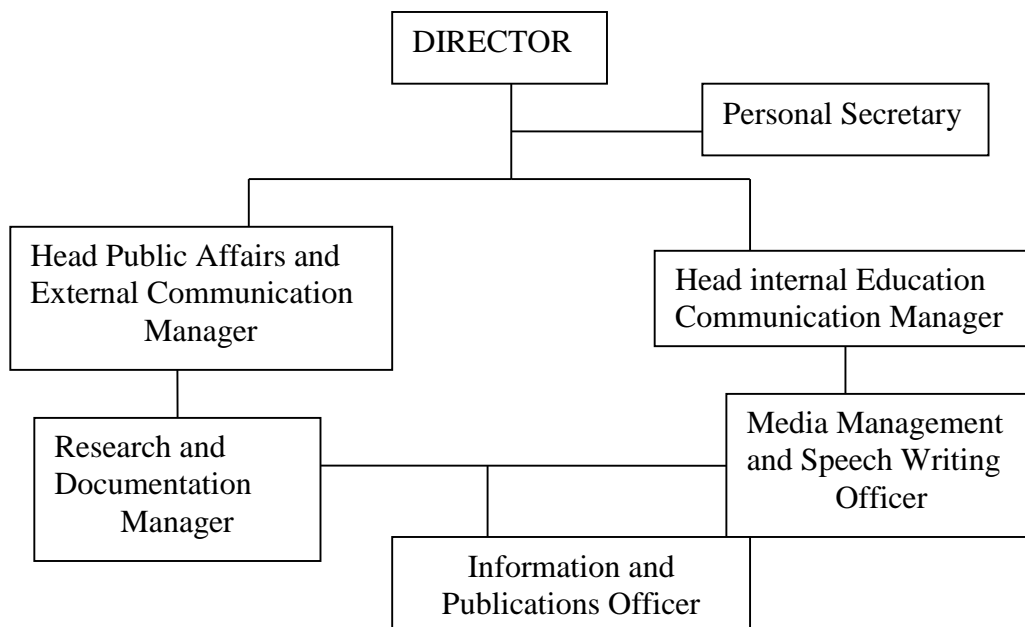
Source: RiksBank Sweden

The communication structure in figure 3 was adopted from Thomas (2006) and he presupposed that the principle administrator/director in the communication structure coordinated the heads for internal and external clients. Therefore, the MFI industry required a communication structure like the one above that embraces the importance of having an organized and coordinated communication system/strategy.

In the communication structure the external communications manager supervised the research and documentation manager, hence reducing chances of MFIs of being misrepresented by opportunistic politicians in the media. The public relations officer based on the research findings from the documentation manager, communicated to the internal clients/ public through the various modes of communication, to the benefit of the organisation.

The media officer played a very important role in creating a good environment between the organisation and media houses. The press officer wrote and edited information that was news worth for the public; he/she could select the right mode of information dissemination for the targeted audience, prepared educative TV/radio talk shows to address any problem. A press officer posted information on the web concerning burning issues of the organisation. The New Oxford Dictionary (1995) proverb which states that "when all talk, no body listens" could be equated to the prevailing situation in MFIs where most influential stake holders used the media to address the public on issues concerning MFIs. Apparently there seemed to be no clear structure or strategy for MFIs to address the public. As it was observed in this chapter, the President of the country, the Minister of State for MFIs, the police spokesman Simeo Nsubuga, the FEWS other political leaders all spoke for MFIs through different modes of communication and in many cases gave distorted information that did not give a clear strategy of information management.

2.7 Progression of Microfinance Institutions in Uganda

In 1950, the Uganda Credit and Savings Bank (the then Uganda Commercial Bank), but now called Stanbic bank Uganda Limited after closing UCB on 21st February 2002 was established to make credit available to co-operatives and other people. Under its umbrella, a series of rural co-operative credit societies were developed. In 1954, the Agricultural

Productivity Committee published a report, which clearly stated the government's position on credit. Credit to farmers was singled out as vital in increasing productivity. In the absence of banks in the rural areas, the most suitable institution for provision of credit was identified as the co-operative societies. It was also recommended that the co-operative credit movement should operate through a combination of saving and marketing Mutambi et al (1988)

Formally there were two categories of micro-credit programmes in Uganda; the first consisted of government or public initiated projects, which included programmes for alleviation of poverty namely Poverty Eradication Action Plan (PEAP 2005), Entandikwa and the Plan for Modernisation of Agriculture. Mukasa et-al (2006. The second category comprised the semi-formal and informal groups like credit unions, co-operative societies, farmers associations, non-governmental organisations and individual money lenders Kikonyogo, (1997).

The government funded programmes attempted to integrate poverty eradication alongside macroeconomic adjustment and structural reforms MOF report (June- July 2000). The key element was to seek a system of rural financial intermediation that would increase incomes and employment in rural areas in order to reduce rural-urban migration. Although many poor people benefited, there were teething problems encountered, ranging from lack of professionalism in granting credits inadequacy with the legal system to deal with loan defaults. The Rural farmers' scheme, (RFS) for example, aimed at providing credit to rural farmers and Uganda Commercial bank then, was mandated to implement this programme Mukasa (2004-6).

Mutambi (1994) revealed that the problems faced by this programme included high transaction and operational costs; poor loan recovery rates largely attributed to deficient loan appraisals, monitoring and supervision. Others such as: (i) slow processing of loan applications and disbursement of loans to firms particularly where business activity was related to crop agriculture; (ii) marketing arrangements were not in place to cater for the increased output that was to result from credit availability; (iii) non economic factors such as fraud, death, sickness or political interference in credit allocation were partly responsible for the poor performance of the scheme. Given this multitude of problems, the (RFS) eventually wound up in 1996. Other public schemes such as entandikwa had encountered similar problems though not in all aspects as the ones faced by the (RFS).

2.8   Uganda's Experience with Micro-credit Programs

The microfinance out reach plan report (MOP 2006) revealed that Information about MFIs services was not formally provided. Verbal communication by FEWS or MFI staff was highly censored in order to capture enough clientele. This revealed that there was no systematic information dissemination.

Some political leaders raised consumer's expectations and branded loans names such as start up capital (entadikwa) being given by government to eradicate poverty. The public seemed to be misinformed and the service providers found it difficult to spend on non-profitable issues so as to put records right.

Zainabu (2005) observed that there seemed to be a fear by the MFIs managers to antagonize politicians after serious statements had been made. Politicians sometimes misinformed the public and this led to lack of trust in the new industry. Statement, made by politically important

people of Uganda, would be misinterpreted and resulted into a negative perception by the public.

MFIs had no direct law, which protected/enforced them to provide information since there was no co-operate Act to compel them to publish information on certain products they offer. For instance, on 10th October (2005), The New Vision (page 2), H.E Y.K. Museveni was quoted saying that "Government had availed Entandikwa (start up capital) to people to fight household poverty, but politicians had interfered with the programme. The first time Shs.9 billion was injected and the second time Shs.18 billion for restocking Northern Uganda. The State decided to use what was called the Savings and Credit Cooperative Organizations (SACCOs), and argued that US. $91 millions were available in micro finance agencies."

In this study, one realised that funds were released from the same source (Government) to the same recipients (clients), each time money was released; it was branded a new name (Entandikwa, SACCOs and now Bonnabagaggawale).

For instance, on Saturday, April 28th, 2007, (The Monitor (page 5) reported that Members of Parliament demanded for a clear and well-defined policy on the "Prosperity for All" (Bonna Bagaggawale) programme. The MPs expressed that the programme could remain on paper if the government was not ready to come out with a legal framework on the scheme.

Shortly after, the MPs called for formulation of the MFIs policy that had been communicated through the various modes of information dissemination, the Red Pepper, a daily local news paper, published a story on Monday, (May 07, 2007), that Dorcus Nalumansi and her five-

month old baby, had been detained in an illegal detention facility for two days, after failing to pay off a loan of Shs. 40,000/= to BRAC Foundation Microfinance.

Another statement by a Minister of Local Government, Minister Nduhura stated that; "the Government had lost over Shs.6 billion in entandikwa scheme. The government had decided to channel the funds through rural micro finance institutions (village banks) to boost people's household incomes and standard of living. However, he said, people who received the money thought it was a token of appreciation from the government". As elaborated from above, lack of one voice from the top political officials created a negative perception about the Micro finance industry. (find a prospect of MFIs and the *Bonna bagaggawale* programme in the appendix).

Chemonges (2007) revealed that there was a small proportion (38 per cent) of the population that was financially served by either formal, semi formal or informal financial institutions/groups. Of those served by formal financial institutions, 42 per cent used commercial banks, 3 per cent Credit institutions and 8 per cent accessed Microfinance Deposit Taking Institutions (MDI). The semi-formal financial institutions served 13 per cent of the entire population of 18 years + (8 per cent in SACCOs and 5 per cent in MFIs). 58 per cent of the adult population used informal institutions (ROSCAs, ASCA, Saving clubs etc), while 3 per cent used moneylenders FDSU report (2007). The 58 percentages gave a crew to the extent the government should try to sensitize the public about MFIs.

2.9   Conclusion

The research established a knowledge gap in the impact of media in enhancing the image of MFIs.   However, no known study/research was done about the relationship between the impact of the media on the image of MFIs and this was the justification of this study as an exploratory research.

CHAPTER THREE METHODOLOGY

3.0   Introduction

This chapter describes the research design, the study area, study population, sample size and selection, data collection methods, instruments, procedures, validity and reliability, data analysis and methods of report dissemination.

3.1   Research Design

This was a case study design because it was an exploratory research that involved in-depth and contextual investigation of matters relating to similar situations that could be related to other organisations. It could be used to generate further knowledge in the area being researched about.   It was also a correlation study that sought to establish the relationship between the image of MFIs and the media.

All respondents were studied in their natural environment with minimum interference. The units of analysis for the study were both individuals and organisations. The organisations included UGAFODE Microfinance Limited and the media houses. The individuals included the public (Kyadondo County residents, Wakiso District) and UGAFODE clients.   The research was cross-sectional because media reporting keeps changing with time. It was also designed as a mixed methodology that contained qualitative and quantitative, primary and secondary methods so as to come up with a balanced comprehensive report and reliable, to ensure that shortcomings of an approach are counteracted.

3.2   Study Area

The study was conducted in Kyadondo County, Wakiso District. Wakiso District surrounds Kampala and boarders Mukono in the East, Mubende and Mpigi in the West, Luwero in the North and Kalangala in the South. *(find map of Wakiso showing the three counties in the appendix).*

3.3   Study Population

The study population constituted both organisations and individuals. Potential respondents included 482,496 residents of Kyadondo County, 132 media organisations and one MFI (UGAFODE). The individuals studied were the public (clients and non clients of UGAFODE). Of the UGAFODE clients, individual borrowers were studied as a representative population from which findings would be generalised. The responses were used to establish the perception of how clients learnt about UGAFODE Ltd. and how the public looks at MFIs.   The population of Kyadondo residents (482,496 in table 1 below) excluded minors from the age of 17-0 as defined by the Ugandan laws (Census report 2002). The research also excluded homeless people from the study because they could not provide the right information relevant to the study.

Table 1 Representative Population of Wakiso District

County	Sub-County	Parish	Villages	Total Popn.
Busiro	9	84	542	360,740
Entebbe	2	4	101	54,292
Kyadondo	6	47	585	**482,496**
Total	**17**	**138**	**1228**	**897,528**

Source: NBS records 2002 Census

3.4   Sample size and selection techniques

Table 2 on page 31 shows the total population of organisations from each category. Find explanation after the table and how each category of respondents was selected.

Table 2 Potential Respondents of Media Houses and MFIs

Category of respondents	Population	Sample Size
TVs	18	4
Radios	87	17
Print	25	5
MFIs	1	1

Source: Uganda Communications Commission (UCC)

3.4.1   Selection of TV Stations

There were 18 registered television stations registered with the UCC in the country. Only four televisions houses were purposely selected because the rest do not cover local news. The four TVs included; - WBS, UBC (UTV), NTV and Record TV.

3.4.2   Selection of Radio Stations

There was a total population of 87 registered radio houses in Uganda as per UCC client list. Of these seventeen radio stations were purposely selected, whose signals were clear and programmes were presented in languages understood by the local people in the study area. The sixteen radios included:-Radio Simba, Radio One, Akabozi Kubbiri, Radio Sapientia, Radio West, Sanyu FM. Capital FM, K-FM, Top Radio, Star FM, Impact FM, Power FM, Radio Maria, Beat FM, Super FM, Radio Uganda and Central Broadcasting Station (CBS)

3.4.3   Selection of Print media (Newspapers)

There were 25 print media registered with UCC. Of these five newspapers were purposely selected, because they have a wider coverage and have a daily production. These included The New Vision, The Daily Monitor, The Red Paper, Bukedde and The Observer. The

leaflets, magazines and brochures were left out in this research because they do not have a wide coverage, therefore they could not have a big impact on the readers.

3.4.4   Selection of UGAFODE MFI

In Wakiso district there was only one MFI namely UGAFODE, registered with AMFIU. The rest were SACCOs that were perceived by the residents as MFIs or village banks. The research was based on Microfince institutions hence the choice UGAFODE which was the only MFI in the study area.

3.4.5   Selection of clients and non-clients

In this study, Ellen (2008) formula was adopted. A sample of 705 clients and non-clients of UGAFODE microfinance limited was derived from a sample of 482,496. (see workings and assumptions on the next page). The formula gives a fair sample size n, whose results are inferred to a normal (bell curve) population. This was in the same line with Sekaran (2003) who stated that the bigger the sample, the more ideal it becomes for correlation study and the higher the level of confidence in the results.

There were 47 parishes and 585 villages in Kyadondo County. One village was selected from each parish using the bowl finger random selection. All villages were listed in their parishes and were randomly selected to avoid bias. This method of selection was ideal because some parishes had less than ten villages, while other parishes' had villages between 13 and 28 villages. From each village 15 house heads (so 705 / 47 villages) were selected by using LC village registers and random tables (created by Excel software). In the absence of village registers, research assistants used the systemic random sampling and selected house holds with assistance of village guides.

3.4.6 Formula for selection of Clients and Non clients from the public (Wakiso District)

A statistical equation to determine the final sample size was used, where:-

- n= sample size required
- N = number of people in the population
- P = estimated variance in population, as a decimal (0.5 for 50-50, 0.3 for 70-30)

$$n = \frac{\left[\dfrac{P[1-P]}{\dfrac{A^2}{Z^2} + \dfrac{P[1-P]}{N}}\right]}{R}$$

Where:-

N	=	**482,496**					
P	=	0.3					
		1					
A	=	0.030228					
Z	=	1.96	95%				
R	=	**0.8**					
p (1-p)	=	0.3		x	0.7	=	0.21
A2	=	0.000914					
z2	=	3.8416					
N	=		0.21				
		0.000238	+	4E-07			
			0.8				
	=		0.21		=	0.21	
			0			3E-04	
	=	**705.0317**					

Source: Pennstate University Tipsheet No.60

Desired precision (A) given the limited resources, a sample (n- 705) was chosen because a population of 482,496 was large. In order to maintain accuracy, a relatively higher level of desired precision (A) =0.03 was chosen.

Level of Confidence: Z was set at 1.96 to build a relatively higher confidence that 95 per cent of the sample was within a normal population of precision ± 3 per cent.

Variability (P) An estimated population of 30 per cent that understood microfinance institutions was used and therefore chose a variability of 0.3 thus P= 0.3. Then perception on MFIs image was measured from the sample of the population that was selected.

Response Rate (R) Data collected from the field was expected at a higher response rate of 80 per cent so R = 0.8. A sample (n) of 705 clients and non-clients of UGAFODE was therefore used to represent the population (N) of 482,496 with confidence level of 95 per cent and a precision of ± 3 per cent.

3.5   Data Collection Methods and Instruments

The instruments used were the interview guide, questionnaire and a digital camera. The questionnaire was designed in three sets and three sub-sections. The two sets comprised both open and close-ended questions to capture quantitative and qualitative data. (Find a copy of each attached in the appendix). Mugenda and Mugenda. (2003) stated that in most case studies, questionnaires are used as the most effective tools because; they capture the desired information from a wide spectrum and also capture a lot of information at a single visit.

Therefore, in this study, primary data was collected using questionnaires. The self-administered questionnaires were opted for in collecting data from UGAFODE managers and media houses due to the high literacy level of the respondents. However, eight research assistants were employed to collect data from the UGAFODE clients and the public (non-clients) because of the big population sample (705) that was selected and quite a good number of the respondents could not read and write on their own.

3.6   Design of the Instruments

(i)   Questionnaires

The questionnaire was designed in three sets each of which had three sub-sections (A, B, and C). The first set was designed for the three categories of media houses because each media house had its own house style of reporting and gathering information. The variables tested under this section were the types of programmes that run on (TV, radio and print/newspapers).

The second set of questionnaire was designed to capture information from UGAFODE MFIs managers. The UGAFODE managers/staff were targeted to answer questions regarding the way they respond to media reports because they were the decision makers at the apex.
The third set of questionnaire was designed for clients and non-clients to investigate deep into media reports and how the public interpreted the information from the TV, radio and newspapers in relation to MFIs.

Section A in the third set of the questionnaire captured information about respondent's bio-data. It was necessary to capture respondent's bio-data because Hovland, et al (1953) stated that someone's level of understanding and interpretation of issues was based on his/her age, level of education, ethnic/social background and religious background. Section B captured information from the clients/non clients on how they receive information from the media. This was important because it could clearly bring about the relevant information that would be used in the final analysis to determine whether there was a direct correlation between the media and MFIs.

Section C was designed to capture and measure public perception about the MFIs services and their attitudes about media reports (find copies attached in the appendix)

Interview Guide: The interview guide was used to capture qualitative data. Questions were replicated from the field questionnaire and were filled in by research assistants to help illiterate respondents (clients and non-clients). The interview guide was used because quite a good number of the respondents could not read and write and it could also control the personal emotions and biasness of the research assistants.

Camera- a digital camera was used to record still photographs and to express in detail some of the factors which could not be recorded in the report; like bad roads, poor homesteads, nature and status of the very poor.

Secondary Data

Secondary data was done by reading existing materials so as to come up with a thorough report. This method was used to analyse existing data. It was assumed that all responses/complaints on radio programmes and reports from the government bodies were kept on file for record purposes and that information could be used as evidence to reveal how MFIs respond to the public through the media. (find news paper cuttings in the appendix XXXIII).

3.7   Reliability of the Instruments

To determine the reliability of the questionnaires, a pre-testing exercise for the instruments was conducted among randomly selected respondents from Bank of Uganda and a few journalists who were not targeted in this research. The cases that participated in the pre-

testing were excluded from the selected respondents whose results were analysed in the final report. The pre-testing exercise helped to establish gaps in the instruments and also to establish whether the instruments would measure what was intended to be measured and to test the stability and consistency in the instruments. The questionnaires were pre-tested and tested so as to capture various aspects of the topic to ensure that all the objectives and purpose of the study were captured in the instrument. It was used to identify the clarity, sequencing, wording and ambiguity of the questions. *(find copies attached in the appendix 4-6).*

3.8 Validity of the study

Various research methods were used in order to bring out a valid research and these included various scientific research instruments, using technical and experienced advisors in order to obtain reliable information. The study was done thoroughly using reliable instruments and reading existing literature. Therefore seeing things from a different perspective and the opportunity to triangulate findings enhanced the validity of the data.

3.9 Data management and analysis

Data that was collected, coded, edited and cleaned (blank spaces were dealt with) to ensure quality and information accuracy.

3.10 Quantitative data processing

Quantitative data was analysed separately from qualitative data by using SPSS software so as to derive descriptive statistics. A code sheet was established before data was entered in the computer in order to minimise on possible errors and omissions.

3.10.1 Qualitative Data Analysis

Qualitative data was analysed using both deductive and inductive reasoning based on information collected and literal meaning was derived. Data was also analysed by using interpretive reasoning so as to arrive at the right results.

CHAPTER FOUR   PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0   Introduction

This chapter presents the findings of the study from the various qualitative and quantitative data sources. The results are arranged according to the objectives of the study (TVs, radios, and print media) and findings of the dependent variable of MFIs image (UGAFODE Ltd. Managers responses) and findings of the demographic characteristic of the respondents, upon which perception/attitude measurement was based. The results were discussed and presented in tables, bar graphs and pie charts.

4.1   The impact of Television and the Image of MFIs

One of the objectives of the research was to find out the impact of Television on the Image of MFIs. It was observed that Television programs could be used to educate and create awareness about MFIs services to the public. In order to assess the impact of Television, clients, non-clients and staff of UGAFODE were asked several closed and open-ended question. The Table 3 on page 36 was used to analyse the percentage of the respondents in Wakiso / Kyadondo County that accessed TV programmes and how they enjoyed their programmes.

Table 3 Favourite TV station by Respondents (UGAFODE Clients)

Best TV Station	%
WBS	78.4
Record TV	8.7
NTV	3.4
UBC/UTV	7.2
Other	2.4
Group Total	**100.0**

Source: Primary data

Table 3 shows that 78 per cent of the respondents watch WBS TV followed by Record TV. This meant that WBS, had the biggest percentage of viewers across Kyadondo County and had a clear signal up to the rural areas. This finding was significantly related to programs most preferred on TV stations in Table 9. WBS being the most preferred station meant that it produced programs that met the needs of the viewers such as official news, sports, entertainment, and political issues. Therefore WBS was a station that MFIs could use to educate, inform the public about their services and products.

Table 4 Percentage Preference of TV programmes by age(public)

TV Programme	Less than 17 years	18 - 24	25 - 34	35 – 44	45 - 54	55 - 64	65 Plus	Group Total
News		7.1	22.6	32.1	17.9	13.1	7.1	100
Entertainment		33.3	33.3	21.1	8.8	3.5		100
Business news			44.4	11.1	11.1	33.3		100
Sports		17.6	47.1	11.8	5.9	11.8	5.9	100
Cultural programmes		8.3	50.0	8.3	8.3	8.3	16.7	100
International and live discussions		7.7	7.7	46.2	23.1	7.7	7.7	100
Other		20.0	40.0	30.0			10.0	100
Not reported			66.7		16.7	16.7		100
Group Total	0	15.4	31.3	25.0	13.0	10.1	5.3	100

(Age groups span columns 18-24 through 65 Plus)

Source Primary Data

Table 4 shows that respondents between 24 years and 44 years have access to TV and it was observed that their most preferred program was entertainment. This meant that the majority of viewers preferred entertainment programs. This could call for redesigning MFIs educative messages in form of entertainment programmes like plays. The results were significantly correlated to the communication strategy (Riksbank Sweden), which emphasizes the need to know the preferences of the targeted audience. The elderly from the age of 55 – 65 plus enjoy official news and cultural programmes.

Figure 4   **Preference of different channels through which respondents learn about MF**
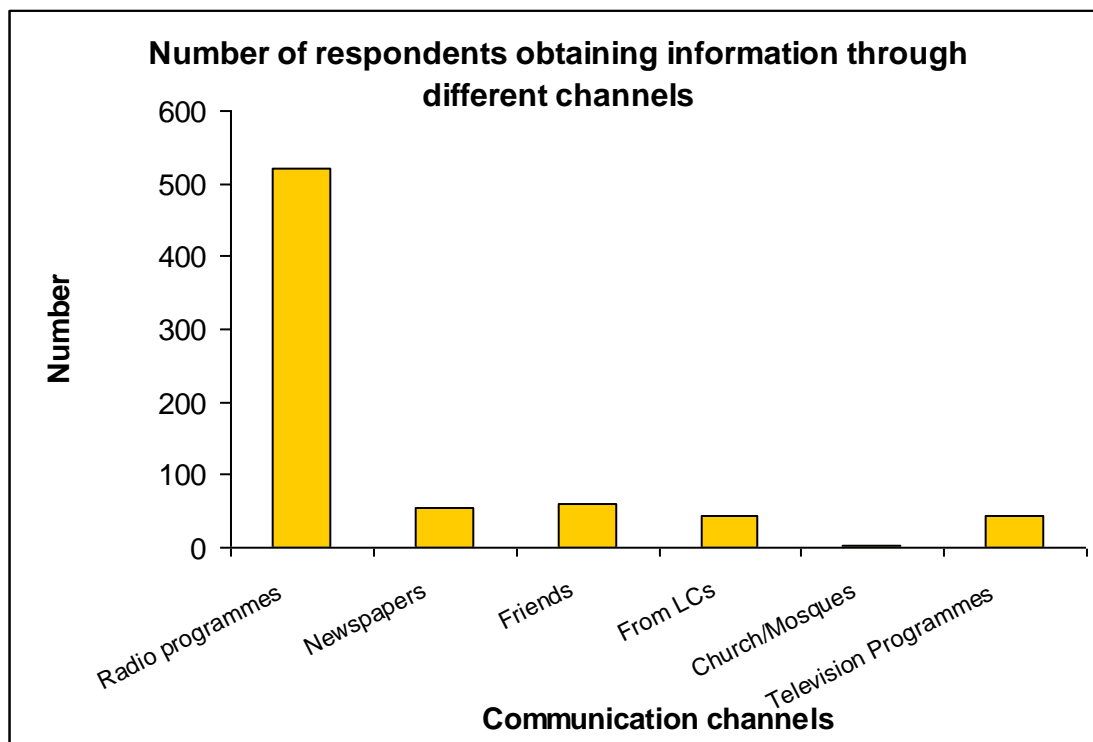
Source: Primary Data.

The graph (fig.4) shows that 6.68 per cent of respondents watch and receive information through television and other channels of communication. Radios were more popular than other forms of communication. (16 per cent receive information through word of mouth - friends, LCs and church/mosque). The results were consistent with the results on most

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preferred TV programs where majority of the active age 24-54 prefer entertainment programs to business news. The (2002) census report revealed that 0.6 per cent (0.3 rural 2.6 per cent urban) own television. This implies that not many Ugandans own television and could access information through television programmes.

4.2 The Impact of Radios on the Image of MFIs

Figure 5 below show a percentage distribution of preference of radio programmes by UGAFODE clients. It was important to find out the best programmes enjoyed by the respondents so as to be able to come up with the best communication strategy and select the most suitable programmes that must promote MFIs services. The programmes aired out on radio could have an impact of the listenership and consequently yield better results if MFIs effectively utilised the media. This was also observed by Amanda (2007) that in order to cause impact in society, some programmes have to be played over and over for a certain period of time so as to cause change.

Figure 5   **Pie Chart showing percentage preference of radio programmes by UGAFODE clients**
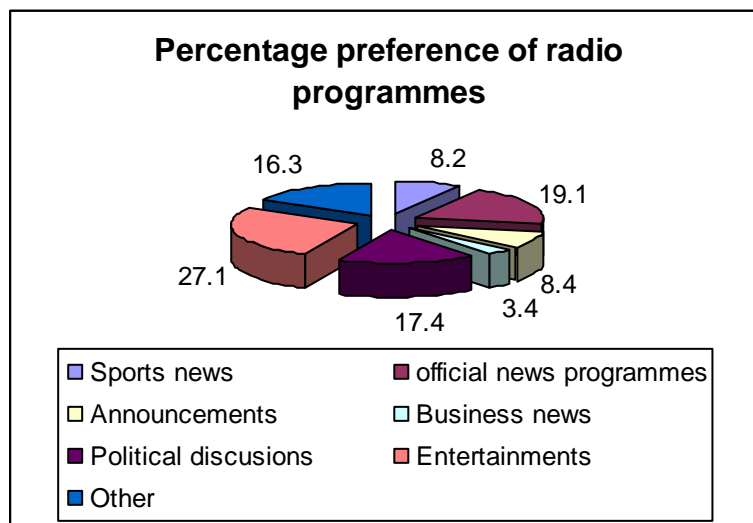
Source: Primary Data.

The pie chart (fig.5) shows that the majority of the respondents who listen to radio programs prefer entertainment programmes (27.1 per cent) compared to business news and (3.4 per cent), political discussions. Although 47.8 per cent (Census 2002) of Ugandans own radios, it did not necessarily mean that MFI image would be promoted through radio programs due to differed program preference. This was consistent with the 2002 census report, which revealed that (47.8 per cent) of Ugandans access radio programmes.

Table 5 Percentage distribution of the favourite radio stations

Radio station	Frequency	%
K-FM	1.28	0.2
Capital	13.52	2.1
Top Radio	4.50	0.7
Sanyu FM	1.28	0.2
Radio Simba	152,62	23.7
CBS	257.6	40.0
Radio West	5.796	0.9
Radio Uganda	1.28	0.2
Radio Sapientia	1.93	0.3
Super FM	3.22	0.5
Star FM	5.79	0.9
Impact FM	39.28	6.1
Power FM	1.28	0.2
Radio Maria	1.93	0.3
Mama FM	140.39	0.3
Beat FM	10.30	21.8
Kaboozi kubiri		1.6

Source Primary Data

Table 5 presents the most preferred radio stations, 40 per cent chose CBS, 23 per cent listen to Simba and 21 per cent listen to beat FM as their favourite stations. The reasons why the respondents could have chosen CBS, Simba and Beat FM radios as their favourite stations could relate to the languages used. These stations produce most of their programs in Luganda, which most of the respondents speak and understand. The finding was consistent

in that most of the respondents spoke and understood Luganda, and the majority of the respondents in Wakiso District, attained primary education.

According to McNeil (2007) radios were convenient to people because, one could listen to a radio program while at his or her work unlike where one had to carry the bulky TV or stop and read the newspapers, attend meetings or workshops concerning MFIS' presentations. This research and the census (report 2002) revealed that most Ugandans own Radios. It would therefore imply that, MFIs disseminating information through various FM radio programmes would enjoy the benefit of attracting a big audience at ago.

4.3   The Impact of Print media and Image of MFIs

Table 6 Most preferred newspaper

Newspaper		Col %
Bukedde	443.71	68.9
New vision	102.39	15.9
Monitor	78.56	12.2
Red paper	2.57	0.4
Observer	4.50	0.7
Other	12.23	1.9
Group Total	644	100.0

Source: Primary Data

Table 6 indicates that 69 per cent of the respondents, who read newspapers, prefer Bukedde, a local newspaper to other papers. Bukedde Newspaper was widely read in Wakiso district the area of study because it was in the central region where Luganda was the main language. Therefore MFIs educating and informing the public about their services through Bukedde Newspaper would attract a good audience.

Table 7 Channels through which the media receive information

	Print media (%)	Radios	TV (%)
Telephone	65.8	75.4	73.2

Postal	0.3	0.6	0.1
E-mail	16.7	15.5	5.0
Fax	3.4	2.1	0.7
Direct interviews/field	13.8	7.4	21.0

Source: Primary Data

The Table 7 above shows that majority of the media houses receive information through telephone calls (65 per cent print media 75.4 per cent Radios and 73.2 per cent TV) compared to interviews with MFI clients and staff or the public. This meant that the source of information the media uses was not authentic because any one can call and the media cannot verify the information. Therefore wrong people could provide tarnishing information about MFIs. The findings were significantly correlated with the finding in Table 8 below, where 6.5 per cent respondents did not agree that the media had promoted the image of MFIs. Battibwe (2004) revealed that there was scanty information about the operations of MFIs. There was a lot of information circulating about the misdeeds of MFIs. The radios and "newspapers have become the spokes persons of the disgruntled MF clients." This was unhealthy but it was the only willing source of the journalists to make news to the public.

4.4   General over View on the Impact of Media Reports on the Image of MFIs

Table 8 Clients' perception about the media and MFIs image

Media reports have promoted the Image of MFIs in Uganda	Frequency	Percentage
Strongly agree	106	30.2
Agree	95	27.1
Neutral	119	33.9
Disagree	19	5.4
Strongly disagree	12	3.4
Total	**351**	**100**

Source: Primary data

Table 8 indicates that 57.3 per cent of respondents agree that the media reports have promoted MFIs services in Uganda. This implies that the media has played a significant role

in educating and informing the public about the general performance of MFIs. It was also important to note that the media reports facts about the malpractice and unprofessional way some MFIs mismanage/mishandle their client's funds. Batiibwe (2004) also stated that, disgruntled clients run to the journalist in order to be heard. The finding was significantly related to (Neil 2007), who observed that media houses could be used to promote or tarnish the image of some personalities, organisation, products and policies.

Table 9 Channels through which UGAFODE clients first Learnt about its Services

Channel of Com	Frequency	Considered as common channel (%)
UGAFODE staff	290	45
Local leaders	86	13.4
Radios	48	7.5
Television	23	3.5
Newspapers	30	4.6
Word of mouth	167	26
Total	644	100

Source: Primary Data

Table 9 reveals that 45 per cent of UGAFODE clients first learnt about UGAFODE through UGAFODE staff (loan officers, managers), while only 15.6 per cent learnt about UGAFODE through the media. This implies that UGAFODE relies on staff to inform or educate the public about its services and its existence. This finding was consistent with the words of the State Minister for MFIs Honourable Caleb Akandwanaho that MFIs depend on their staff to advertise their services.

In order to be able to establish the validity of the above finding, six managers of UGAFODE MF were interviewed and their responses coincided with the client answers. When asked about how they communicate to their clients, all the managers said, they do not communicate through the print and electronic media, but invite their clients to their offices at the headquarter, or communicate to them through the loan officers at any convenient venue.

The respondents in the picture said, they

regularly receive communications through

Five managers in their responses said they do not use the media because it is expensive. UGAFODE managers found it cost effective to use the informal method of communication like meetings, personal visits to clients' residences or work places, because the majority of their clients in Kyadondo County borrow in groups. This was in line with what the media chiefs said that they do not have registered programmes from MFIs, NGOs, or Government that regularly up-dates the public about MFIs services. It corresponds with the general hypothesis that MFIs do not care about what was being written about them.

Figure 4 illustrates a general over view of the most desired and accessible channel of communication by the respondents.

Table 10   **Respondents' knowledge about UGAFODE (clients and non-clients)**

Have you heard about UGAFODE	No of respondents	Percentage %
Yes	223	34.63
No	421	65.37
Total	644	100

Source: Primary Data

Table 10 shows that 65.37 per cent of the respondents had not heard about UGAFODE Ltd,

therefore they were ignorant about its services. It was further revealed through observation

that UGAFODE Ltd had no single branch or office in Wakiso district. The finding was

consistent with Honourable Akandwanaho (2007) statement that, "the Ministry of MFIs and

MFIs were faced with the problem of outreach". For any village bank to thrive in such an

area there must be electricity, security, good sanitary conditions to attract well-qualified

people to work in such areas.

It was difficult to access some of the respondents due to poor road network

It is therefore important for MFIs to use TVs, radios and newspapers to reach the very poor in rural areas where loan officers and Financial Extension Workers (FEWs) show little or no interest.
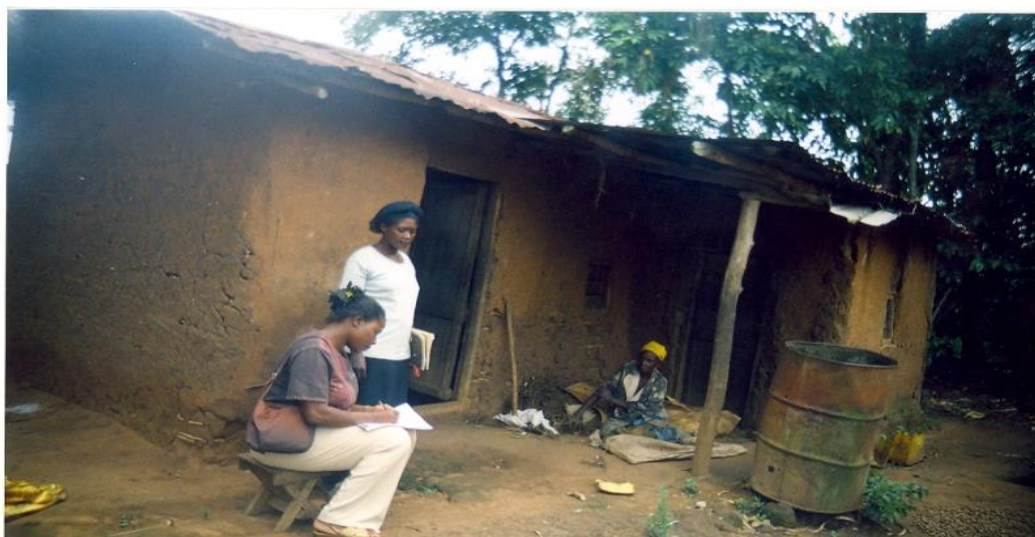
The respondent expressed fear that, she would

Table 11   Public attitude towards MFIs

Reasons	Frequency	Percentage
No Knowledge/little knowledge about MFIs	**102**	**15.9**
Does not trust the MFIs	24	3.4
Does not require a loan	**130**	**20.3**
Does not have security	32	5.0
Fears to lose property	**90**	**14.1**
Do not want pressure from MFIs	6	0.9
Interest rates are high	28	4.4
Conditions to acquire a loan are tight	28	4.4
Fear of torture at the time of recovery	5	0.6
Initial deposits are high	39	5.9
Service not available	8	1.3
Other	48	7.5
Missing	104	16.3
	644	100.0

Source: Primary data

The findings in Table 11 indicate a positive change in people's attitudes towards MFIs, for example only 15.9 per cent do not have sufficient knowledge about MFI. Although it could

not be fully asserted that the media brought about the positive change in attitude, the media

played a significant role in creating awareness about MFIs, hence promoting the image.

In order to be able to verify the change in peoples' attitudes about MFIs, their performance

was studied from the period of 1998 to 2007. Figure 6 below shows MFIs performance.

Figure 6   **Membership per Year**
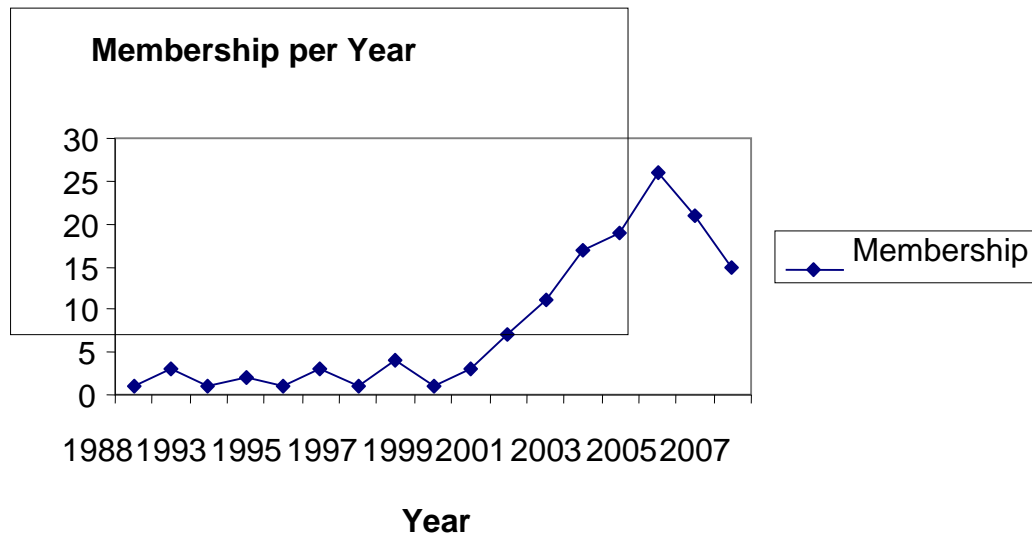
Source: Primary Data

Figure 6 shows the trend from 1988 right from the inception of MFIs. A gradual increase in

membership was observed from 1999 -2005. An abrupt fall/decrease in membership was

observed and this compared to the number of clients interviewed, the majority revealed that

they had never introduced their friends to any MFIs, because they assumed MFIs were

thieves, MFIs practice/culture was bad, grab people's property to mention but a few. (Table

11 showing frequency and percentage of respondents giving their opinions about the MFIs),

and Appendix page XXXIII, Newspaper cuttings giving information on different MFIs).

The respondent in the above photograph
was very willing to give all answers

It was also observed that many MFIs were located in urban areas or big trading centres where they can easily access the active poor with a good truck record in business continuity. Whereas Government's intention was to uplift the active poor in rural areas, the disadvantaged or unprivileged are rooted in rural areas with very bad slippery and inaccessible roads. *(refer to the picture below and the Map of Uganda in appendix III showing geographical distribution of MFIs and SACCOs.)*

Slippery roads! Some of the roads were used as animal trucks and bibbed wires were recklessly thrown about.

4.5 Quantitative Analysis of UGAFODE Managers Responses

Table 12   **Distribution of Information sharing about MFIs through other circles**

Channel of communication	Shared with	Did not share
Church leaders	0.5	99.5
Local Council members	4.4	95.6
School authorities	2.0	98.0
Family members	17.7	82.3
None	27.1	72.9
Friends	55.7	44.3

Source: Primary Data

The table 12 above illustrates that 55.7 per cent share information about MFIs with friends, 17.7 per cent information is shared among family members and 27 per cent has nothing to share about MFIs. Churches and local council members carry a very small percentage in their contribution to information dissemination about MFIs with their religious followers or residents. Hence, it is not cost effective to communicate through Church/Mosque gatherings issues concerning MFIs.

Table 13   **UGAFODE clients and the regular means of Communication**

UGAFODE clients and regular communication periods

Frequency	Percentage (%)
Daily	6.7
Weekly	36.2
Bi-weekly	3.8
Monthly	41.0
Quarterly	5.7
Yearly	5.7
Ad hoc	1.0
Total	**100**

4.5.1   Source primary data

Table 13 reveals that 41 per cent of UGAFODE clients receive information on a monthly basis and 36.2 percent on a weekly basis. This showed that there were regular communication between UGAFODE and its clients based on loans repayment schedules. Group borrowers were scheduled to pay on a weekly basis or bi-weekly, whereas individual loans were repaid on a monthly basis. This explained why the 77.2 per cent of the respondents revealed that clients received information directly from their loan officers. Of the UGAFODE managers interviewed, the majority urged that, they communicated directly to their clients and they did not use the media because it was expensive. The finding was significantly associated with the finding in Table 9 and 10, where 65.37 per cent of the respondents from the public were not aware of UGAFODE services.

It is therefore observed in this study that, Uganda Agency for Development MF largely depends on direct/verbal communication to its clients because it finds the TV, radio and print media an expensive communication strategy.   On the contrary, of the editors and business news reporters interviewed (TV, Radio and print media chief editors), the majority said, they did not have regular programmes from MFIs or any sponsored programme by government. Information published in their programmes, was received through their various methods of information collection (directly from the public).   The editors said, the public

volunteered information through press conferences, participating in live talk shows, wrote directly to editors/news reporters of their best (TV, Radio presneters and any print media).

CHAPTER FIVE   SUMMARY CONCLUSIONS AND RECOMMENDATIONS

5.0   Introduction

This is the last chapter of the study; it highlights the summary conclusions, recommendations and areas for further research.

5.1   Summary of major findings

The purpose of the study was to investigate the impact of media reports on the image of MFIs in Uganda in order to propose possible measures for improving the image. This research tried to establish the relationship between the three major independent variables (TV, radio and newspapers) – print and electronic media and UGAFODE MF Limited.

The theory was based on the idea that the media reported negatively about MFIs services. The TV programmes, radio programmes and newspapers had numerous house styles to create influence on the listeners. The findings depicted that what the media produced could have impacted negatively about MFIs image in the previous years.

5.2   Conclusions

The purpose of the study was to establish the impact of media reports on MFIs image in Wakiso district, a case study of UGAFODE Ltd. The general hypotheses of the study were that TV programmes, radio programmes and newspapers report negatively about MFIs and MFIs do not respond to the media reports.

After a close analysis of the findings and based on the objectives of the study, the following conclusions were made.

5.3   Television and Microfinance Institution Image

It was concluded that although programmes on TVs sometimes report negatively about MFIs, 68 percent of the respondents in Wakiso District did not have access to TV sets and therefore did not use it as a major source of information. This was not in line with the general hypothesis that TV programmes tarnish the image of MFIs. It was also concluded that if MFIs chose to use the television programmes as their major means of communication to educate and create awareness about their services, 90 per cent of the population would miss out the information, because according to the census report (2002), only 0.6 per cent of the population in Uganda did not have access to TV programmes (Rural 0.3, urban 2.6).

5.4   Radios and MFIs Image

Radio programmes were very vital in communicating to the public. 68.6 per cent of the respondents in Kyadondo County enjoyed listening to radio programmes throughout the day. However 40 per cent were primary school drop out and enjoyed listening to programmes in Luganda. It was also observed that radio programmes could be exciting and could insight violence in the public though in some cases like during live discussions/talk shows, some information would be baseless.   In conclusion, since 68.6 per cent of the respondents had access to radio programmes, any information through radio programmes could cause a big impact on the listeners, and therefore radio programmes should not be ignored by MFIs.

5.5   Print Media and MFIs image

The print media did not have a direct influence on MFIs image as it was stated in the general hypothesis because, the majority of the respondents in Wakiso district were primary school drop outs and their major sources of information were radio programmes, friends and local village leaders. It was also concluded that newspapers would not be the right channels of

communication to inform/educate the public about MFIs because only 4.6 per cent had access to newspapers.

However, although the newspapers were not a popular source of information for the respondents of Kyadondo county, this percentage could not be marginalized because newspapers have always been the most effective tool of communication as opposed to other electronic channels of communication as it could hold news from generation to generation (bring history closer to man).

5.6   UGAFODE Managers Responses in regard to media reports

It was concluded from the findings that UGAFODE managers did not have any strategic plan to respond /counteract negative media reports. The majority urged that loan/credit managers met their clients regularly and that the system was more cost effective as opposed to the print and electronic media.

5.7   Recommendations of the Study

Managing negative reports through TV stations

The research revealed that UGAFODE managers did not have any strategy in managing risks through the media because the media was expensive.

- It was recommended that the government budget for the expensive media and sponsor media programmes through the Ministry of Microfinance, Microfinance Outreach Plan (MOP) and AMFIU.

- The study recommends that MFPED, BOU and other donor/stakeholders should contribute to the increased public awareness in promoting the activities of MFIs through the media.

- Bank of Uganda as a regulatory body should come up with policies that reprimand MFIs that abuse the banking industry.

- The media (TV, radio stations and newspapers) should improve on the way it reports about MFIs issues.

There must be a policy and teamwork among all Microfinance practitioners, which governs the communications flow. (this covers crisis communication in case there were errors made through the media).

This research recommended that AMFIU should open up a fully fledged communications department that will implement a communication strategy as indicated below:-

5.7.1 Media conferences

Media conferences involve inviting all walks of the media fraternity to participate in the general publicity. They help to deliver information directly to the public at a minimum cost, thereby provoking interviews of particular interest to the radio or TV presenters. Press conferences could be regularly used to announce important policy decisions and to present reports to the public. Media conferences must be conducted during important public awareness campaigns to enable MFIs receive a wider publicity in the public.

5.7.2 Meetings with Regulated Institutions-

Meetings with stakeholders were recommended as a healthy ground to build and facilitate a two-way communication process on new policies.

5.7.3 Personal communications-

Informal chats to forge good relations must be developed to build understanding and to influence public attitudes.

5.7.4 Speeches and interviews-

Speeches from different technical groups and interviews with policy makers must be used to explain policy decisions or Microfinance issues and intentions. The study recommended

press officers to send written policies, speeches and interviews to all media houses as this could be a safe way to minimise errors and un founded rumours that appear in the press.

5.7.5 Seminars and workshops-

The stakeholders/ MFIs should use seminars and workshops as a double-edged tool for the press and the public. Seminars offer fertile grounds for the organisers to discuss primary issues and obtain feedback from specific target group; however, they should be prepared and conducted in different dialects.

5.7.6 Public lectures-

MFIs should conduct public lectures on topics of current interest with an aim to amend the negative perception in the general public.

5.7.7 Educational programmes-

MFIs must organise lectures for tertiary institutions, college schools, teachers and lecturers, to educate them about the saving and borrowing culture at an early stage. This would inevitably change the current trend shown in figure 6 where MFIs membership was falling from the period of 1999-2007.

5.7.8 Guidelines to Maintain Integrity/ Ethical Standards of Communication

The press officer should be able to enforce ethical conducts and also be strict about the media reports on MFIs. This calls for a proactive team other than reactive personnel. The stake holders/ communications officer has to plan ahead of invents. The communication team must use the media to inform the public about new services in the industry, prevent some of the speculated news by the press to be discussed openly in public discussions and also to sensitise the government how to communicate about donations and developmental funds channelled through the MFIs.

Eligible officers have to plan and edit information concerning MFIs, must be posted to the web, or faxed depending as and when it is ready, so as to provide timely information that could guide the public.

One must communicate to the best of the institutions ability.   This eliminates the communicator to promise impossibilities to the public. .

The communications officer must facilitate a two way communication process between the public and the stakeholders.   This builds a healthy ground for stakeholders to assess whether the public understands MFIs or not, so as to gauge the general perception at large.

5.7.9   Press releases and notices to the public –

MFIs should make public notices of defaulting MFIs and loan officers and send them to their web where the media and the public could access it.   MFIs could arrange and make insertions in the local daily newspapers for easy circulation so as to be able to deal with malpractices within the industry.

5.7.10 Invite experts to present papers for Public lectures, seminars and workshops –

MFIs should select several topics that could attract different groups of people with current information about the industry.   The presented papers and reports could be sent on the website and media houses where it could reach the publics through the media.

5.7.11 Video documentaries –

MFIS should hire artists to act and interpret the role of MFIs to the public. The plays could be distributed to different FM radio and television stations. This research revealed that of the respondents 33 per cent watch TV progrmmes, and 27.1 percent enjoy listening to entertainment radios programme.This research further recommended that, MFIs should engage editors and artists to design programmes according to the respondent's interests.
The programmes could be designed as informative, educative, and entertaining because that was what most respondents liked.

5.7.12 Personal communications –

MFIs should establish offices/library where the public, government officials, news reporters, students on research could walk to designated offices responsible for information dissemination. The officer in-charge of this office must be knowledgeable and should have information on fingertips, concerning the industry.

5.8   Posting information on the website –

MFIs must use a wide channel for information dissemination world over. This research revealed that 63 percent of the media houses interviewed use the web as a source of information and 81 percent use telephone calls to receive and communicate to the public. (Table7). The wide usage of information display would provide a one shop centre for information about MFIs.

Regular information through the media would enhance economic performance because other social economic aspects with high degree of accuracy, integrity and timeliness to a wider audience could make informed decisions.

The government and donors must use the media as a vehicle for information dissemination and explain to the public the objectives functions, methods, strategies and management of MFIs.

There must be transparency in the working methods and credibility in the MFIs. This, if communicated both internally and externally would yield the desired goal.

5.9   Areas of Further Research

Further research should be done along MFIs administrative structure and professionalism.

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Appendix 1: Map of Wakiso

Figure 7:   **Map of Wakiso District showing Counties (Kyadondo County)**
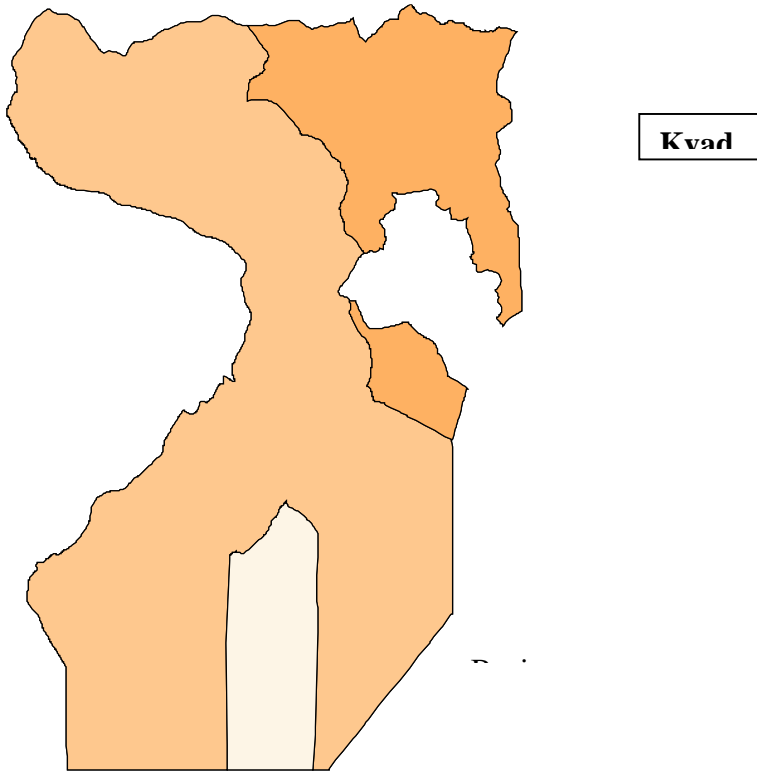
Kyad

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e

Appendix 2: List of Parishes that were visited in Kyadondo County

Count of Parish Name	Number of Villages	No.
Parish Name	Total	
BULAMU	10	1
BUNAMWAYA	18	2
BUSABALA	20	3
BUSUKUMA	5	4
BUWAMBO	9	5
BWEYOGERERE	28	6
GAYAZA	9	7
GGULUDDENE	6	8
GOMBE	5	9
KABUBBU	9	10
KABUMBA	5	11
KATADDE	7	12
KAVULE	6	13
KAWANDA	6	14
KAZO NABWERU	39	15
KIKOKO	5	16
KIMWANYI	17	17
KIRA	22	18
KIREKA	39	19
KIRINYA	22	20
KIRYAMULI	4	21
KITEEZI	7	22
KIWENDA	10	23
KYALIWAJALA	23	24
LUGO	6	25
MAGANJO	34	26
MAGIGYE	7	27
MASAJJA	24	28
MASOOLI	4	29
MATUGA	12	30
MIGADDE	5	31
MUTUNDWE	17	32
MUTUNGO	15	33
MWERERWE	4	34
NAKYESANJA	5	35

Count of Parish Name	Number of Villages	No.
NANGABO	6	36
NANSANA	35	37
NASSE	5	38
NDEJJE	19	39
SEGUKU	13	40
SSANGA	7	41
TTIKALU	5	42
WAMALA	7	43
WAMBALE	3	44
WAMIRONGO	6	45
WAMPEEWO	9	46
WATTUBA	6	47
Grand Total	585	

III

Appendix 3: Map of Uganda

Figure 8:   Map of Uganda Showing the distribution of MFIs and SACCOs.
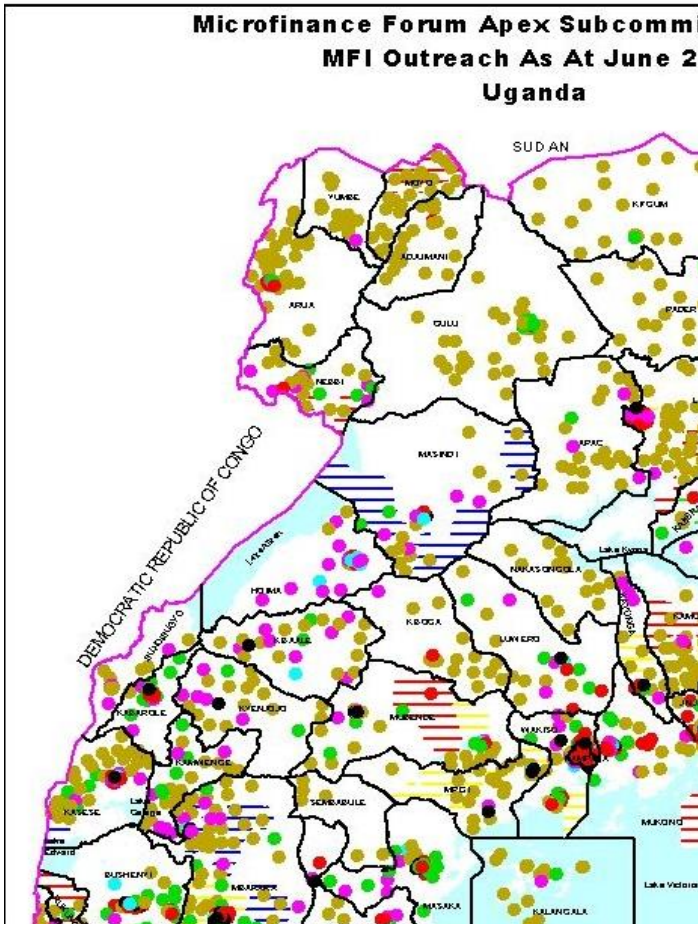
Appendix 4:Interview Guide UGAFODE Client and Non client

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Sub-County……………………………………………………………

<div style="text-align:right;">☐ ☐</div>

Parish…………………………………………………………..

<div style="text-align:right;">☐ ☐</div>

Village…………………………………………………………

EA Number ………………………………………………☐ ☐ ☐

House Hold Number………………………………………...

SECTION A: Identification

1   Name of respondent …………………………….. Male/

        Female…………………………………………………...

2   Relation to head of household………………………………

3   Age……………………………………………………………

4   Religion…………………………………………………………

5   District of origin …………………………………………………..

6   What is your level of education? ....

7   Do you own a Phone? Yes/No

8   Do you have a Postal address? Yes/No

9   How do you obtain information about your country/Village?

………

………

…………………………………

SECTION B: Communication

Radio

10 Do you listen to the radio?

11 If yes, what is your favourite radio station? …………………………..

12. a) When you listen to the radio what do they say about MFIs?

b) What is your favourite programme? ....

13 Why ………………………………………… …………………………………

14. On which day is it broadcast? …………………………………………………….

15 What time is it broadcast? …………………………………………………………

Television

16 Do you watch T.V.?

17 a) When you watch TV what do they say about MFIs?

b) If yes, what is your best TV station? …………………………………………….

18. a) What is your best programme on T.V.? …………………………………

b) At what time is it broadcast? ....

Print Media

19 Do you read news papers? ....

20 a) When you read the newspapers how does it report about MFIs.

b) If yes, what is your favourite Newspaper? ………………………………

21 Which articles do you enjoy most? ....

SECTION C: Information on micro finance institutions

22   Do you have information about microfinance institutions?

…………………………………………………………………………

23   If   yes,   how   did   you   know   about   Microfinance   Institutions?

....

24   Are you a member of any Microfinance institution?

25   If yes which Microfinance institution? ....

26   If no, why? ………………………………………………………………………

27   If you have ever been a member, why did you leave?

28   When did you become a member? ………………………………………………….

29   For   how   long   have   you   been   /   where   you   a   member   of   Microfinance   institution?

…………………………………………………………………………………..

30   Do you have any particular information about Microfinance institution?

          If yes, how do they talk about MFIs? …………………………………………

31.   Whom have you shared information about any Microfinance institution?

…………………………………………………………………………………..

32   How often do you receive communications from Microfinance Institutions?

   …………………………………………………………………………………

33   Do you borrow individually or as a group?

34   If you borrow in group how many members have you been able to attract to your group?

          ………………………………………………………………….

35   How many have you introduced to any Microfinance institution?

…………………………………………………………………………

36   If none, why? ………………………………………………………………………………………

37.   The media reports correctly about MFIs

Strongly agree

Agree	
Neutral	
Disagree	
Strongly disagree	

………

…………………………………………………………..

37 What common channels do you think are important for people to learn about   Microfinance institutions?

….….………

……………………………………………………………

38 Why…………………………………………………………………………………

39 What language do you think is best?

………………………………………………………………………………………………….

THANK YOU FOR YOUR TIME

Appendix 5 Interview Guide For Client/Non Client Of UGAFODE

Sub-County……………………………………………………….

Parish……………………………………………………..

Village……………………………………………………

EA Number ……………………………………………

House Hold Number……………………………………...

SECTION A: Identification

1 Name of respondent ………………………………….. Male/

   Female…………………………………………………...

2 Relation to head of household………………………………

3 Age……………………………………………………………

4 Religion…………………………………………………………

5 District of origin ………………………………………………..

6 What is your level of education? ....

7 Do you own a Phone?

8 Do you have a Postal address?

9 How do you obtain information about your country/Village?

………

………

………………………………

SECTION B: Communication

Radio

10   Do you listen to any radio?

11   If yes, what is your favourite radio station? …………………………..

12   a) When you listen to the radios how do they talk about MFIs……………

      b) What is your favourite programme………………………………………

13   Why……………………………………………………………

      …………………………………………………………………………..

14.   On which day is it broadcast? ……………………………………………….

15   What time is it broadcast? …………………………………………………………

Television

16   Do you watch T.V.?

17   a) When you watch TV what do they say about MFIs? ....

      b) If yes, what is your best TV station? …………………………………….

18.   a) What is your best programme on T.V.? …………………………………

      b) At what time is it broadcast? ....

Print Media

19   Do you read news papers? ....

20   a) When you read the newspapers how does it report about MFIs?..................

      b) If yes, what is your favourite Newspaper? …………………………………

21   Which articles do you enjoy most? ....

SECTION C: Information on Micro Finance Institutions

X

22   Do you have information about microfinance institutions?

………………………………………………………………………

23   a)   If   yes,   how   did   you   know   about   Microfinance   Institutions?

....

b)   How do people talk about MFIS? ………………………………………………

24   Are you a member of any Microfinance institutions

25   If yes which Microfinance institution? ....

26   If no, why? …………………………………………………………………………

27   If you have ever been a member, why did you leave?

28   When did you become a member? …………………………………………………….

39   For   how   long   have   you   been   /   where   you   a   member   of   Microfinance   institution?
………………………………………………

30   Do you have any particular information about Microfinance institutions?

31.   Whom have you shared information about any Microfinance institution?

…………………………………………………………………………………………..

32   How often do you receive communications from Microfinance Institutions?

…………………………………………………………………………………

33   Do you borrow individually or as a group?

34   If you borrow in-group how many members have you been able to attract to your group?

………………………………………………………………….

35   How many have you introduced to any Microfinance institution?

………………………………………………………………………………

36   If none, why? ……………………………………………………………………………………

37. How do the media report about MFIs in terms of the following?

a) Educational programmes

b) Credibility of MFIs

c) MFIs practice (services)

d) Loan requirement (security/ interest rates)

e) Loan recovery

38.   What common channels do you think are important for people to learn about   Microfinance institutions?

………

………………………………………………………………………

39.   Why……………………………………………………………………………………

40.   What language do you think is best?

…………………………………………………………………………………….

THANK YOU FOR YOUR TIME

Appendix 6:Questionnaire For Client/Non Client Of UGAFODE

Sub-County…………………………………………………………….

Parish……………………………………………………………..

Village……………………………………………………………

EA Number ……………………………………………………

House Hold Number…………………………………………………...

SECTION A: Identification

1   Name of respondent ……………………………………..

……………………………………………………………...

2   Relation to head of household

3   Age………………………

4   Religion……………………………………………………………

5   District of origin ………………………………………………..

6   Level of education

    a) Primary

    b) Secondary

    c) Bachelors degree plus

    a) Diploma

    b) Certificate

    c) None

7.   Do you own a Phone? Yes/No

8   How do you obtain information about your country/Village?

        a.   Radio programmes

        b.   Newspapers

        c.   Friends

        d.   From LCs

        e.   Church/Mosque

        f.   Television Programmes

SECTION B: Communication

Radio

9   Do you listen to the radio? Yes ☐   No ☐

10   If yes, what is your favourite radio station?

11   What is your favourite programme…………………………………………

a) Sports news

b) Official news programmes

c) Announcements

d) Business news

e) Political discussions

f) Entertainment.

g) Other specify

12.   When you listen to radios how do they talk about MFIs

13   Why………………………………………………………………………

14.   On which day is it broadcast?

a) Sunday

b) Monday

c) Tuesday

d) Wednesday

XIV

e) Friday

 f) Saturday

15   What time is it broadcast?

A) 5am- 8am,

b) 8am – 11 am,

c) 11am – 2pm

d) 2pm-5pm,

e) 5pm-9pm,

f) 9pm-5am.

Television

16   Do you watch T.V.?   Yes   ☐   No   ☐

17   If yes, what is your best TV station?

A) WBS

B) Record TV,

C) LTV

D) EATV

E) Multi-choice

 F) CNN

G) NTV

18.   What is your best programme on T.V.?

A) News

B) Entertainment

C) Business news

D) Sports News,

E) Cultural programmes

XV

F) International and live discussions

Print Media

19 Do you read newspapers?

20 If yes, what is your favourite Newspaper? …………………………………

21 Which articles do you enjoy most? ....

SECTION C: Information On Micro Finance Institutions

22 Do you have information about microfinance institutions?

23 If yes, how did you know about Microfinance Institutions?

   a) Friends

   b) News Paper

   c) Television programmes

   d) Community leaders

   e) Radio programmes

   f) Officers   Other specify

24 Are you a member of any Microfinance institutions Yes ☐   No   ☐

25   If yes which Microfinance institution? ....

26 If no, why?

………

…………………………………………………..........

27 If you have ever been a member, why did you leave?

   a) High interest rates

XVI

b) Loss of group members

c) Business failed

d) Loss of property

e). Fear for loans

f) Other specify

28   When did you become a member? ………………………………………………….

29   For how long have you been / where you a member of Microfinance institution?
……………………………………………

30   Do you have any particular information about Microfinance institution?

Yes ☐   No ☐

31   Whom have you shared information about any Microfinance institution?

    a. Church leaders

    b. Local Council Members

    c. School authorities

    d. Family Members

    e.   None

    f. Friends

32   a) How often do you receive communications from Microfinance Institutions?

……………………………………………………………………………………

    b)   How do people talk about MFIs? ....

33   Do you borrow individually or as a group? Individuals   ☐   group ☐

34   If you borrow in a group how many members have you been able to attract to your   group?

…………………

35   How many have you introduced to any Microfinance institution? …………………

36   If none, why? ……………………………………………………………………………………………

37. Does the media report about MFIs in terms of the following?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
MFIs educational programmes					
Credibility of MFIs					
MFIs practice (services)					
Loan requirement (security, fees/interest rates					
Loan recovery					

38   What common channels do you think are important for people to learn about   Microfinance institutions?

    a)   Meetings

    b)   Workshops

    c)   Radios

    d)   Television

    e)   Newspapers

    f)   Other (specify)………………………………………

 39   Why……………………………………………………………………………

40   What language do you think is best?

    a) Lusoga

    b)   Swahilli

c)   English

d)   Luganda

e)   Runyakitara

f)   Other (Specify)

THANK YOU FOR YOUR TIME

Appendix 7:Questionnaire For Media Presenters (Print and Electronic)

A Research On The Role Of The Media In Enhancing Microfinance Institutions:

A Case Study Of Wakiso District, Kyadondo County.

Dear Respondent,

I am pursuing a Masters programme in Management Studies (MMS) at the Uganda Management Institute, working with Bank of Uganda Communications Department. I am carrying out a research study on **the general perception of Microfinance Institutions (MFIs) by the public**. The study aimed at establishing the best communication strategy to reach the public by the Ministry of Microfinance Institutions. The research will cover both selected electronic and print media organizations; visit some homesteads in Wakiso District, Kyadondo County and a few clients from UGAFODE LTD.

As a News Editor of your organization, you play some role in determining the information that goes to the public. You are therefore humbly requested to fill in the attached questionnaire as carefully and sincerely as possible to enable us assess the responses appropriately.

You do not have to indicate your name anywhere on this document and any information you provide will be treated as confidential and only used for the intended purpose.

Please USE A TICK (√) or fill in the blank space provided and return the filled questionnaire to the person who gave it to you.

Your sincere response will be highly appreciated.

Yours sincerely,

Mary Kiteme Tenywa

XX

Section A. TV Editors / Programme Managers

Please fill your response in the space provided or tick against appropriate option.

1.   Which TV station do you work for? …………………………………………   What is the location of your

TV station? …………………………………   ....

2   What is your region of origin?

   a) Northern

   b) Western

   c)   Eastern

   d) Central

 Name the District…………………………………………………………

3   What is your religion?

   a) Protestant

   b) Catholic

   C) Muslim

   d) Pentecostal

   e) Seventh day Adventist.

4. How do the News Reporters collect news from the public? (it can be more than one tick)

   a)   Telephone

   b)   Postal

   c)   E-mail

   d)   Fax

   e)   Other (specify)………………………….

5. What is the physical location-of your TV station? ……………………………….

6   What is your favourite programme(s) as an Editor?

   a) Sports news

   b) Official news programmes

c) Announcements

d) Business news

e) Political discussions

f) Entertainment.

7   Why…………………………………………………………………..

……………………………………………………………………………………………

8   What time is it broadcast? …………………………………………………………..

         In what languages…………………………………………………………

9   Do you have any particular programmes on Microfinance institutions?

        Yes   ☐   No   ☐

    If yes please continue

10. How often are they presented?

A) Weekly   B) Monthly   C) Biannual   D) Quarterly   E) Annually

11.   Who facilitates the publications?

a) Donors   b) Government   c) MFI Directors   d) other (specify)

12.   Do you find the programmes informative to the public? Yes ☐   No   ☐

Explain……………………………………………………………….……………………………………

……………………………………………………………………

13   Suggest how the programmes can be improved?

…………………………………………………………………………………………………

14.   Who are your targeted listeners on this programme?

…………………………………………………………………………………………………

15.   Which districts does your TV station cover?

…………………………………………………………………………………………………

16.   Who decides on the nature and duration of the programme?

a) Editor ☐   b) News Reporter ☐   c) Adopted house style? ☐

Section B. Radio Presenters / Programme Editors

Please fill your response in the space provided or tick against appropriate option.

1. Which radio station do you work for?………………………………………… What is the location of your radio station?..

2. What is your region of origin?

   e) Northern

   f) Western

   g) Eastern

   h) Central

 Name the District…………………………………………………………

3. What is your religion?

   a) Protestant

   b) Catholic

   C) Muslim

   d) Pentecostal

   e) Seventh day Adventist.

4. How do the News Reporters collect news from the public? (it can be more than one tick)

   a)   Telephone b) Postal c) E-Mail   d) Fax e) Other (specify)…………………

5. What is the physical location-of your Radio station? …………………………….

   ………………...…………………………………

6 What is your favourite programme(s) as an Editor?

   a) Sports news

   b) Official news programmes

   c) Announcements

XXIII

d) Business news

e) Political discussions

f) Entertainment.

7	Why…………………………………………………………………..

………………………………………………………………………………………………

8.	What time is it broadcast?………………………………………………………….

   a) 5am – 7am   ☐

   b) 7am- 8am,   ☐

   c)   8am – 11 am,   ☐

   d)   11am – 2pm   ☐

   e)   2pm-5pm,   ☐

   f)   5pm-9pm   ☐

   f) 9pm-6am.   ☐

   In what languages……………………………………………………

9.	.Do you have any particular programmes on Microfinance institutions?

   Yes ☐   No ☐

   If yes, please continue.

10. How often are they presented?

A) Weekly	B) Monthly	C) Biannual	D) Quarterly	E) Annually

11.	Who facilitates the publications?

a) Donors	b) Government	c) MFI Directors	d) other (specify)

12.	Do you find the programmes informative to the public? Yes ☐	No ☐

Explain………………………………………………………………………….…………

13.	Suggest how the programmes can be improved?

……….……………………………………………………………………………………

XXIV

14.   Who are your targeted listeners on this programme?

……………………………………………………………………………………………

15   Which districts does your radio station cover?

……………………………………………………………………………………………

16.   Who decides on the nature and duration of the programme?

        a) Editor   ☐   b) News Reporter   ☐   c) Adopted house style? ☐

Section C. Print Media (News Editors)

Please fill your response in the space provided or tick against appropriate option.

1.   Which organisation do you work for?…………………………………………

2   What is the physical location of your organisation? ……………………………….

3.   What is your region of origin?

        i)   Northern

        j)   Western

        k)   Eastern

        l)   Central

 Name of the District……………………………………………………………

4.   What is your religion?

        a) Protestant

        b) Catholic

        C) Muslim

        d) Pentecostal

        e) Seventh day Adventist.

5. How do the News Reporters collect news from the public? (it can be more than one tick)

    a)   Telephone

    f)   Postal

    g)   E-mail

    h)   Fax

    i)   Other (specify)………………………….

6. What is your area of specialisation? …………………………….

…………………...…………………………………

7 What is your favourite programme(s) as an Editor?

    a) Sports news

    b) Official news programmes

    c) Announcements

    d) Business news

    e) Political discussions

    f) Entertainment.

8.   Why…………………………………………………………..

…………………………………………………………………………

9.   How often do your publications come out?

    a) Daily   b) Weekly   c) Bi weekly   d) Monthly

    In what languages…………………………………………………

10   Do you have any particular publications on Microfinance institutions?

    Yes

    No

    If yes please continue

11. How often are Microfinance programmes covered?

A) Weekly   B) Monthly   C) Biannual   D) Quarterly   E) Annually

12.   Who facilitates the programme?

a) Donors   b) Government   c) MFI Directors   d) other (specify)

13.   Do you find the programmes informative to the public? Yes ☐   No ☐

Explain………………………………………………………………….…………………………………………

………………………………………………………………..

6. Suggest how the programmes can be improved?

    ………………………………………………………………………………………………..................................

    ....

7.   Who are your targeted readers of your publication?

    …………………………………………………………………………………………16.   How many copies are

    circulated per day or per production?

    …………………………………………………………………………………………17.   Who decides on the

    lay out of the paper?

        a) Editor   b) News Reporter   c) Adopted house style ?

Thank you for your Time

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Appendix 8: Questionnaire For UGAFODE Managers

Research On The Role Of The Media In Enhancing Microfinance Institutions:

A Case Study of Wakiso District, Kyadondo County

Dear Respondent,

I am pursuing a Masters programme in Management Studies (MMS) at the Uganda Management Institute, and working with the Bank of Uganda, Communications Department. I am carrying out a research study on **the general perception of Microfinance Institutions (MFIs) by the public**. The study is aimed at establishing the best communication strategy to reach the public by Microfinance Institutions. The research will cover selected electronic and print media organizations; visits to some homesteads in Wakiso District, Kyadondo County and a few clients of UGAFODE LTD.

As a manager of UGAFODE, you play a role in determining the information that goes to the public. You are therefore humbly requested to fill the attached questionnaire as carefully and sincerely as possible to enable us assess the responses appropriately.

You do not have to indicate your name anywhere on this document and any information you provide will be treated as confidential and only used for the intended purpose.

Please USE A TICK (√) or fill in the blank space provided and return the filled questionnaire to the person who gave it to you.

Your sincere response will be highly appreciated.

Yours sincerely,

Mary Kiteme Tenywa

Please fill your response in the space provided or tick against appropriate option.

Sub-County……………………………………………………………….……

Street/Road……………………………………………………………………

Physical address………………………………………………………………..

Name the location for the Offices/ Operational area around Wakiso District……………

………………………………………………………………………………..…….

1.   What is your region of origin?

        a) Northern

        b) Western

        c) Eastern

        d) Central

        Name the district……………………………………………………………

2.   What is your religion?

        a) Protestant

        b) Catholic

        C) Muslim

        d) Pentecostal

        e) Seventh day Adventist.

4.   How do you communicate to your clients/public? (you can tick more than one)

        a) Telephone

        b) Direct contact (face to face)

        c) Letters

        d) Through loan officers

        e) Other (specify)

5.   List your favourite

        a) Radio station(s)……………………………………………………………

        b) TV station?(s)……………………………………………………………

6.   Why ..……………………………………………………………………………………

8. What is your favourite programme on any radio station listed in number four (4)?

    a) Sports news

b) Official news programmes

c) Announcements

d) Business news

e) Political discussions

f) Entertainment.

9. What is your favourite programme on any TV station listed in no 4?……………

g) Sports news

h) Official news programmes

i) Announcements

j) Business news

k) Political discussions

l) Entertainment.

m) When you watch TV what do they say about MFIs

Why………

10. What time is it broadcast?

a)   5am – 7am   ☐

b) 7am- 8am,   ☐

c) 8am – 11 am,   ☐

d) 11am – 2pm   ☐

e)   2pm-5pm,   ☐

f) 5pm-9pm   ☐

f) 9pm-6am.   ☐

11. Which Languages…………………………………………………………………

12. What is your favourite News Paper?

a)   The New Vision

b)   The Monitor

XXX

c)   Bukedde

d)   The Red Pepper

e)   Orumuri

f)   Other (Specify)…………………………..

g)   When you read the newspapers how do they report about MFIs?

13. Do you have any particular programme(s) sent on the Radio, TV, or newspapers, which is regular and meant for your clients?

     Yes   ☐   No   ☐

14. If yes how often does your organization publish information through the media mentioned above? A) once a week, B) once a month C) twice a year D) quarterly E) Once a year F) none

15. Who facilitates the programme(s)?

     d) Donors

     e)   Government.

     f)   Management of UGAFODE

     g)   Some times get free space

14. If no was your answer in number eleven (11) why?

a) The media is expensive b) UGAFODE staff meet their clients regularly c) Most of the clients cannot read d) It is not necessary.

15. How do you get information from your clients?……………………………………

a)   Meetings   ☐

b)   Community leaders   ☐
                                ☐

c)   Personal Initiatives

d)   Loan officers   ☐
                        ☐

          e)   Other (Specify) …………………………………………….

THANK YOU FOR YOUR TIME

XXXII

**The Sunrise**
September 21st -28th

Front Page Crisis

'Where is Govt?'

Government brought us microfinance organizations, they encouraged us to bank in them. Now that we cannot recover our money, government does not want to come to our rescue." This is the accusation most clients of Front Page Micro Finance limited are levelling against the govern-xow»t,c~fUeanda ---

er their money they had banked with Front Page

AN   reek
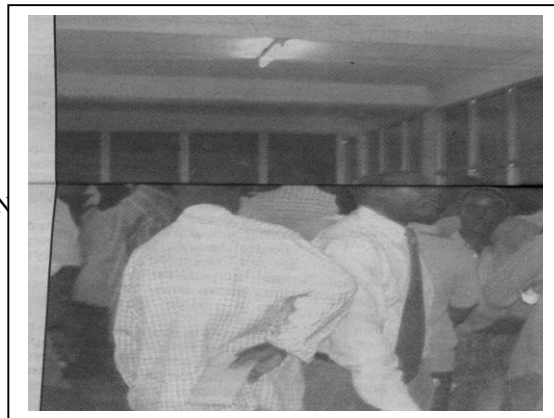
MONITOR Source: The I

Source•

Date: Friday, April 20,

Micro-financers ge raining .... **g**
Over 30 microfinance practitioners from
the three East African countries have
been trained in -finaneial---risk- -
management. The training which was
facilitated by the Women's World

Hoima credit

By Amlan Tumusiime

OVER 300 customers of Support Uganda credit cooperative in Hoima last week broke into the offices and destroyed, computers, demanding a refund of sh200m.

The group, led by Mathias Mulumba, outnumbered the security personnel and forced themselves into the credit firm on Fort Portal road.

"We need our money and are no longer

quell the situation and detained Mulumba at the Hoima Police Station.

Asiimwe, however, ordered that Mulumba be released immediately.

Evangelist Francis Mugema, an executive member of the bank, said: "I am a man of God and have to tell the truth. There is no money in the bank. Last week, we audited the books and found that all the money had been stolen by the management."

He added that he had

Microfinance industry **is**

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BYA ALEX

OMUKAZI akoluuse
n'afa bambe
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imbi mu kibiina bwe
baabadde bawamba
ebintu bye
olw'okulemererwa
okusasula.

Eyafudde   ye

bbiri nga tasasula kwe
kusanga   nga
mulwadde. Baamu-
sabye   ssente   nga
tazirina ne batandika
okuwamba ebintu.

"Twabadde   tetulina
kyakukola okuggyako
okuwamba ebintu bye
wabula bwe twakutte
omufaliso   gwe
n'atandiika

Nalu

Yagambye   nti
bayogeraganyizza   ne
mutabani w'omugenzi
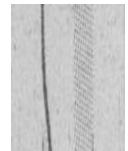
Police probe

By Herbert Ssempogo

THE Polic are investigating savints and cooperative credit organisations suspected to have cheated their clients.

The Kampala Extra Police spokesman, Simeo Nsubuga, announced that they had opened a general

Microfinance and Savings and Credit Cooperation Support Uganda were some of the organisations being investigated. Front Page managing director Yiga Muwonge was summoned by the Police, Nsubuga added.

A total of 20 people, who claim to have been cheated have recorded

ble. We shall then send the file to the Director of Public Prosecutions for advice," he said.
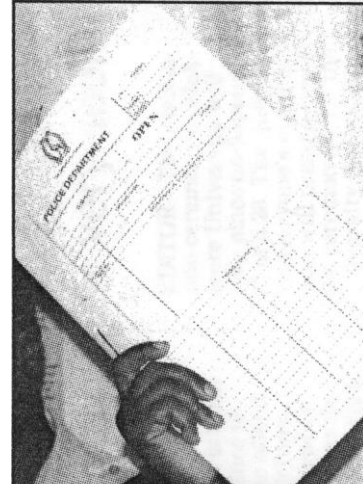
Muwonge

HIGHLIG

•Front Page Microfinance, Faster Microfinance and Savings and Credit Cooperation Support Uganda are some of the organisations being

Kampala Extra Police spokesman Simeo

of Finance and Bank of launch of the Bo Uganda to issue guidelines Baggagawale (prosper on the

Micrefinance Agency **gally detains**
\ oman baby

uman rights activists in Iganga are
or an investigation into the
hich a woman and her five-month old
baby are detained in an illegal

for two days because she had failed to

was locked up by BRAC Foundation
Microfinance for failing Ig & off
loan

Daily News

ew

Source:

Date: Friday, April 20,

Dat Friday, April 20,

Micro-financers ge raining ... . **g**
Over 30 microfinance practitioners
from the three East African countries
have been trained in -financial--risk--

Museveni

Bonna Bagaggawale

.... President Yoweri Museveni has
strongly warned the beneficiaries of Bonna Bagaggawale
Funds (Prosperity for All) against misusing the funds
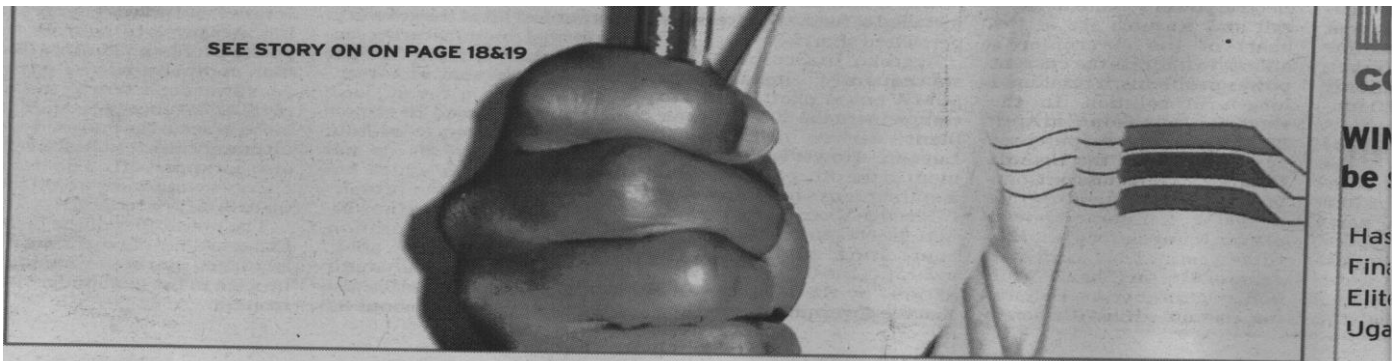
XL

Bonna Bagaggawale

(1 P°St1 • Provide regular suppor **o**
on t to farm

The prospect of a wealthy future for many whose hopes have been raised by

En

XLI

A NGRY CLIENTS

evening besieged the organization's offices and

ecause

denied them their money. which they

the offices and destroyed everything they could lay their hands on. They claimed that the

of hand the Sacco employees fled the offices which have been dosed since then. However the local

the DPC **Charles Imalingat in-tervened to rescue**

Bonna Bagaggawale motorcycles withdrawn

Pg5. The

district to facilitate Bonna Bagaggawale (Prosperity for All) programme. The Finance Ministry explained that the motorcycles were being brought back to Kampala to

`Avoid segregation in Bo nn a B agaggawale' Pg4

The Bukoto Mid West MP, Isaac Ssejjoba, has warned SACCOs against tribal, political and religious segregation under the prosperity for all programme (Bonna

En

Bonna Bagaggawale is not

Bu kenya Vice President Gilbert Bukenya said that the

3agaggawale (Prosperity for all) programm without any political bias.

En

XXXIII