



# Ipsos Connect



## Expanding Social Protection Programme in Uganda Media Content Analysis Baseline Report



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Submitted on December 2017



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## ACRONYMS

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AVE	Advertising Value Equivalent
DFID	Department for International Development
ESP	Expanding Social Protection Programme
GOU	Government of Uganda
HIV	Human Immuno-Deficiency Virus
LSMS	Living Standards Measurement
M&E	Monitoring and Evaluation
MGLSD	Ministry of Gender, Labour and Social Development
NDP	National Development Plan
NGO	Non-Governmental Organization
NSPP	National Social Protection Policy
NSSF	National Social Security Fund
NUSAF	Northern Uganda Social Action Fund
OVC	Orphans and Vulnerable Children
PRDP	Peace, Recovery and Development Plan for Northern Uganda
PWD(s)	People with Disability
SAGE	Social Assistance Grants for Empowerment
SCG	Senior Citizens Grant
UAMPS	Uganda All Media and Products Survey
UBOS	Uganda Bureau of Statistics
UGX	Uganda shillings
UNICEF	United Nations Children's Fund
UPE	Universal Primary Education
WB	World Bank
WHO	World Health Organization

## EXECUTIVE SUMMARY

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In September 2010, the Government of Uganda (GOU) in partnership with DFID, Irish Aid and UNICEF established the Expanding Social Protection (ESP) Programme under the Ministry of Gender, Labour and Social Development (MGLSD) in recognition of the need to establish a coherent policy and fiscal framework for the social protection sector. ESP was responsible for developing and rolling out the Social Assistance Grants for Empowerment (SAGE) programme, which piloted two cash transfer schemes, the Vulnerable Families Grant and Senior Citizens Grant (SCG) for five years in 15 districts. From 2015, the GOU has co-funded with DFID and Irish Aid the second phase of ESP, expanding the SCG pilot to an additional 40 districts.

**Objectives:** the main objective of the media content analysis is to develop a baseline for measuring progress on media coverage for ESP's second phase by establishing the quality and quantity of media coverage (judged by the proportion of positive and negative coverage) that ESP receives. The main parameters measured include: tonality, prominence, placement, fidelity, media relevance and type of coverage.

**Methodology:** The main approach for this assignment involved reviewing our media monitoring archives for print and electronic clips for content relevant to social protection, social care and the National Social Protection Policy (NSPP) in Uganda. The data was then coded and classified based on the key words agreed with the ESP team.

The scope of the media content assessment was limited to editorial conversations (unpaid media content) that occurred in Uganda radio, print and television (TV) media from March 2015 to March 2017.

**Findings:** from the media content assessment for radio, TV and print titles reviewed for ESP, a total of 5,481 stories were registered during the period from March 2015 to March 2017. The publicity volume generated within the same period was worth UGX 16.2 billion in terms of Advertising Value Equivalent (AVE). The majority of stories were recorded in 2016 for 55% of content during the period analysed and publicity volume worth UGX 10.4 billion AVE.

**Radio:** overall, there were 2,213 radio messages for 40% of total share of publicity worth UGX 657 million. Capital, Sanyu, KFM, Radio One, CBS 2, Akaboozi ku 2 and Radio Simba contributed the greatest number of stories but stations like KFM, Radio Simba and Buddu had the largest AVE.

**Print:** print media provided the highest volume of publicity with a total of 2,457 messages contributing for 45% of the total publicity and space worth UGX 13.1 billion. New Vision (710 clips) and Daily Monitor (642 clips) provided the most print space and volume.

**Television:** the majority of TV mentions were contributed by NTV (192) for 24% of TV mentions, followed by NBS and Urban TV tied at 158 mentions with a share of 20% each. UBC aired 149 messages with a share of 18% and its counterpart Bukedde TV aired 102 social protection stories (13%).

**Tonality:** 81% of all stories were rated positive, 11% negative and 8% neutral.

**Prominence:** 59% of all stories were rated with good prominence and 30% rated excellent, meaning they had a high likelihood of being seen, read or viewed by the target audience.

**Message Relevance:** 45% of publicity was in print media, 40% radio and 15% on television.

**Media placement:** 62% (3,385) of stories on electronic and print media were in news programmes and national news pages.

**Source/Fidelity:** 81% of publicity generated in the media was solicited because it came from stakeholder conversations, discussions, interviews, press briefs, launches, conferences and/or workshops where the media was invited to cover the event.

**Key Message Themes:** 63% of messages related to the pension sector and retirement savings in Uganda. 36% concerned social protection and care and support for other vulnerable people.

**Conclusions:** the majority of media used had a high reach in terms of audience, share of time and high affinity amongst the elderly and other vulnerable groups in rural areas. The stations that broadcast in English target elite stakeholders who are mainly policy makers, civil society and development partners.

The majority of messages were considered positive and most were rated good to excellent in terms of prominence, and therefore could be easily seen or heard by the intended target audiences.

Most messages were placed in news sections and are the most read, watched or viewed sections. The messages were mainly considered solicited as they were a result of stakeholder involvement. This shows that stakeholders influenced the stories that were being published and therefore determined the communications' tone, placement and prominence. The media outlets that were monitored cover the country's major regions i.e. East, West, North and Central Uganda and so reach a big population.

The greatest share of stories was recorded in 2016 because this was the only full year analysed, while 10 months of 2015 and three months of 2017 were analysed.

**Table 1. Publicity volume/number of media clips March 2015 – March 2017**

Year	Volume	Volume share	Advertising Value Equivalent	
			UGX	GBP*
2015 (Mar-Dec)	1,402	26%	3,073,590,342	596,852
2016 (Jan-Dec)	3,043	55%	10,404,179,826	2,020,359
2017 (Jan-March)	1,036	19%	2,746,776,020	533,389
<b>Total</b>	<b>5,481</b>	<b>100%</b>	<b>16,224,546,187</b>	<b>3,150,599</b>

**Table 2. ESPII Baseline: 2016 Social Protection Media Messages**

Variable	Indicator	Frequency	Percentage
<b>Volume</b>	Messages (all media)	3,043	100%
<b>Tonality</b>	Positive	2,432	80%
	Neutral	266	9%
	Negative	345	11%
<b>Fidelity</b>	Solicited	2,408	79%
	Unsolicited	635	21%
<b>Prominence</b>	Excellent	885	29%
	Good	1,674	55%
	Average	328	11%
	Poor	156	5%
<b>Advertising Value Equivalent</b>	UGX	<b>10,404,000,000</b>	
	GBP*	<b>2,020,000</b>	

\*Bank of Uganda exchange rate 2 February 2018: GBP 1=UGX 5,149.67

## 1.0 INTRODUCTION

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Social protection refers to public or private initiatives that provide income or consumption transfers to the poor, protect the vulnerable against livelihood risks, and enhance the social status and rights of the marginalized; with the overall objective of reducing the economic and social vulnerability of poor, vulnerable and marginalized groups.<sup>1</sup>

Social protection is recognized globally as a critical element of national development strategies.<sup>2</sup> Direct income support programmes are a core part of national social protection systems to provide regular and reliable cash transfers (social grants) to vulnerable or excluded citizens. Examples of direct income support programmes include Uganda's SCG, disability support grants, child support grants and unemployment benefits.

In June 2010, the GOU in partnership with DFID, Irish Aid and UNICEF established the ESP Programme under the MGLSD in recognition of the need to establish a coherent policy and fiscal framework for the sector. ESP was responsible for rolling out the SAGE programme, a five-year pilot in 15 districts.

ESP piloted two types of direct income support grants: the Senior Citizens Grant (SCG) that targeted older persons 65 years and above (60 years in Karamoja) and the Vulnerable Family Grants paid to poor and vulnerable households that lacked labour capacity. ESP set up a robust system to deliver these two cash transfers and they had significant positive benefits for recipients and their households. ESP also organized efforts to raise awareness of and building support for social protection among policy makers, parliament and the public; and supported MGLSD to develop the NSPP.

MGLSD decided to phase out the Vulnerable Family Grant in 2015 due to difficulties with the targeting approach. The grant was contentious and not well accepted by the community and district and community leaders requested MGLSD to replace it with the SCG.

In 2016, ESP was extended for a second phase to support the transition from a pilot to a nationally-owned social protection system financed by the GOU. A Programme Management Unit (PMU) within MGLSD is now responsible for the day-to-day management of the programme. The programme has four key outputs:

- Strengthened capacity within government to lead and coordinate social protection policy;
- An operational and institutionalized system for cash transfers;
- Delivery of regular and predictable payments to SCG beneficiaries; and
- Stronger public understanding and demand for social protection.

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<sup>1</sup> SOCIAL PROTECTION IN UGANDA: prepared for the Social Protection Task Force

<sup>2</sup> Ministry of Gender, Labour and Social Development Portal: Expanding Social Protection Programme



## 2.0 OBJECTIVES OF THE STUDY

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In line with ESP's Evaluation plan, the PMU commissioned this study to generate a baseline for measuring progress in achieving its fourth output: a stronger public understanding and demand for social protection. This will be measured into two ways:

- Improvement in the public's level of knowledge and awareness on social protection (including the NSPP);
- The quality and quantity of the media coverage (judged by the proportion of positive and negative coverage) that the programme receives.

Ipsos was contracted to undertake media content analysis to develop a baseline to measure progress on media coverage for ESPII. A separate study will measure public awareness of social protection.

### 2.1 SCOPE

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The assignment was to conduct a robust and cost effective media content analysis that meets ESP needs and purpose over the period March 2015-March 2017.

The assignment was also to provide a list of key search terms in relation to ESP and the social protection policy framework. Data analysis was done according the following parameters:

1. **Tone of content** (text, picture, audio) - positive, negative, neutral and the relationship between different key words in media
2. **Prominence** - size, space and time allocated to the content
3. **Placement** - page where content is placed, place in line-up in bulletin, etc. of content
4. **Message fidelity** - the core message of the story and content vis-à-vis ESP's core script on the issue, measuring how closely the message sent resembles the message received
5. **Geographical reach** - reach of the medium: nationwide, district specific, regional (covering a few districts)
6. **Circulation share** - estimated circulation/reach of the medium in which the content appeared
7. **Media relevance** - relevance of the medium in which the content appeared vs ESP target audiences and their socio-economic class
8. **Type of coverage** - news, feature, op-ed, editorial, discussion/debate.

### 3.0 APPROACH/METHODOLOGY

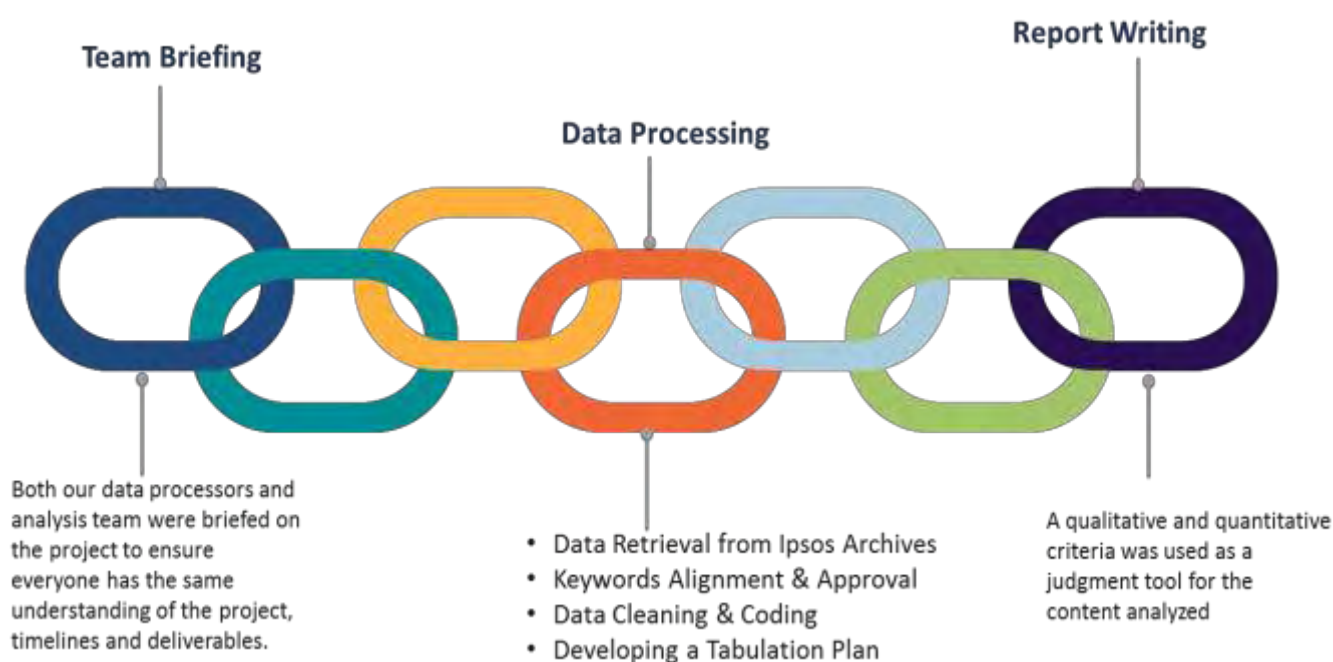
The main approach for this assignment involved reviewing our media monitoring archives for print and electronic clips for content relevant to social protection, social care and the NSPP in Uganda that have been collected by Ipsos for ESP since 2010. The data was then coded and classified based on key search terms agreed with the ESP team.

The scope of the media content assessment was limited to editorial conversations (unpaid-for media content) that occurred within the Ugandan radio, print and TV media from March 2015 to March 2017.

The information used in the analysis was monitored and archived at the time it was published by the various media houses monitored by Ipsos.

The illustration below shows the summary approach used in this media assessment.

#### Approach



**Sampling:** The choice of electronic and print publications considered in the analysis depended on the media brands that were being monitored by Ipsos during the period of assessment. A total of 81 media platforms were evaluated overall for the period March 2015 – March 2017.

**Table 3. Sample of media types/houses**

Media Type	Sample Size
Radio Stations	31
Television channels	11
Print Titles	39
<b>Total Sample size</b>	<b>81</b>

The list of media platforms can be found in the appendix.

Coverage in different local languages especially those indicated in the TOR (Luganda, Luo, Runyakitara and Ateso) was translated to English during the monitoring process.

A qualitative and quantitative approach was adopted. The qualitative approach assessed the effectiveness of coverage in terms of content messaging and interpretation, among other factors. The quantitative approach addressed countable activities or quantifiable items that were generated in the media.

#### **Search Terms or Keywords Used**

- Universal Primary Education (UPE)
- Universal Secondary Education (USE)
- Youth Livelihood Programme (YLP)
- Savings and Credit Cooperative Societies (SACCOS), in relation to poverty reduction
- Operation Wealth Creation (OWC)
- People with Disabilities (PWDs)
- Social Assistance Grant for Empowerment (SAGE)
- Senior Citizens Grant (SCG)
- Wilson Muruli Mukasa, Minister of Gender, Labour & Social Development
- Sulaiman Madada, Minister of State, Disability & Elderly Affairs
- Permanent Secretary, Ministry of Gender Labour and Social Development
- Ministry of Gender, Labour and Social Development (MGLSD)
- Youth unemployment
- World Food Programme (WFP)
- Refugee support
- Pension schemes, e.g. Makerere University Retirement Benefits Schemes (MURBS)
- Uganda Retirement Benefits Regulatory Authority (URBRA)
- National Social Security Fund (NSSF)
- Education in relation to vulnerable persons
- Agriculture in relation to vulnerable persons
- Mismanagement of funds in relation to vulnerable persons
- Disaster preparedness/famine/drought
- Vulnerable persons/communities/children/orphans/older persons
- Ethnic minority groups e.g. Batwa/in Kasese/little people
- Government policies & plans in relation to ESP
- Parliament - advocacy/lobbying and legislation; Uganda Social Protection Forum
- Role played by cultural leaders and local government in relation to ESP
- Government plans for vulnerable groups
- Expanding Social Protection (ESP)

## 4.0 GENERAL FINDINGS

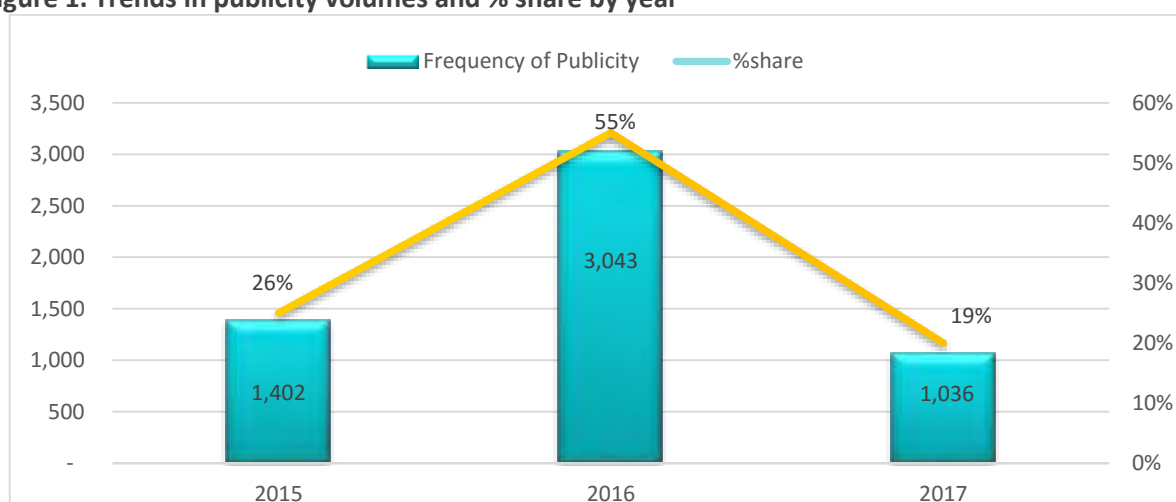
This section presents findings from the content analysis by publicity volume, channels used, message prominence, message tonality, relevance and source of publicity.

### 4.1 Publicity Volume

From the media content assessment for radio, TV and print titles a total of 5,481 stories were registered within the period between March 2015 to March 2017. The publicity volume generated within the same period was worth UGX 16.2 billion in terms of Advertising Value Equivalent (AVE).<sup>3</sup>

The majority of stories were recorded in the twelve-month period of 2016 (55%) for an AVE of UGX 10.4 billion. Besides being a longer period of review, the greater number of stories over this period may also be because 2016 was an election year.

**Figure 1. Trends in publicity volumes and % share by year**



2015 had 1,402 mentions contributing 26% share of the volume of publicity and AVE worth UGX 3 billion, while 2017 had 1,036 mentions with a volume share of 19% worth UGX 2.7 billion.

**Table 4. Publicity volumes, share and AVE by year**

Year	Frequency of Publicity	% Share of Volumes	AVE (UGX)
2015	1,402	26%	3,073,590,342
2016	3,043	55%	10,404,179,826
2017	1,036	19%	2,746,776,020
<b>Grand Total</b>	<b>5,481</b>	<b>100%</b>	<b>16,224,546,187</b>

<sup>3</sup> Advertising Value Equivalent (AVE) is a measure used in the public relations industry to calculate the benefit to a client from media coverage of a public relations campaign. An AVE measures the size of coverage and its placement and calculates what the equivalent amount of space, if paid for as advertising, would cost.

**Table 5. Frequency of messages, share of ink and advertising value equivalent by year and media type**

	Message Frequency	SOI (Cm/Col)	AVE (UGX)
<b>Print</b>	<b>2,457</b>	<b>45.0%</b>	<b>13,087,097,054</b>
2015	567	10.5%	2,427,778,395
2016	1,380	25.0%	8,371,253,705
2017	510	9.5%	2,288,064,955
<b>Radio</b>	<b>2,213</b>	<b>40.0%</b>	<b>656517622</b>
2015	625	11.0%	184,884,843
2016	1,181	22.0%	302,965,553
2017	407	7.0%	168,667,226
<b>Television</b>	<b>806</b>	<b>15.0%</b>	<b>2,480,931,511</b>
2015	210	4.0%	460,927,104
2016	482	9.0%	1,729,960,568
2017	114	2.0%	290,043,839
<b>Grand Total</b>	<b>5,481</b>	<b>100.0%</b>	<b>16,224,546,187</b>

## 4.2 Message Couriers/Media

The findings show that print (45%) and radio (40%) contributed the most coverage on social protection related issues. Television generated the least coverage at 15% but was worth more in terms of AVE.

**Figure 2. Media type, frequency and advertising value.**

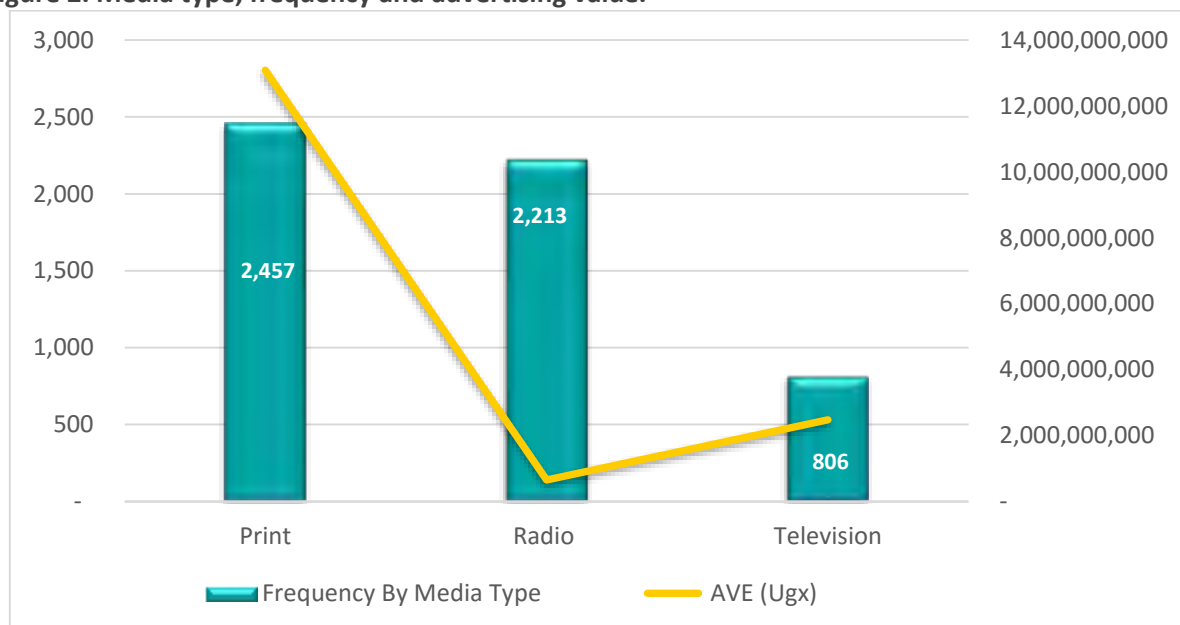
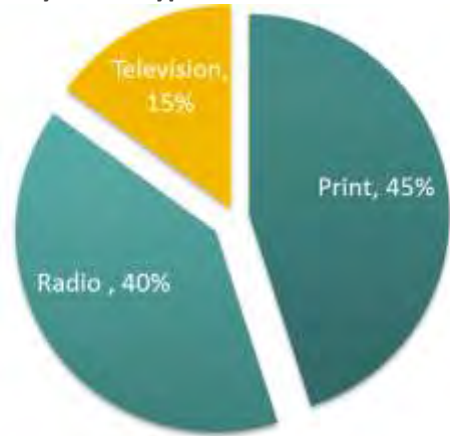


Figure 3. Percent share of voice by media type

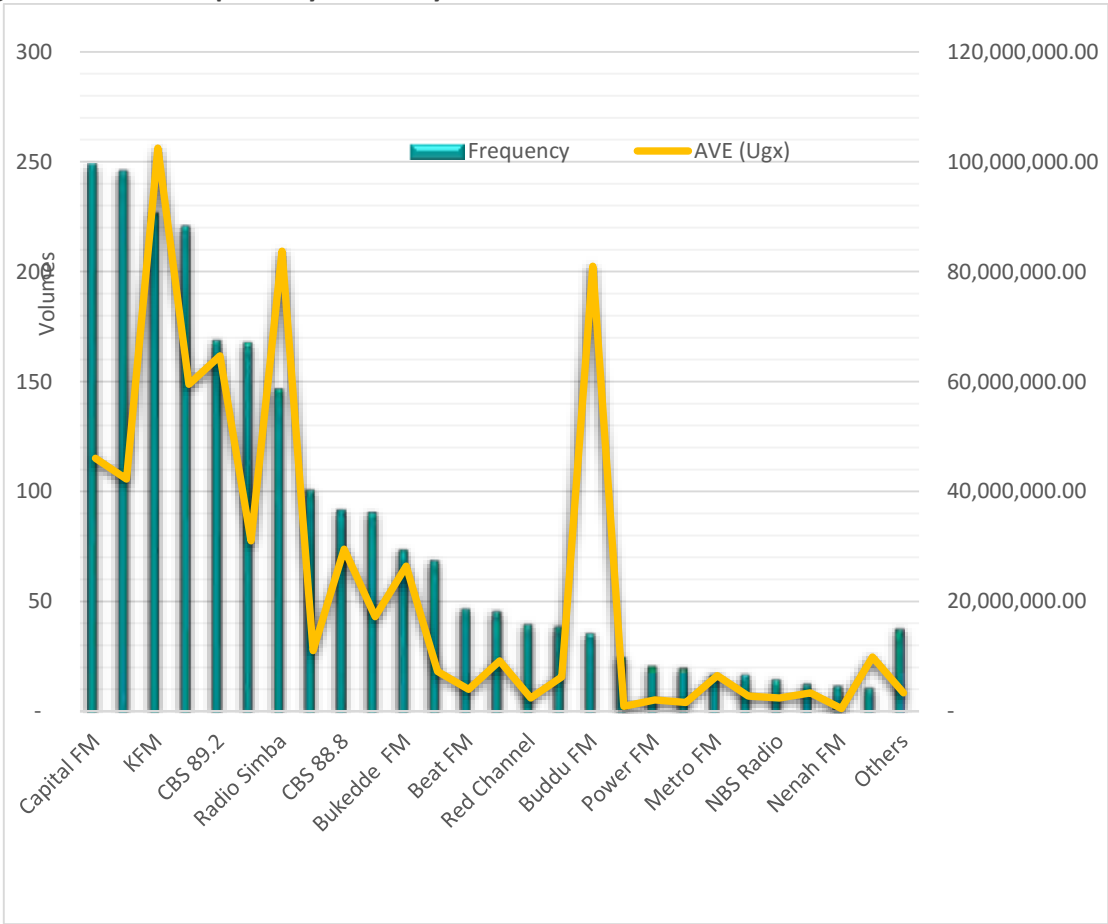


The proportion of media types identified through the analysis varies somewhat from the current level of penetration of different media types. Media studies in Uganda indicate that print media has 13% penetration and TV 33%, while radio is 79%.

a) Message Distribution by Radio

Overall, radio had a total of 2,213 messages contributing 40% of the total share of publicity worth UGX 657 million. Capital, Sanyu, KFM, Radio One, CBS 2, Akaboozi ku 2 and Radio Simba contributed the highest number of stories but KFM, Radio Simba and Buddu had the largest AVE.

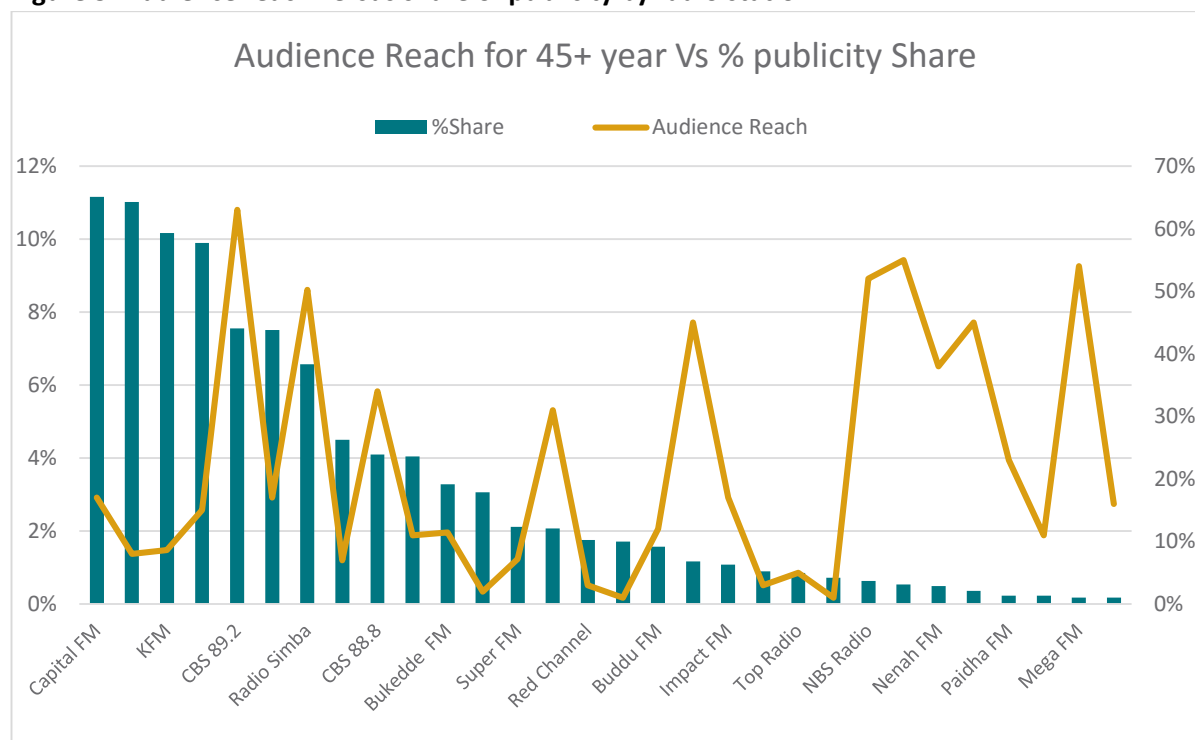
Figure 4. Volume of publicity vs AVE by radio station



The highest AVE was on KFM, Simba FM and Buddu FM and this can be attributed to talk shows related to social protection. Talk shows are longer (30 minutes to one hour) and these stations have high rate cards because they have higher audience reach and coverage.

In terms of media relevance, we explored the concept of media reach (number of people who tuned in the past seven days) and engagement (share of time they spent on each platform).

**Figure 5. Audience reach versus share of publicity by radio station**



The reach figures indicated above are based on past seven days' listenership in the respective regions and sub regions where each media house is located and broadcasts. Only Capital Radio and UBC Red Channel claim a more national coverage.

**Table 6. Radio stations by region, publicity share and reach and listeners**

Station	Region	Number of Clips/Volume	% Share of Volume	Reach	Estimated radio Listeners
Capital FM	National	248	11%	17%	13,447,880
Sanyu FM	Kampala	245	11%	8%	716,772
KFM	Central	226	10%	9%	3,645,720
Radio One	Central	220	10%	5%	3,645,720
CBS 89.2	Central & Eastern	168	8%	63%	7,291,441
Akaboozi	Central & Eastern	167	8%	17%	7,291,441
Radio Simba	Central & Eastern	146	7%	50%	7,291,441
Dembe FM	Kampala	100	4%	7%	716,772
CBS 88.8	Central & Eastern	91	4%	34%	7,291,441
Galaxy FM	Kampala	90	4%	11%	716,772
Bukedde FM	Central	73	3%	11%	3,645,720
Radio City	Kampala	68	3%	2%	716,772

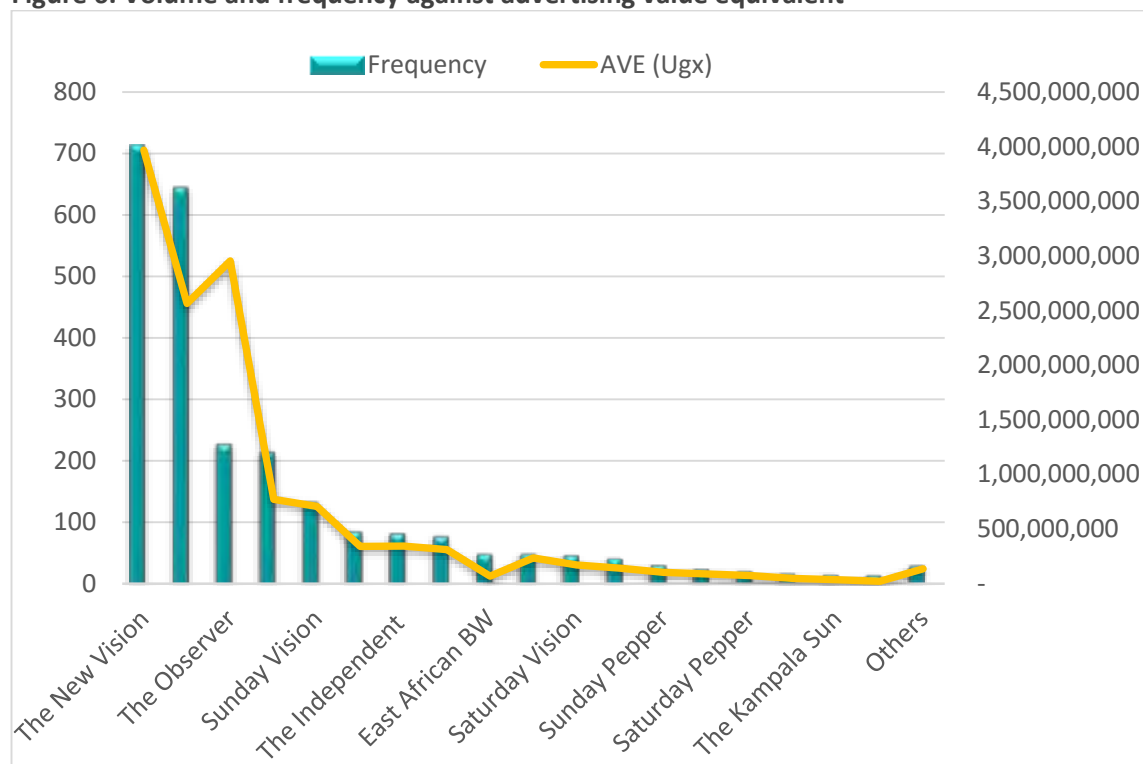
Station	Region	Number of Clips/Volume	% Share of Volume	Reach	Estimated radio Listeners
Super FM	Central	47	2%	7%	3,645,720
Beat FM	Central	46	2%	31%	3,645,720
Red Channel	National	39	2%	3%	13,447,880
XFM	Central	38	2%	1%	3,645,720
Buddu FM	South Buganda	35	2%	12%	1,413,372
Radio Etop	Teso Sub Region	26	1%	45%	870,078
Impact FM	Central & Eastern	24	1%	17%	7,291,441
Power FM	Kampala	20	1%	3%	716,772
Top Radio	Central & Eastern	19	1%	5%	7,291,441
Metro FM	Kampala	16	1%	1%	716,772
NBS Radio	Busoga Sub Region	14	1%	52%	1,257,377
Radio West	Western & Central	12	1%	55%	7,436,678
Nenah FM	Karamoja	11	0%	38%	544,639

Source: Ipsos UAMPS 2015 Reach analysis

## b) Message Distribution in Print

Print media had the highest volume of publicity with a total volume of 2,457 messages contributing to a 45% share and space worth UGX 13.1 billion. Most of the space and volume was dedicated by New Vision (710 clips) and Daily Monitor (642 clips). These are the main English dailies with the highest circulation of 35,000 and 28,000 copies daily, respectively. Their counterparts like Red Pepper, The Observer, The Independent, the Sunday Monitor etc. distribute between 7,000 – 15,000 copies daily or weekly.

Figure 6. Volume and frequency against advertising value equivalent





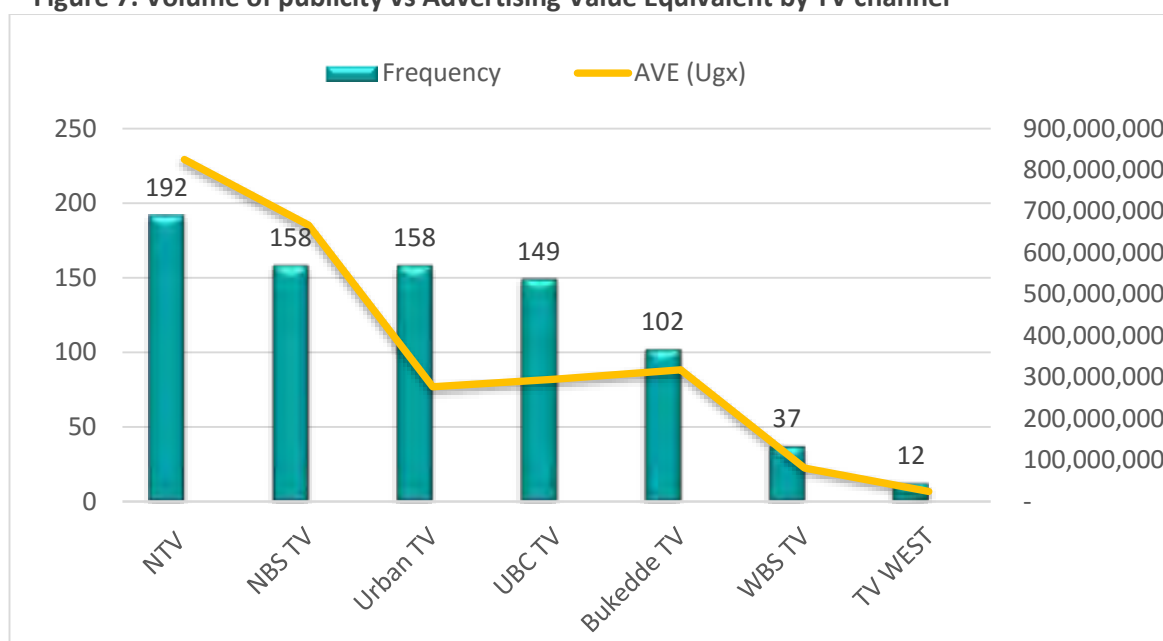
New Vision had the highest share of mentions and this could be attributed to its majority ownership by government.

### c) Message Distribution on TV

Analysis of the main TV stations indicates that NTV contributed the majority of mentions on television (192) giving social protection stories 24% share of voice, followed by NBS and Urban TV tied at (158) with a share of voice of 19% each. UBC aired 149 messages with a share of voice of 18% and its counterpart Bukedde TV gave social protection 102 stories across the assessment period.

Each of these media houses plays a role in the media mix. Urban TV is a channel for the youth. Bukedde TV and TV West are the pioneer local language broadcasting stations, based in the Central and South Western regions respectively. The latter two play a big role where culture, literacy and language are an issue. UBC is a government entity and therefore mandated to broadcast issues concerning the government and its organs/projects and programmes.

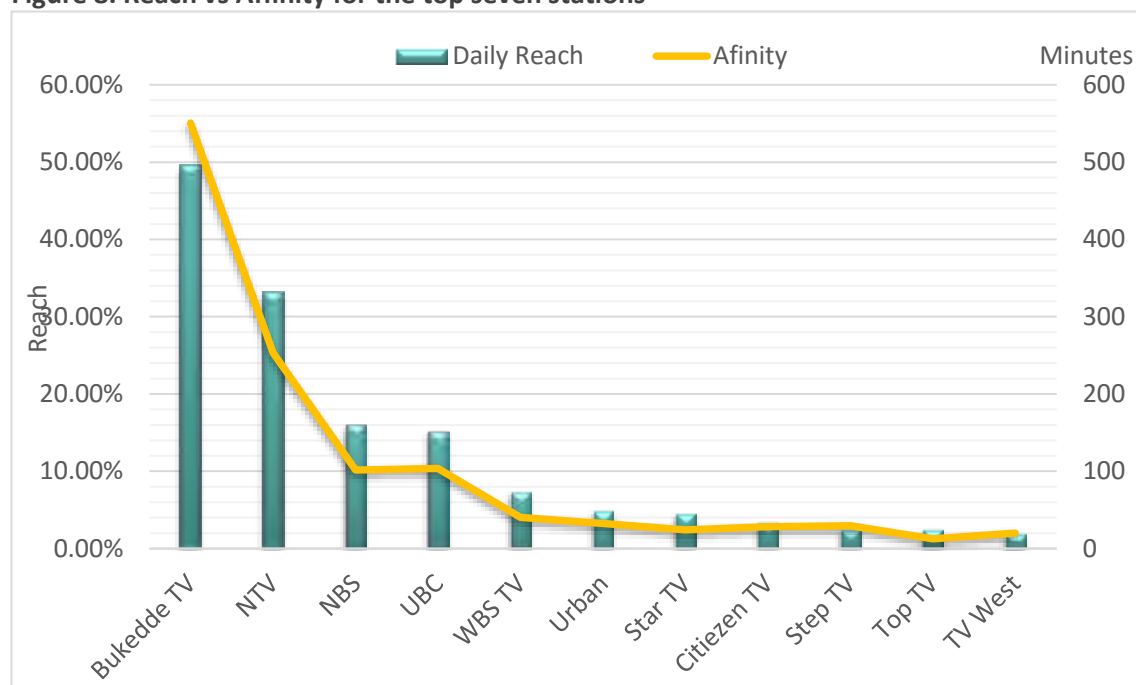
**Figure 7. Volume of publicity vs Advertising Value Equivalent by TV channel**



Audience research indicates the top two stations in the chart above have a higher reach, bigger share of audience viewing time and larger signal coverage across the country. This is especially true for the period April-August 2015 before digital migration was rolled out in Uganda which opened up over 300 TV channels (both local and international). Even with digital migration, Bukedde TV, NTV and NBS still have the most viewership, highest reach and brand affinity.<sup>4</sup>

<sup>4</sup> Ipsos Audience Survey 2015/2016.

**Figure 8. Reach vs Affinity for the top seven stations**



**Source: Ipsos UAMPS 2015. Sample (4,368; weighted; 2,676,194)**

Reach refers to the total number of different people or households exposed, at least once, to a medium during a given period. With the current state of audience fragmentation and the proliferation of viewing platforms, reach is a critical goal for communications seeking to engage with their desired audiences. It helps estimate the target audiences' exposure to social protection stories.

Affinity is the measure of the attachment or loyalty of a target group to a specific brand. The higher the affinity the better for a communicator because the message will have a higher opportunity to be seen, trusted and referenced to others by word of mouth. Bukedde TV had the highest affinity among the channels even though NTV and NBS had more mentions.

### 4.3 Media Relevance

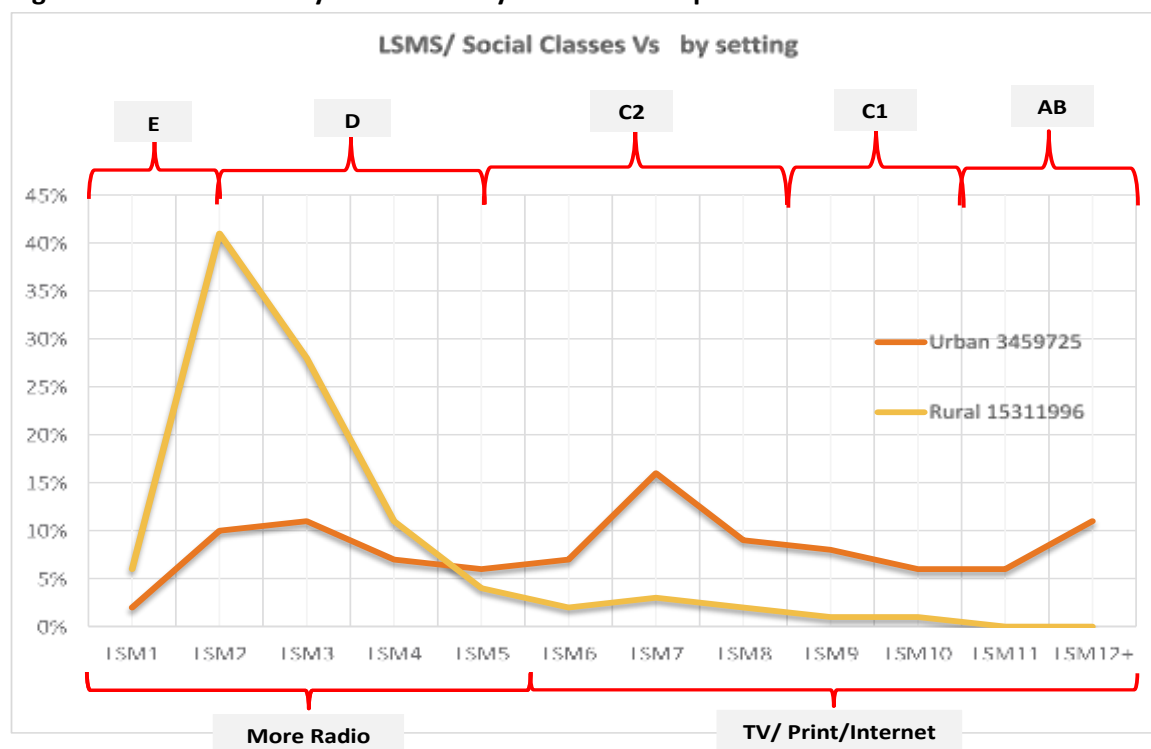
Stakeholder analysis in the following sections shows that ESP targets its communications to a wide range of stakeholders and not only vulnerable groups and therefore uses a wide media mix.

The Uganda All Media and Products Survey (UAMPS) 2015 classifies Ugandan society into six social classes with living standard measures on a scale of 1 – 12+, based on what they own at household level. UAMPS also measures level of household influence, affluence and disposable income.

Social Grade	Social Status	Chief income earner's profession
<b>A</b>	Upper Middle Class	Higher managerial, administrative or professional, doctors and lawyers
<b>B</b>	Middle Class	Intermediate managerial, administrative or professional. Managers and teachers
<b>C1</b>	Lower Middle Class	Non – manual workers. Office workers
<b>C2</b>	Skilled Working Class	Skilled manual workers. Plumbers and Electricians.
<b>D</b>	Working Class	Semi-skilled and unskilled manual workers. Shop assistants, farm and building site labourers
<b>E</b>	Unemployed/ receiving benefits	Casual workers (not in regular employment) Pensioners and others who depend on the state for their income

The chart below shows that choice of media is related to the target audience ESP aims to reach. The main determinants are rural vs. urban setting and that socioeconomic status. People in higher income brackets tend to read newspapers, watch television and access the internet more than those in lower income segments. However, radio is an important exception – people of all socioeconomic levels access the radio equally often.

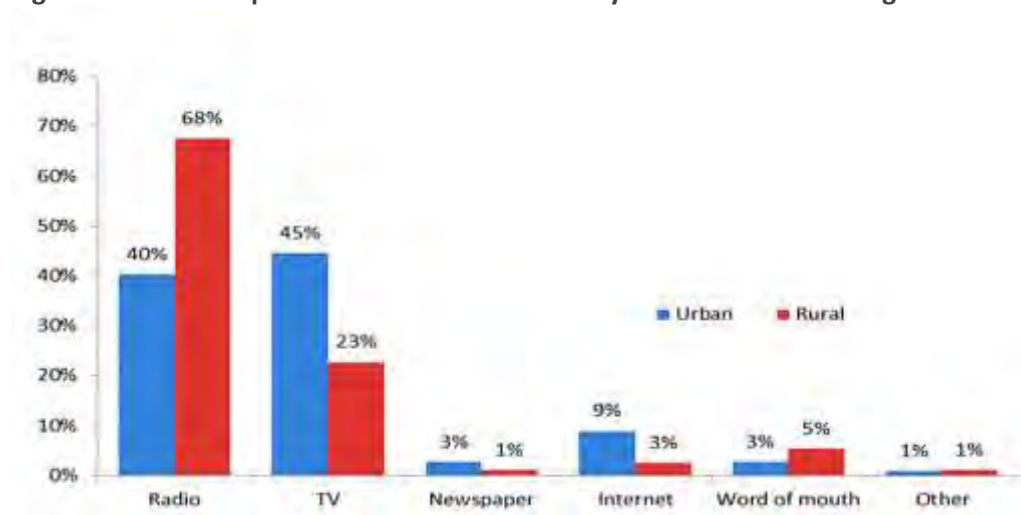
**Figure 9. Estimated lifestyle measures by media consumption habit**



**Source: Ipsos 2015**

Other Uganda survey data shows that for rural respondents, radio is the most common source of news, whereas television is the most popular source for young people in urban areas.<sup>5</sup>

**Figure 10. Most frequent source of information by rural vs. urban setting**



**Source: Ipsos 2014**

<sup>5</sup> <https://www.twaweza.org/uploads/files/Whos%20watching-14112014ty.pdf>

TV and radio are the most frequently accessed media channels. On average respondents reported that they had listened to radio yesterday and watched TV in the past week. However, urban residents reported watching television and accessing internet more frequently than rural residents, whereas rural residents reported listening to radio more frequently.

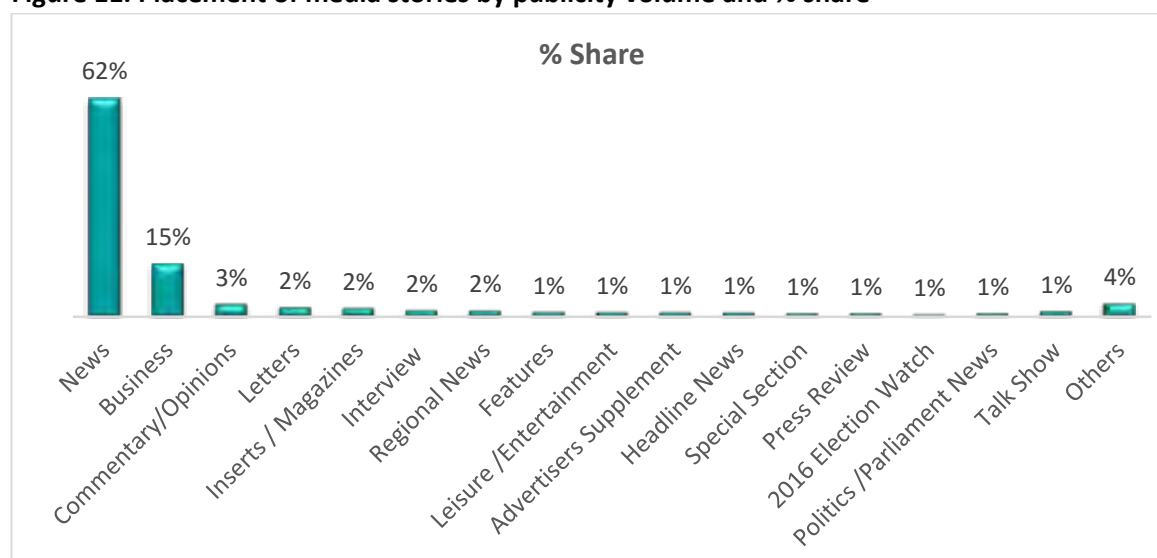
Media content analysis shows that 45% of publicity was in print media, followed by 40% in radio and 15% on television.

#### 4.4 Content Placement

The majority of stories (62% or 3,385) on electronic and print media were in news programmes or national news pages. Most of these stories were mainly about pension investments and theft of pensioners' savings.

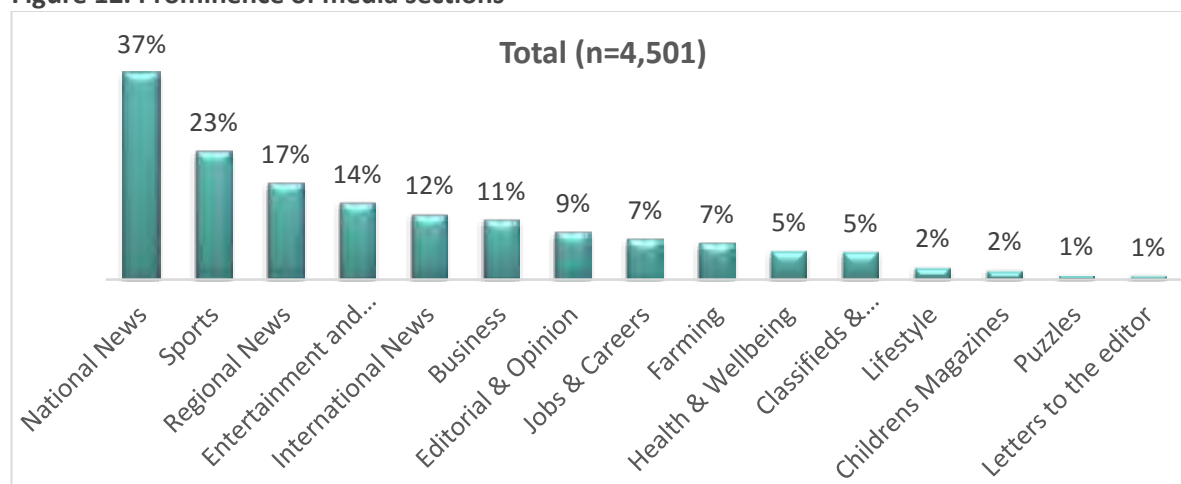
News was closely followed by business news sections with 15% of publicity (818 mentions). The commentary and the letters were probably the highest contributors of public opinion because they represent what the individual writers or speaker/presenter's views and perceptions.

**Figure 11. Placement of media stories by publicity volume and % share**



Previous Ipsos audience research in Uganda indicates that the main driver for media consumption is news, sports and entertainment. In a survey conducted in 2017, respondents were asked which newspaper sections do you pay most attention to?

**Figure 12. Prominence of media sections**



Because most stories were run in news sections, social protection messages had a higher opportunity to be seen and heard.

## 4.5 Message Tonicity

Measuring the volume and frequency of publicity alone is not enough for a communication evaluation. It is also important to measure the tone of messages that are published or aired to understand how target audiences may perceive messages. Tonicity is a measure of how a topic or brand is actually featured in the media.<sup>6</sup>

For this assessment, tonicity was evaluated based on media favourability as measured by the content that was reported in the media and its relation to the media house's overall reputation amongst internal and external audiences. Favourability was assessed by analysing the reported content for attributes that are either favourable, unfavourable or not exhibiting any bias in reporting towards the organization, its initiatives, officials or activities. This was aimed at evaluating how an article left a reader or listener (i.e. the target audience) feeling about the message. We used the most common method of classifying stories as positive, neutral or negative. Each story was assessed individually and findings were aggregated to present the proportions of media coverage that were positive, negative or neutral.

Figure 13. Examples of positive (A) and negative (B) tonicity



The findings indicate that 81% of the articles and mentions were considered positive because they portrayed and left a good feeling on the target audience. Most of the positive mentions were about investment (549); PWD issues (502); SCG (394); and pension benefits/gratuity payment or allocation of budget by government (200). Negative mentions were 11%, related to prosecution of pension scheme fraud (215); bad investment decisions (74); NSSF management (68), especially internal conflicts between NSSF senior managers; delays in disbursing SCG money (28); and some elderly persons who registered but died before receiving their money. The AVE of positive mentions was UGX 11.2 billion; negative mentions was UGX 3.2 billion; and neutral mentions UGX 1.8 billion (see figure 13 and table 5 below).

<sup>6</sup> Brian McCarthy, Newsaccess, "Tonicity Check - Understanding Your Media Coverage." <http://www.newsaccess.ie/our-blog/tonicity-check-understanding-your-media-coverage>.

Figure 134. Tonality analysis

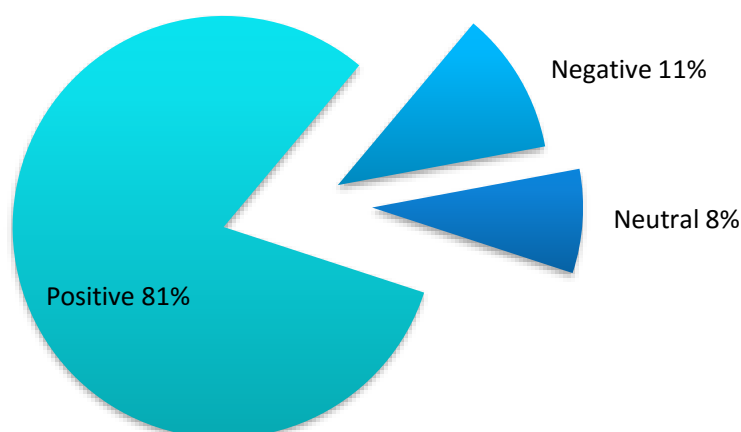


Table 7. Tonality of social protection publicity March 2015 – March 2017

Tonality	Frequency	AVE (UGX)
Negative	600	1,821,815,966
Neutral	437	3,243,797,076
Positive	4,444	11,158,933,145
<b>Grand Total</b>	<b>5,481</b>	<b>16,224,546,187</b>

## 4.6 Prominence

Prominence is a measure of how visible and easily seen or identifiable specific content about a subject matter is. Prominence is important because it increases not only the opportunity to be seen but also the audiences' engagement. In this analysis, prominence is measured based on story visibility of social protection messages in the media.

Stories with bold headlines, pictorials of issues concerning social protection and personalities in addition to sound bites of officials or stakeholders were rated excellent. Stories about social protection with clear mentions of social protection issues but without voice-overs from company officials, absence of officials or stakeholders in pictorials and no prominent presence of banners etc. were rated good. Stories where issues relating to social protection were mentioned among an array of other organizations or activities, where the headline had nothing to do with the social protection issues, or mentioned as a "by the way" in the middle or towards the end of a story were rated either average or poor.

Out of 5,481 media mentions, the majority (90%) of stories were regarded as good or excellent, and only 11% were rated average or poor.



Category	Count of PROMINENCE	% Share
Good	3,215	59%
Average	381	7%
Excellent	1,678	31%
Poor	207	4%

**Figure 16. Example of a newspaper story with excellent prominence**



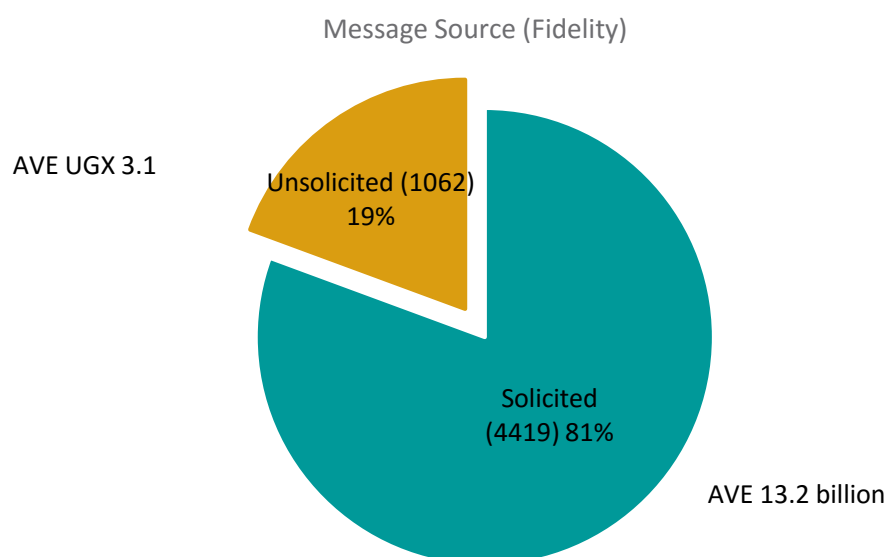
Message fidelity is an assessment of the message that ESP intended to send to the public, against the message that was presented to the same public. One measure of message fidelity is whether the message was solicited—related to or originating from the message source—or unsolicited. 81% of the publicity generated in the media was considered solicited because it came from stakeholder conversations.

discussions, interviews, press briefs, launches, conferences or workshops where the media was invited to cover the event.

This was because writers referred and quoted the sources of the information; for example, if the story had a sound bite or picture with well-branded backgrounds with logos and attributed to an event; stories mentioned names as sources, quoted individuals or indicated aspects of a conversation that could only have been obtained from internal and authentic sources e.g. budget figures:

- “NSSF is to invest shillings 260 billion in shares to ensure it creates profits” said MD Byarugaba.
- The Minister said “The Social Assistance Grant for Empowerment (SAGE)... needs sh8.69b to roll out.”

**Figure 157. Publicity volume and % share of solicited and unsolicited stories**



## 4.8 Personalities

Fourteen percent of publicity was about Richard Byarugaba, NSSF managing director and CEO, and his deputy Geraldine Ssali. Most of these articles related to squabbles at the pension fund. Three percent of mentions were about civil servants who defrauded government of pensioner funds. The minister of finance received 2% of mentions while 1% of publicity related to the former minister for the elderly and disabled Sulaiman Madada.

**Table 8. Personalities with 1% or more of mentions**

Personalities	Messages	%	AVE
Richard Byarugaba (NSSF CEO)	561	10%	1,284,270,355
Geraldine Ssali (former Deputy Managing Director, NSSF)	212	4%	452,387,434
Jimmy Lwamafa/Christopher Obeyi/ Stephen Kunsu (formerly of	171	3%	384,926,013
Matia Kasaija (Minister of Finance)	121	2%	179,699,159
Wilson Muruli Mukasa (Minister of Public Service)	74	1%	53,974,080
Sulaiman Madada (former State Minister for Elderly and Disabled)	69	1%	60,894,196
President Yoweri Museveni	67	1%	299,106,233
The First Lady Janet Museveni	37	1%	132,611,148
Pius Bigirimana (Permanent Secretary, MGLSD)	32	1%	83,015,217



## 5.0 KEY MESSAGE THEMES

Key message themes were generated based on the coding frame and guidelines presented by ESP and from the NSPP. The assessment considered messages that directly relate to social protection as understood in the NSPP: public and private interventions to address risks and vulnerabilities that expose individuals to income insecurity and social deprivation, leading to undignified lives. The analysis also considered the NSPP's main themes: social security and social care and support services.

The NSPP defines its key areas as follows:

- Social security refers to protective and preventive interventions to mitigate factors that lead to income shocks and affect consumption. It is composed of direct income support and social insurance.
- Direct Income Support is non-contributory regular, predictable cash and in kind transfers that provide relief from deprivation to the most vulnerable individuals and households in society
- Social insurance are contributory arrangements to mitigate livelihood risks and shocks such as retirement, loss of employment, work-related disability and ill health.
- Social Care and Support Services are a range of services that provide care, support, protection and empowerment to vulnerable individuals who are unable to fully care for themselves.<sup>7</sup>

The codes for key messages also included the Public Service Pension Scheme (PSPS), the NSSF, the Parliamentary Pensions Scheme or any other form of support that guarantees a decent life upon retirement. It also included the Orphans and other Vulnerable Children Programmes, Community-Based Rehabilitation Programme for persons with disabilities, and SAGE, among others as recommended in the social protection guidelines.

The analysis below assesses several thematic messages concerning social protection in Uganda over the period of analysis (March 2015 – March 2017). For ease of analysis and reporting, the key messages were coded in to three broad categories:

1. Issues related to pension and retirement: related to discussions in the media about saving for old age and its management (both government and private)
2. Issues related to protection of vulnerable persons: concerned with social care and support for people considered to be vulnerable as defined by the social protection policy, i.e. the elderly (not pensioners), vulnerable children, PWDs. It also includes issues on donations, grants, ESP, healthcare schemes, etc.
3. Others: includes issues that do not directly mention social protection but are related and considered important, e.g. Sustainable Development Goals, Peace, Recovery and Development Plan for Northern Uganda (PRDP), Northern Uganda Social Action Fund (NUSAF), and healthcare schemes.

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<sup>7</sup> National Social Protection Policy, 2015.

**Figure 168. Publicity by % share of the major themes**

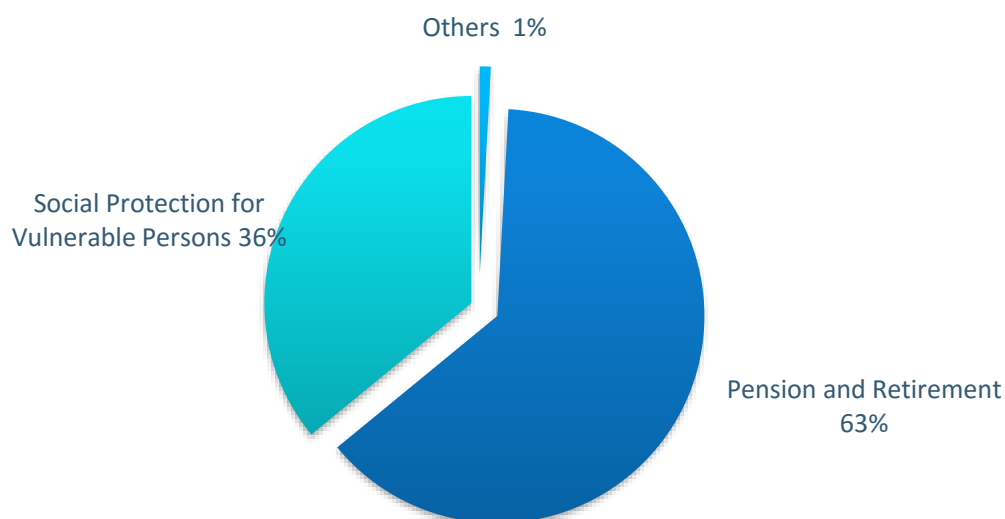


Figure 18 shows that 63% of messages related to the pension sector and retirement savings. This was followed by messages related to social protection and care and support for vulnerable people (36%). Below is an analysis of different message themes divided according to the broad themes above.

**Table 9. General key messages that appeared over the assessment period**

Main Message Themes	Volume of Publicity	% share
Pension/Retirement Schemes	3,463	63%
People with Disabilities (PWDs)	604	11%
Protection of Vulnerable Persons	534	10%
Social Assistance Grant for Empowerment (SAGE)	461	8%
Food Security/ Drought /Heavy Rains	205	4%
NUSAF II & PRDP Projects & Sustainable Development Goals	99	2%
Healthcare Scheme/Mental Health	31	1%
Others (Grants, labour issues)	84	1%
<b>Total</b>	<b>5,481</b>	<b>100%</b>

The section below discusses the key thematic messages on social protection published and aired in the media. The findings in the first section **(4.3.1)** directly relate to issues of interest to ESP and the SCG. These include PWDs, SAGE, food security, drought and heavy rains. The next section **(4.3.2)** is a discussion of issues concerning the pension sector in Uganda.

## **5.1 SOCIAL PROTECTION, CARE AND SUPPORT FOR VULNERABLE PERSONS**

The section below discusses issues related to messages on the theme of social protection, care and support for vulnerable persons. It describes the volume, tonality, share of voice and AVE that social protection media publicity generated in the period selected.

**Table 10. Key message sub-themes under social protection care and support for vulnerable people**

Broad Key themes	Publicity Volumes	AVE (Ugx)	% Share of volume
People with Disabilities (PWDs)	604	1,282,538,830	31%
Protection for Vulnerable Persons	544	1,021,397,429	28%
Social Assistance Grant for Empowerment (SAGE)	441	1,017,988,637	22%
Food Security/ Drought /Heavy Rains	205	804,854,562	10%
Health Care	56	146,547,406	3%
NUSAF II & PRDP Projects	52	137,744,856	3%
Other Funds/Grants	27	53,770,168	1%
Workers Issues	23	115,096,004	1%
Celebrating International Days	11	5,203,930	1%
Others	7	3,515,116	0%
<b>Grand Total</b>	<b>1,970</b>	<b>4,588,656,938</b>	<b>100%</b>

Note: The messages in the table above and discussed below focus on issues concerning people that face high levels of risk and vulnerability due to their socioeconomic status, including PWDs, the elderly and members of households with limited labour capacity.<sup>8</sup> The section also reviews messages published or aired regarding conditions or situations that expose people to more vulnerability like drought, famine, and poor health. It summarises media messages that discuss interventions to mitigate negative impacts.

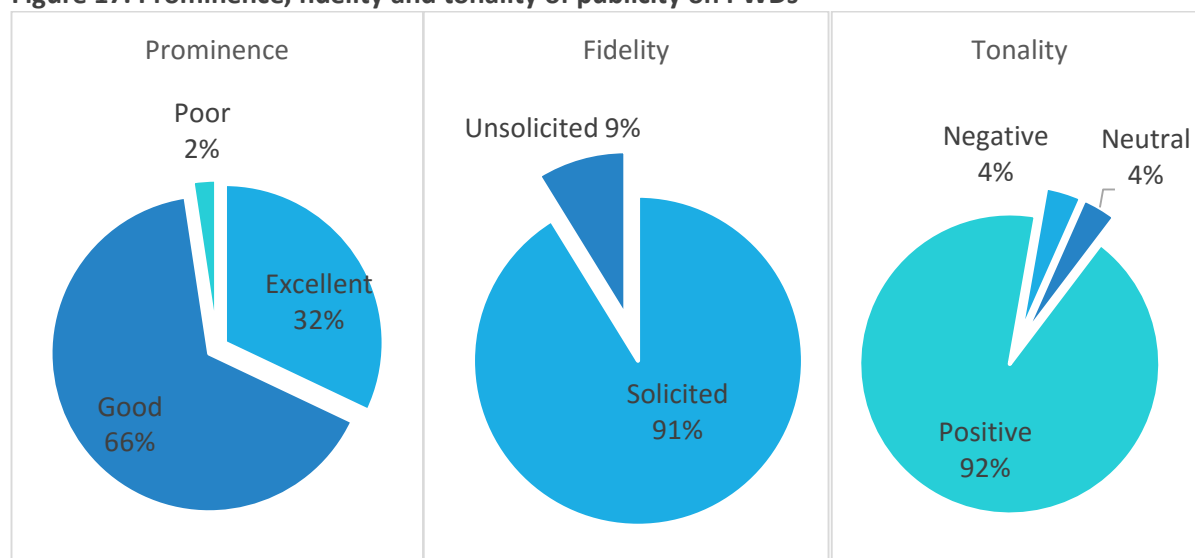
There were 1,970 messages under the theme social protection, care and support for vulnerable persons representing 38% of all stories analysed and equivalent to 4.6 billion Uganda shillings AVE. Most of the messages concerned PWDs (31%), protection for vulnerable persons (28%), SAGE (22%), food security/ drought/floods (10%). The remaining 9% was shared among other social protection related issues like healthcare, NUSAF II & PRDP, other funds/grants and celebration of international days. The discussion below is an explanation of the information presented in table 9 above.

## People with Disability

The media dedicated 31% of publicity volume to PWDs. Placement of 66% of messages were considered good, and 91% were solicited showing a high degree of fidelity.

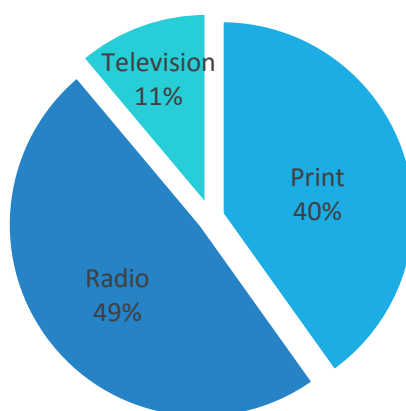
<sup>8</sup> National Social Protection Policy 2015

**Figure 17. Prominence, fidelity and tonality of publicity on PWDs**



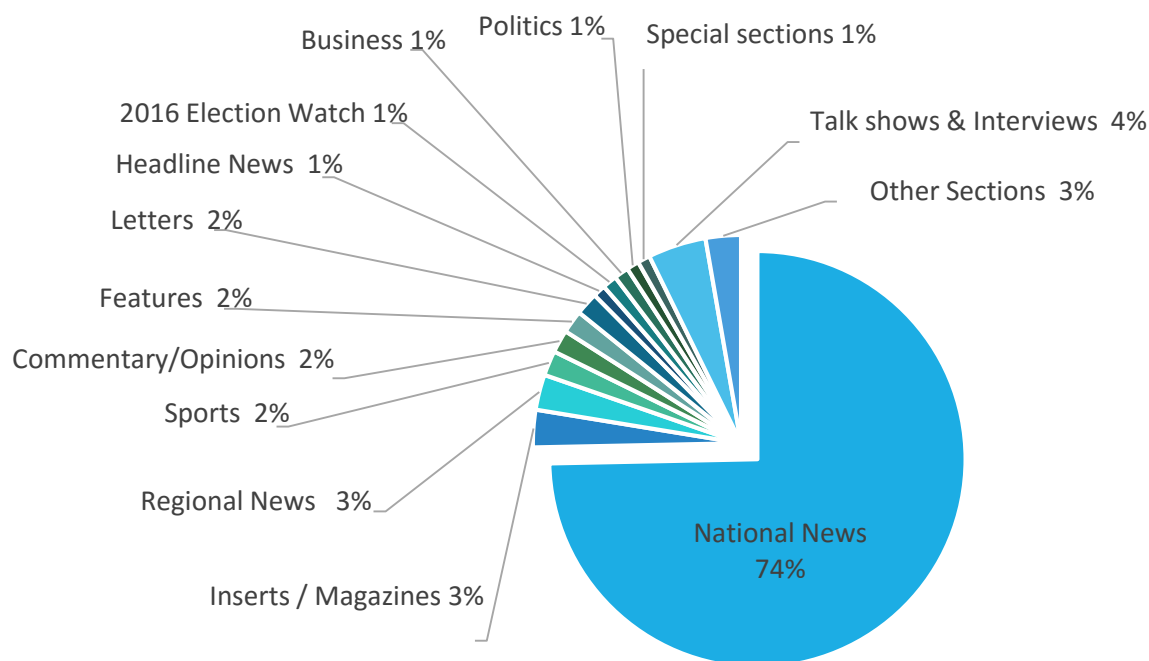
The majority (49%) of messages on PWDs were aired through radio.

**Figure 18. Media sources for PWD stories**



Of 28 radio stations studied, the ones that dedicated the highest volume of publicity were CBS 1 (12%), Radio Simba (12%), CBS 2 (8%), KFM (8%), Dembe FM (8%), Capital FM (7%), Radio One (6%) and Beat FM (5%). Newspapers that dedicated space to PWDs were Daily Monitor (32%), New Vision (24%), The Observer (11%), Bukedde (5%), Saturday Monitor (5%), The Red pepper (5%) and the Sunday Vision (4%). TV gave only 11% of publicity to PWDs. UBC dedicated the most time with a publicity volume share of 37%, followed by Urban TV (25%), Bukedde TV (15%), NTV (10%) and NBS (9%).

**Figure 19. Location of articles and messages in print and electronic media**



The findings show that national news was the most common mode of dissemination with 74% of the total share of publicity.

### **Social Assistance Grant for Empowerment (SAGE)**

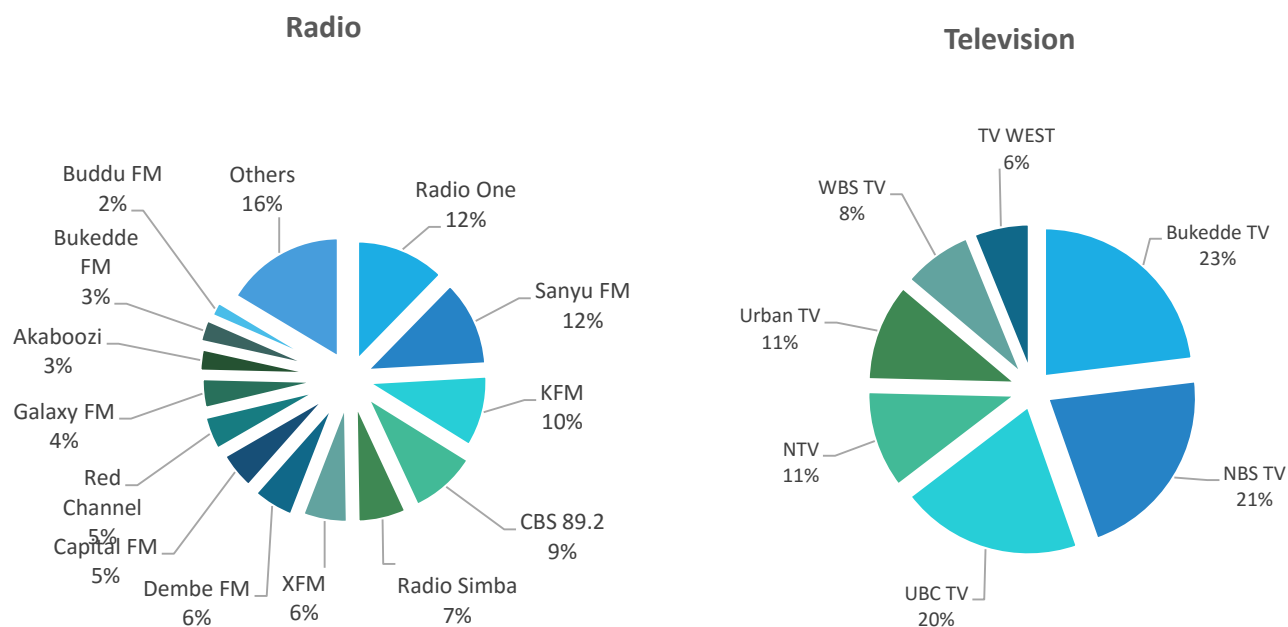
There were 448 messages related to the SAGE senior citizen's grant with a share of 8.4% of total publicity for the assessment period, generating an AVE of UGX 1.03 billion. Most of this publicity occurred in 2015, accounting for over half of all SAGE related media, and 44% were aired on radio, 42% in print media and 14% on TV.

**Table 11. Trends in SAGE messages**

Senior Citizens Grant	Publicity Volumes	% share of volume	AVE (Ugx)
2015	263	59%	500,813,081
2016	125	28%	397,139,309
2017	60	13%	130,891,567
<b>Total</b>	<b>448</b>	<b>100%</b>	<b>1,028,843,957</b>

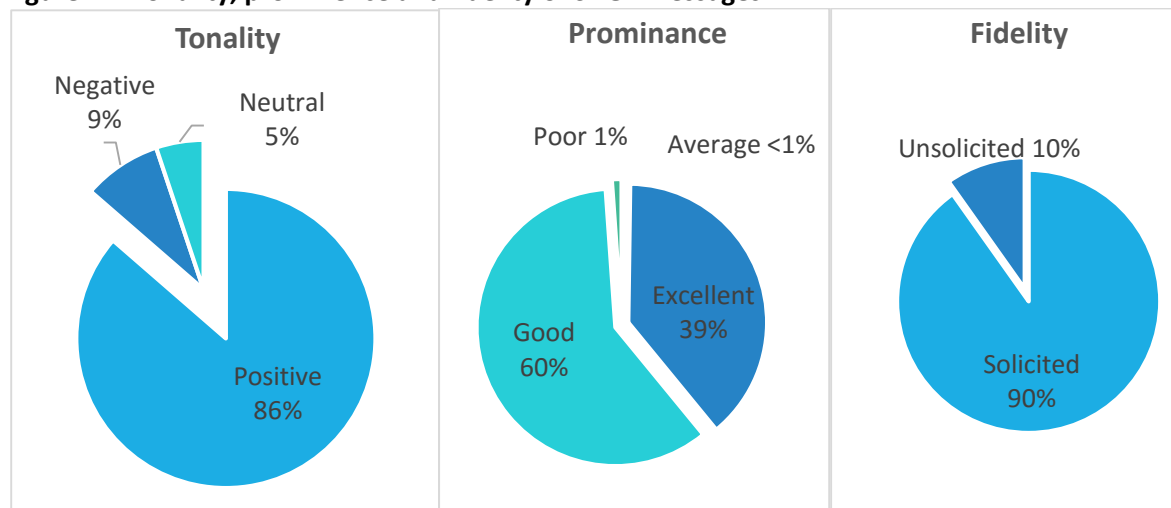
The top eight Radio stations that dedicated airtime to SAGE were Kampala stations: Radio One, Sanyu FM, KFM, CBS 89.2, Radio Simba FM, XFM, Dembe FM, and Capital FM. These stations have a high reach in the central region but limited in coverage in other parts of the country. Among TV stations, Bukedde TV aired 23% of SAGE issues followed by NBS TV with 21% share of volume.

**Figure 20. Volume of SAGE publicity by radio and TV station**



87% of stories were considered 90% were sourced by the stakeholders, and the majority of stories had excellent placement.

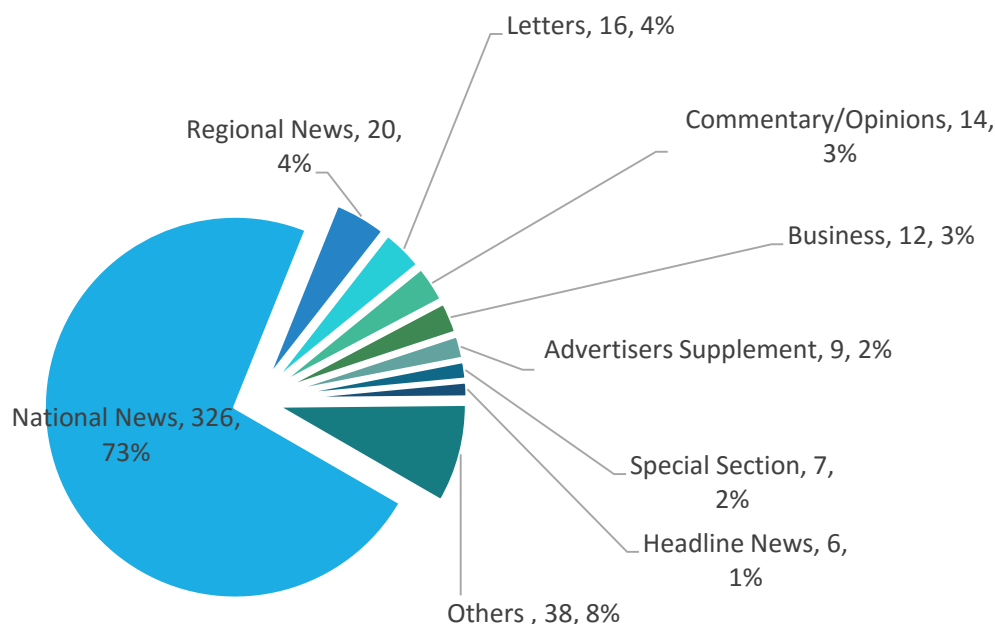
**Figure 21. Tonality, prominence and fidelity of SAGE messages**



73% of the stories about SAGE appeared in national news sections. News contributes 75% of the reasons why Ugandans consume media, followed by sports and entertainment.<sup>9</sup>

<sup>9</sup> IPSOS Uganda research

**Figure 22. Placement of SAGE messages**



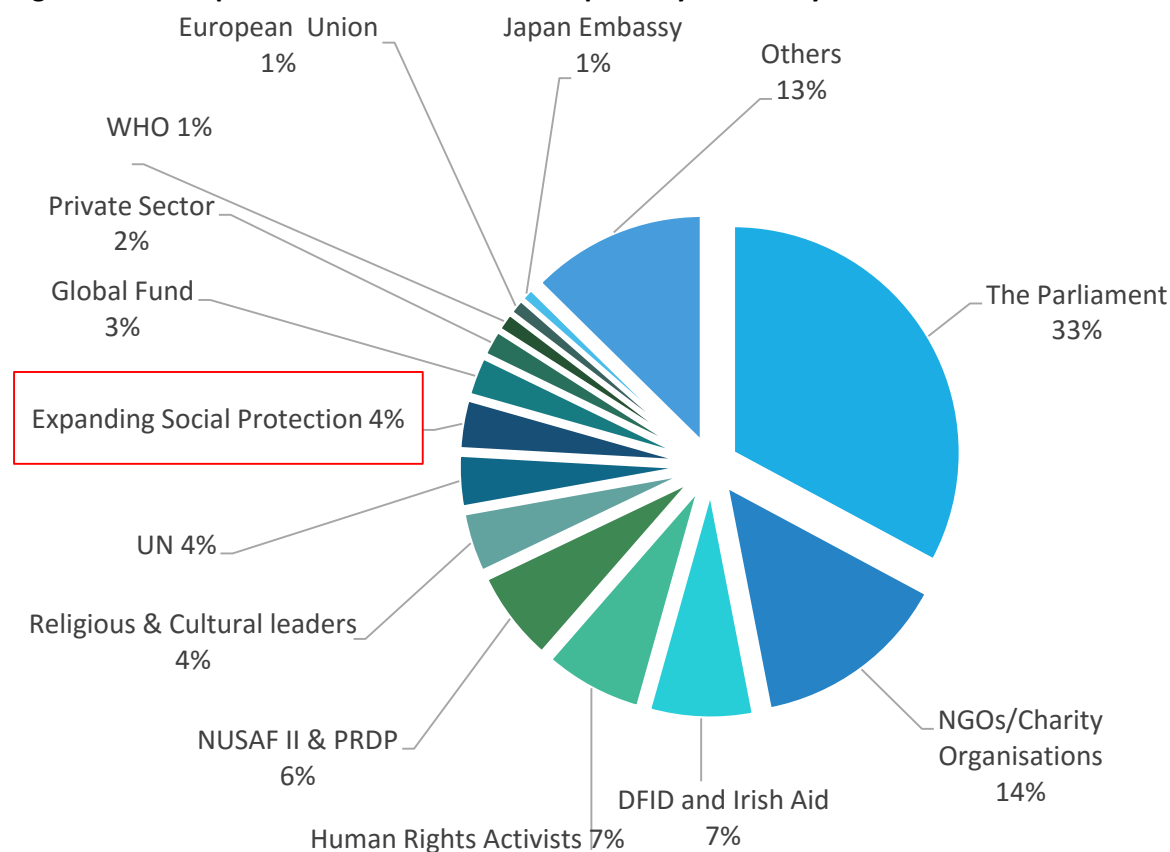
## SAGE Sub-Themes

Under the SAGE theme, the top 3 messages were discussing the elderly persons receiving their money (16%), this was followed by mentions regarding SCG (12%) without specifying any activity but in reference and then Budget allocation. This will be explained in detail in the sections that will follow.

**Table 12. Top 16 SAGE message themes**

Key Messages	Volume	AVE (Ugx)	% Share
Elderly persons receive SCG	71	121,208,901	16%
SCG	55	181,140,570	12%
Budget allocation for SCG	50	84,295,215	11%
More districts to benefit	42	90,706,041	9%
Calls to roll out SCG country wide	45	68,091,208	10%
Stakeholders and partners	32	155,382,854	7%
Delay in receiving grant	19	13,042,966	4%
Registration of elderly	17	29,366,400	4%
SAGE commended	15	28,637,983	3%
Government launches SAGE	13	34,008,540	3%
Don't pay SCG to elderly	8	20,408,000	2%
Increase funding	8	14,469,160	2%
Other social protection issues	8	12,375,014	2%
Deceased before receiving SCG	6	2,506,577	1%
Post Bank replaces MTN	6	8,411,858	1%
Survey Report - Case for SCG	6	5,082,250	1%
Other	47	159,710,420	10%
<b>Grand Total</b>	<b>448</b>	<b>1,028,843,957</b>	<b>100%</b>

**Figure 23. Social protection for the vulnerable: publicity volume by stakeholder**



### **National Disasters: Drought/Flooding/Famine/Insecurity**

According to the World Bank, Uganda is one of the most prone African countries to disasters. 200,000 Ugandans are affected by disasters annually, further exacerbated by climate change, resulting in unreliable and extreme rainfall that leads to shorter and irregular heavy rains as well as longer drought. The high incidence of annual disasters negatively impacts both the economy and people.<sup>10</sup> According to the 2009/10 Uganda National Household Survey Report, more than 57 percent of households experienced climatic shocks, resulting in a decline in crop production and income for more than 80 percent of the population. Disasters disproportionately affect poor households, who are more likely to be exposed to higher levels of risks such as food shortages or ill health due to limited coping ability.<sup>11</sup>

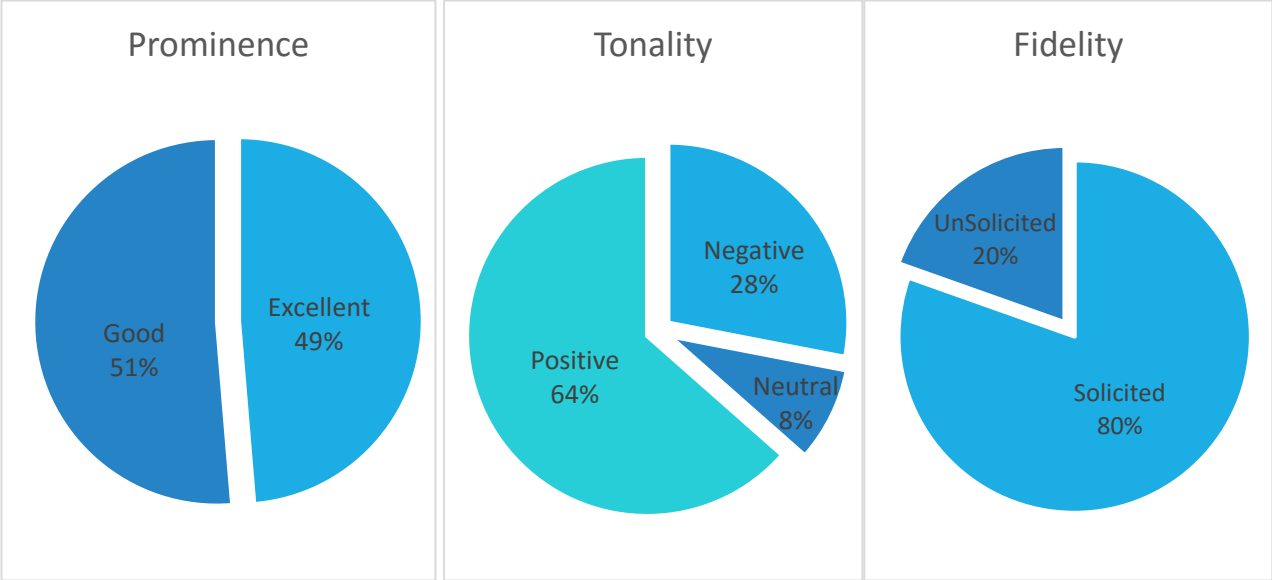
There were 189 stories about disasters, food security, drought and flooding, equal to 3% of the total publicity for the period, with an AVE of UGX 694,131,402.

<sup>10</sup> World Bank - Transforming Poverty to Prosperity by Preserving Uganda's Natural Resources - 2013

<sup>11</sup> National Social Protection Policy 2015

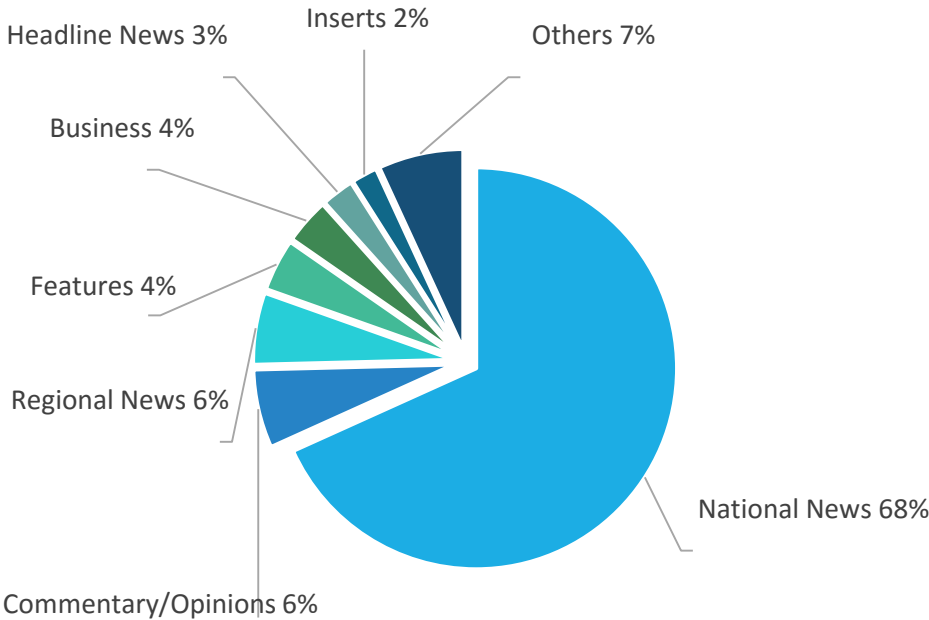


**Figure 24. Prominence, tonality and fidelity of natural disaster-related publicity**



80% of messages were solicited and all had very good prominence, and 64% had a positive tone, discussing interventions to mitigate the effects of disasters. Most of the messages were published in national news sections.

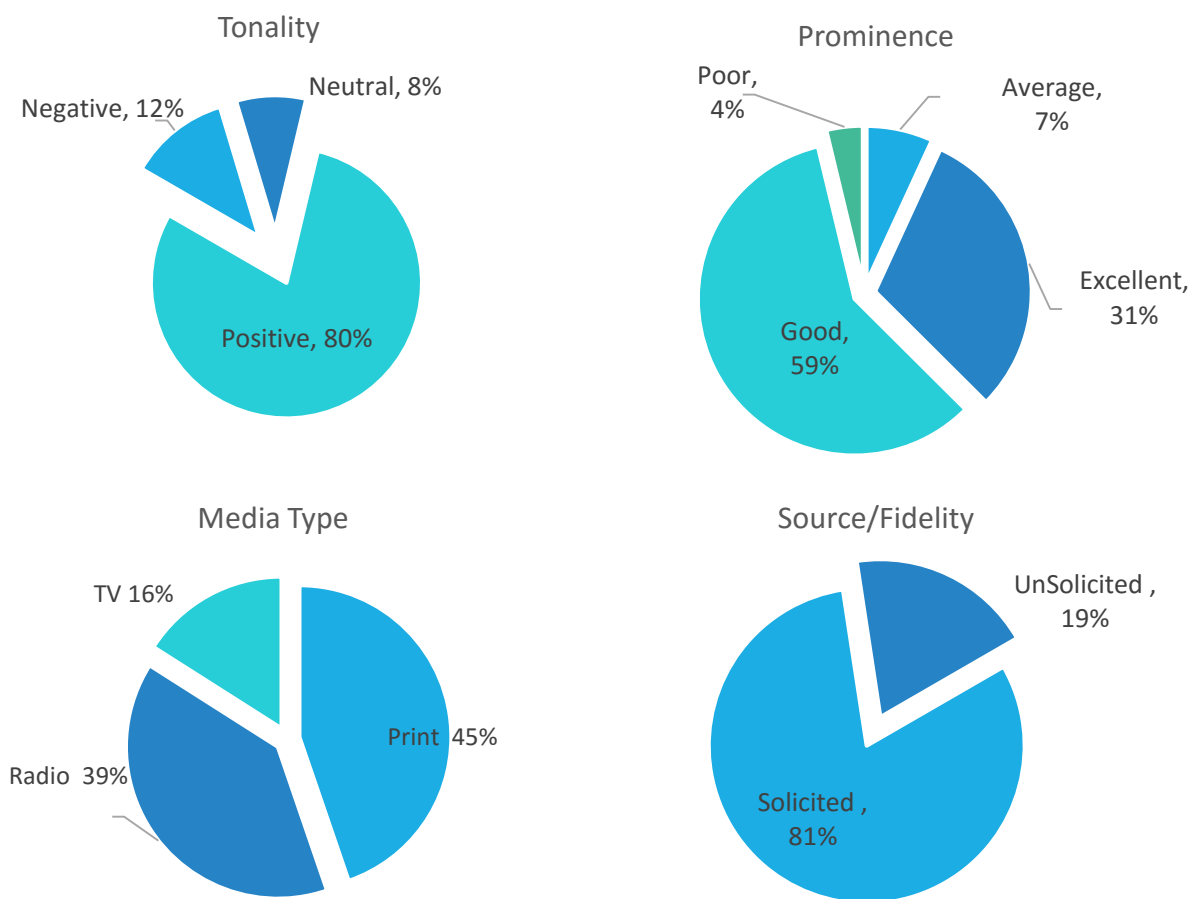
**Figure 25. Natural disaster-related message placement**



**5.2 PENSIONS**

Pensions especially the NSSF attracted a flurry of reporting. The pension sector contributed 63% (3,463 mentions) of publicity with very good prominence (good 59%, excellent 31%). 80% of stories had good tone and 81% were solicited by organisations or stakeholders in the pension sector, giving them high fidelity.

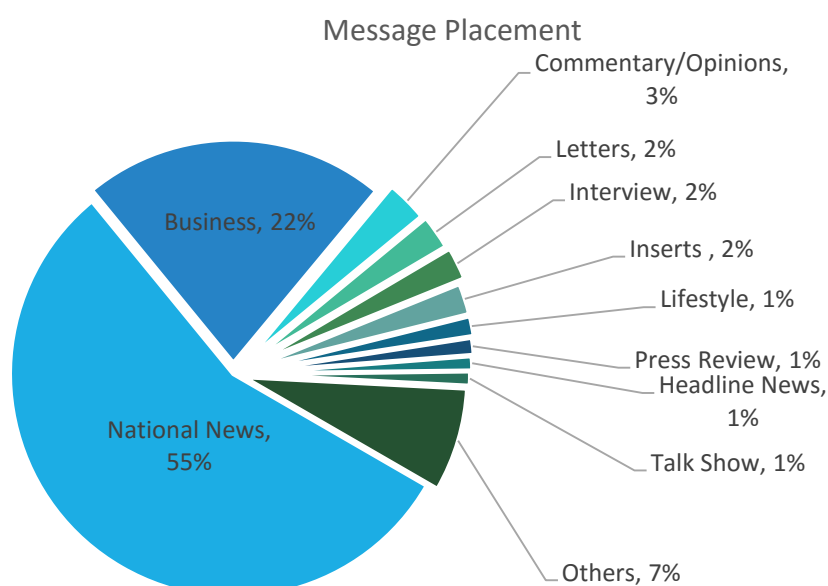
**Figure 26. Tonality, prominence, media used and fidelity of pension stories**



Like all other message themes, the stories appeared mainly in the print media. Print had 45% of pension sector publicity, radio generated 39% and TV produced 16% of the volume share.

It was also observed just like in the case of Social protection, Majority of the publicity on the Pension Sector was aired in the National News sections of the print media or programming of the electronic media. The findings also indicated that the pension sector had more Headline News stories (35) than the Social protection issues which had only 20 stories in that section.

**Figure 27. Pension message placement by media type**



The table below lists key sub-themes discussed in the media about the pension sector their publicity share. Note that some NSSF charitable activities were excluded from the analysis because they did not directly impact social protection issues but acted as a public relations tool, e.g. sports sponsorships.

**Table 13. Sub-themes in pension messages**

Key sub-themes	Publicity volume	% share
Investment in shares/bonds/real estate/banking sector	748	22%
Pension scheme fraud	696	20%
NSSF management	309	9%
Pension benefits/gratuity	229	7%
Pension compliance & performance	207	6%
Pension reforms/sector liberalisation	200	6%
Pension remittances	185	5%
Pension savings/scheme	154	4%
NSSF customer initiatives	122	4%
Delayed pension arrears	115	3%
Pensioners validation exercise	111	3%
Misuse of pension/bailouts	55	2%
Other	332	10%
Total	3,463	100%

## 6.0 CONCLUSIONS

- The majority of stories were recorded in 2016 because this was the only full year analysed, compared to 10 months of 2015 and three months for 2017.
- The majority of messages were positive.
- Most messages were rated good or excellent in prominence and therefore could be easily seen, ready or heard, and therefore more likely to reach intended target audiences.
- The majority of messages were placed in TV and radio news programmes and sections of the print media, and this is the most read, watched, listened to section of print and electronic media.
- Messages were mainly solicited since they were a result of stakeholder involvement, and therefore messages received were likely to have a high degree of fidelity, or resemblance, to the messages sent. This also shows that stakeholder communications departments had influence over the stories that were published and therefore helped determine their tone, placement and prominence.
- The stations that were monitored covered the major regions of the country, i.e. East, West, North and Central Uganda and therefore reached a large proportion of the population.
- The majority of stations used to communicate had high reach, share and affinity amongst the elderly and the vulnerable groups in rural areas.
- The table below presents the proposed baseline figures for ESPII, based on findings for key content analysis variables for calendar year 2016:

**Table 14. ESPII Baseline: 2016 Social Protection Media Messages**

Variable	Indicator	Frequency	Percentage
<b>Volume</b>	Messages (all media)	3,043	100%
<b>Tonality</b>	Positive	2,432	80%
	Neutral	266	9%
	Negative	345	11%
<b>Fidelity</b>	Solicited	2,408	79%
	Unsolicited	635	21%
<b>Prominence</b>	Excellent	885	29%
	Good	1,674	55%
	Average	328	11%
	Poor	156	5%
<b>Advertising Value Equivalent</b>	UGX	<b>10,404,000,000</b>	
	GBP*	<b>2,020,000</b>	

- \*Bank of Uganda exchange rate 2 February 2018: GBP 1=UGX 5,149.67

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## APPENDIX 1: List of Media Houses Analyzed

Media House	Message Frequency	Publicity Share
1. Bukedde Daily	72	2.93%
2. CEO Magazine	13	0.53%
3. Daily Monitor	633	25.76%
4. Daily Monitor	9	0.37%
5. East African	3	0.12%
6. East African Business Week	45	1.83%
7. Enyanda	1	0.04%
8. Etop	10	0.41%
9. Hello Uganda	38	1.55%
10. Independent Magazine	10	0.41%
11. Kamunye	10	0.41%
12. New Vision	709	28.86%
13. New Vision	1	0.04%
14. Rupiny	2	0.08%
15. Saturday Monitor	45	1.83%
16. Saturday Pepper	17	0.69%
17. Saturday Vision	43	1.75%
18. Summit Business	5	0.20%
19. Sunday Hello	1	0.04%
20. Sunday Monitor	82	3.34%
21. Sunday Monitor	2	0.08%
22. Sunday Pepper	27	1.10%
23. Sunday Vision	130	5.29%
24. The CEO Magazine	3	0.12%
25. The East African	20	0.81%
26. The East African	1	0.04%
27. The Independent Magazine	69	2.81%
28. The Kampala Sun	11	0.45%
29. The Observer	225	9.16%
30. The Red Pepper	212	8.63%
31. The Sunrise	8	0.33%
<b>Total</b>	<b>2,457</b>	<b>100.00%</b>

Radio	Message Frequency	Publicity Share
1. Akaboozi	167	7.55%
2. Beat FM	46	2.08%
3. Buddu FM	35	1.58%
4. Bukedde FM	73	3.30%
5. Bukedde Daily	2	0.09%
6. Capital FM	248	11.21%
7. CBS 88.8	91	4.11%
8. CBS 89.2	168	7.59%
9. Dembe FM	98	4.43%
10. Eastern Voice	2	0.09%
11. Etop	1	0.05%
12. Galaxy FM	90	4.07%
13. Impact FM	24	1.08%
14. Kasese Guide	1	0.05%
15. KFM	226	10.21%
16. Kiira FM	1	0.05%
17. Mega FM	4	0.18%
18. Metro FM	16	0.72%
19. NBS Radio	14	0.63%
20. Nenah FM	11	0.50%
21. Pacis 90.9FM	8	0.36%
22. Paidha FM	5	0.23%
23. Power FM	20	0.90%
24. Radio City	68	3.07%
25. Radio Etop	16	0.72%
26. Radio One	220	9.94%
27. Radio Simba	146	6.60%
28. Radio West	11	0.50%
29. Red Channel	39	1.76%
30. Sanyu FM	245	11.07%
31. Spice FM	5	0.23%
32. Super FM	45	2.03%
33. SUPER FM	2	0.09%
34. Top Radio	19	0.86%
35. Unity FM	1	0.05%
36. Vision Radio	2	0.09%
37. Voice of Lango	4	0.18%
38. Voice Of TORO	1	0.05%
39. XFM	38	1.72%
<b>Total</b>	<b>2,213</b>	<b>100.00%</b>

Television	Message Frequency	Publicity Share
1. Bukedde TV	102	12.66%
2. Star TV	2	0.25%
3. NBS TV	156	19.35%
4. NTV	190	23.57%
5. Bukedde TV 2	2	0.25%
6. SPARK TV	1	0.12%
7. TV WEST	12	1.49%
8. Urban TV	1	0.12%
9. UBC TV	149	18.49%
10. Channel 44	156	19.35%
11. WBS TV/ KWESE	35	4.34%
<b>Total</b>	<b>806</b>	<b>100.00%</b>



## APPENDIX 2: Key Content Analysis Variables by Year & SCG Only

### Key Content Analysis Variables by Year

Variables	2015		2016		2017		Total	
	Volume	%	Volume	%	Volume	%	Volume	%
<b>Tonality</b>								
Positive	1,192	85%	2,432	80%	820	79%	4,444	81%
Neutral	97	7%	266	9%	73	7%	436	8%
Negative	113	8%	345	11%	143	14%	601	11%
<b>Prominence</b>								
Excellent	435	31%	885	29%	358	35%	1,678	31%
Good	910	65%	1,674	55%	635	61%	3,219	59%
Average	38	3%	328	11%	11	1%	377	7%
Poor	19	1%	156	5%	32	3%	207	4%
<b>Source/Fidelity</b>								
Solicited	1,249	89%	2,408	79%	763	74%	4,420	81%
Unsolicited	153	11%	635	21%	273	26%	1,061	19%

### Senior Citizen Grant-related messages only

Variables	Indicator	2015	2016	2017	Total for SCG
<b>Media Clips</b>	Total	263	125	60	448
<b>Media Type</b>	Radio	131	41	25	
	Television	33	23	7	
	Print	99	61	28	
<b>Tonality</b>	Positive	232	108	47	
	Neutral	15	2	6	
	Negative	16	15	7	
<b>Fidelity</b>	Solicited	242	110	52	
	Unsolicited	21	15	8	
<b>Prominence</b>	Excellent	96	54	24	
	Good	163	69	36	
	Average	1	0	0	
	Poor	3	3	0	
<b>Advertising Value Equivalent (AVE)</b>	UGX	500,813,081	397,139,309	130,891,567	1,028,843,957
	GBP*	97,252	77,119	25,418	199,788

\*Bank of Uganda exchange rate 2 February 2018: GBP 1=UGX 5,149.67