

KKCR PRESENTATION

International Association of Women
in Radio and Television

Regional Conference scheduled to
take place from 2nd to 5th October
2018

at Imperial Botanical Beach Hotel
Entebbe

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THEME

- IAWRT Looking into the Future'
- Amplifying rural women's voices to set own agenda and fight for their rights

ORDER

- BACKGROUND
- STATION MISSION AND VISION
- METHODOLOGY AND STRATEGY
- SUCCESS STORIES

BACKGROUND

- Kagadi Kibaale Community Radio (KKCR 91.7FM) is part of the East African Community Media Programme (EACMP) that was initiated in 1992 after the RIO World Earth Summit. It has a strong orientation to Environmental Management where community members participate in decision making about the action points of the agenda twenty-one.
- .KKCR is a geographical based community radio in Kagadi District mid-western Uganda.

BACKGROUND

- Kagadi Kibaale Community Radio 91.7fm was commissioned in 1999 by His Excellency the President of Uganda Y.K Museveni and hit the airwaves on 20th August 2000 to serve the rural population of Kibaale district and Bunyoro sub region. The radio serves over 10 districts that include: Kagadi, Kibaale, Hoima, Kiboga, Kakumiro Masindi, Mubende, Kyenjojo, Kasese, Bundibugyo, Kamwenge, Kyegegwa, Ntoroko, Kikuube, Buliisa, Kyankwanzi and some parts of the DR Congo.
- KKCR serves the community in thematic areas of focus for rural transformation

Thematic Programming on KKCR

- **Education**
- This mainly focuses on girl child education where girls are encouraged to enroll, advance and complete the education cycle.
- **Health**
- Health programmes in areas of reproductive health, nutrition, safe motherhood among others aimed at creating more awareness and improved livelihoods for development. KKCR has actively contributed to preventive health measures and epidemic mitigation through psycho-social support in various programmes.

Thematic Programming on KKCR

- Various Environmental programmes on how to manage, protect and sustainable use of the natural resources have been aired by experts, government officials, partners and community/women groups are broadcast which greatly contribute towards environmental conservation for better livelihoods. Many women have established nursery beds for trees, fruit and coffee seedlings to boost their incomes and also establish woodlots.

KKCR VISION AND MISSION

KKCR VISION

- Forum for participation and Information sharing for rural transformation

Mission

- • To enable Kibaale Community actively participate in decision making on sustainable development

KKCR Methodology and strategy

- It offers a platform and voice for the marginalized to ensure exchange of ideas, experiences and enhance solidarity for shared vision and action.
- As an education facility through modular courses targeted at farmers, business people and artisans.
- Enables people tell and document their history and culture
- Enables communities to participate in developing, producing their own programmes

KKCR Methodology and strategy

- Kagadi Kibaale Community Radio is open for community members and development partners to share sustainable development thoughts participate in decision making and provide a voice to the voiceless.
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Two strategic programmes have been run:

- Regarding the theme “Amplifying rural women’s voices to set own agenda and fight for their rights”

Thematic Focus

- The project on Gender Reflection and Dialogue on HIV and AIDS supported by USAID. This programme enabled women to have a voice, dialogue and negotiate for safer sex. Thus reducing their vulnerability.

Thematic focus

- **Capacity Enhancement in Natural Assets Management (CENAM)**
- This project had three components implemented through community mass mobilization through radio and farmer institutions strengthening and market linkages in the mid Albertine Graben districts of Kibaale, Hoima, Masindi and Buliisa. KKCR was utilised as a tool for Mass Mobilization on Land Rights and Livelihood Empowerment. Specific rights emphasised were access, use and ownership.
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- Several women have increased access to land boosting food production, incomes and more women have come up to own land. Originally they owned land by proxy.
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- THANK YOU