Community Radio and the promotion of gender equality. A case study of Nyabihoko Sub-County, Ntungamo District

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ABSTRACT

One of the primary roles played by media within communities is fostering unity among people and society as a whole. Community radio serves as a crucial tool in achieving this objective. It is widely acknowledged that community media can encompass various aspects, such as shared interests, locality, and cultural identity. This study focuses on the intersection of community radio and women's empowerment, examining how community media uniquely challenges discriminatory traditions and empowers women. Drawing on multiple development paradigms and feminist theories, the research investigates the extent to which community radio stations contribute to promoting gender equality. The study employs a case study approach in Nyabihoko sub-county, Ntungamo district, Uganda. Utilizing a mixed-methods design, data was gathered from various stakeholders, including clan elders, religious leaders, local council representatives, community-based organizations, and youth, through surveys and qualitative interviews. The research revealed that community radio plays a significant role in enhancing women's empowerment, serving as a vital catalyst for positive change. The findings demonstrate that community radio support significantly contributes to bolstering women's empowerment. After analyzing the collected data, including mean and standard deviation calculations, it became evident that there exists a notable relationship between women's empowerment and gender equality. These findings shed light on the strategies and mechanisms employed by community radio to address gender disparities within the local context. They offer valuable insights for policymakers, media practitioners, and development institutions seeking to leverage the potential of community media for social transformation and empowerment.

Keywords: Women empowerment, Radio, Media, Gender equality

INTRODUCTION

All over the world, the term community media has been defined in many ways. As suggested by Bonin et al. [1] the word community could encompass social, secular, political, economic and cultural components. Baguma et al. [2] define community media as those media types used by a society or people with common ideas, characteristics, interests or ownership. In a more detailed way, Mwajabu [3] defines a community radio as that radio that is for people from one geographical area or location who have similar or specific interests. Bonin et al. [1] state that in addition to operating within a group of people with similar interests, community media may also operate within a geographically based community or social group. Meanwhile, Mwajabu [3] states; Community media can be defined as media for a certain community and for specific reasons. They are owned and controlled by a defined community, are non-profit making and have boards of trustees or boards of directors. In other words, they are media of the people, for the people and by the people. They are services that influence the public opinion, create consensus, strengthen democracy and above all, create a community/communities. Community radio has also been defined as having three aspects: non-profit making, community ownership and control and community participation, and this according to AMARC [4]. Tabing [5] defines a community radio station as that which is operated in the community, about the community and by the community. This community can be territorial or geographical i.e. a township, village, district or island. The community may also be a group of people with common interests who may not necessarily be living in one defined territory. Community radio can also be managed by one group of people such as women, children, farmers, fisher folk, ethnic groups or senior citizens Gender is a significant dimension in these community radio initiatives launched by development organizations that are seeking to deploy communication technologies for social change in general and empowerment of women in particular. CR not only provides an enormous opportunity for women's access to information, but, more significantly, also

allows them to challenge the culturally disempowering gender norms and come out of a condition of silence. Through participation in media making and acquisition of new knowledge women undergo a process of 'conscientization'. This enables them to reflect on their disempowered condition, voice their concerns, and network in public 'sphericules'. "Gender Equality and Empowerment of Women" is one of the core Millennium Development Goals agreed on by all member states of the UN General Assembly. Several conventions and declarations before this, including the 1979 Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the 1985 Nairobi Forward looking Strategies for the Advancement of Women, the 1993 Declaration on the Elimination of Violence against Women, the 1995 Fourth UN World Conference on Women in Beijing, the 1995 Platform for Action, and the 1995 Commonwealth Plan of Action on Gender and Development have called for redefining the existing approaches to development and making them inclusive and gender responsive. A disadvantageous status for women in comparison to men is generated and supported by prevailing structures, which limit women's ability to participate in decision-making processes that impact their lives. These structures have also been called into question by insights from development frameworks and feminist theorizing, particularly around the mid-1980s. Community radios therefore differ a lot from commercial radio stations in the manner in which they operate because while the community radio is integrated with practices of community life', commercial radios on the other hand are integrated with the life of the business community [4]. John Bosco Mayigo, Coordinator of the Uganda Media Development Foundation, a training and advocacy body says that community broadcasters use a lot of educational programs while commercial ones prefer music and comedy as a way of attracting listeners [6]. Unlike commercial broadcasters whose staff are mainly full term and paid employees, for community broadcasters, most of their staff members are volunteers, who are not paid for their contribution to the radio stations [6]. On the other hand, community radio's program format is similar to that of a mainstream commercial radio in regards to aspects like news, drama, talk shows and interviews. However, there is a heavy emphasis on local content on community radios [7]. Nevertheless, they should not be seen as being in opposition to the established mass media, but rather should be looked at as alternative and supplementary forms of media that serve special interests of fulfilling the specific local needs of a community [3]. Media, in the hands of governments is seen as an instrument of propaganda and indoctrination, while in the hands of private owners they are more of vehicles in the service of interests of the elite. Furthermore, they have been tools for division and sometimes conflict in the hands of political organisations and then, in the hands of religious institutions they have been used as a tool for evangelism. And even if in some cases it may be possible to show correlation between development goals and media activity, proving causality can be more difficult [7]. And yet, on community media, Buckley says that there are many case examples where community media has been linked directly to the pursuit of the Millennium Development Goals – improved livelihoods, promotion of gender equality, better health and education, combating HIV/AIDS, malaria and other diseases, contributing to environmental awareness and sustainability – however it is not always helpful to think of community media only in instrumental terms or to assess impact against a narrowly defined set of quantitative indicators. The most frequently stated benefit of community broadcasting is its impact in empowering poor people to speak for themselves [8, 9].

Statement of Problem

In Uganda, many stations call themselves community radio stations simply because they seek to serve communities in a certain area and because they are owned by a member or members of that area [6]. According to Chibita and Fourie [10], it is difficult to get an accurate idea of how many genuine community media there are, as to where they are located. In fact, after this study, an official of the Broadcasting Council claimed that there was no single true community radio station, if they were to be measured against the international standards of community broadcasting. Nevertheless, despite the above observations, there was a consensus on some stations that qualify to be called community media/radio in regards to their missions (that include a strong public interest), ownership, programming, ensuring gender equality and involvement of the communities they serve in the manner in which they generate content and determine the programs they run. A few studies have been carried out prior to the role of community radio/media on the assurance of gender equality which has prompted the researcher to conduct a research study to establish how really community radio defines and tackles an issue of gender equality. The purpose of the study was to investigate on the community radio and the promotion of gender equality. A case study of Nyabihoko sub-county, Ntungamo district.

Research objectives

1. To identify the different Forms of Community Radio.
2. To determine the relationship between Community Radio and Empowerment for Women.
3. To examine the role of community radio in ensuring gender equality.

Research questions

1. What are the different forms of community radio?
2. What is the relationship between community radio and empowerment of women?
3. What are the roles of community radio in ensuring gender equality?

Significance of the study

The study helped the government to understand and recognize the role of community radio in promoting gender equality in Uganda. The study helped future researchers to fix gaps in relating to community radio and gender equality.

LITERATURE REVIEW

Different Forms of Community Radio

Community radio stations can also be tailored to a specific target audience, just as it produces and transmits programming for the rural community. Community radio's guiding principles have always been to use this medium to speak for underrepresented groups, stand in for those who are exploited, and generally advance society.

The Influence of Radio

The most widely used mass communication medium is radio. Additionally, community radio is an essential and simple-to-run communication medium. In addition to being less expensive than a community video, newspaper, or television, it can simultaneously record a larger number of individuals, both literate and illiterate, especially in developing nations. Through: Enlightening and elevating the communities around development initiatives and strategies that will result in a better life for listeners (agriculture, education, health and gender issues, disaster and environmental degradation, issues of local government, peace keeping), community radio can play a critical role in development and democratization. It can also facilitate local communities in sharing their own understandings and critically examining social issues, practices, and policies that affect their lives and livelihood [11].

Possession and authority

A community radio station's ownership and management are typically the most significant and vital characteristics that define it. This can be resolved by holding open, public meetings in the towns where the station's leadership is chosen to form a Coordinating Committee [12]. Decisions are made by the higher authority in between yearly general meetings of members, according to Clemons [13]. Furthermore, higher authority oversees the day-to-day operations of the station and guarantees that the policies are followed. These elected members of the management body organize elections to choose future leaders after a predetermined amount of time (one or two years), determined by the community/

The feature of non-profit making

According to Smith [14], community radio is a non-profit radio station with the primary goal of promoting the welfare of the local populace. In addition to producing programming for residents of a given region, it also represents that region's culture, viewpoints, beliefs, etc. Community radio also reflects the civilization and culture of the local populace in a given place. Its goal is for that society to grow, sharing their unique culture and communicating their struggles and limitations to everyone on the planet.

Participation of the Community

In his research, Gregor [15] discovered that community involvement-through which the community actually owns and manages the station-is the most crucial factor in community radio. The diverse ways in which community members are involved, reflecting the interests of the community it serves without regard to factors such as size, color, sex, or age. Henning and Louw [16] emphasized the value of community participation in both providing and receiving information during their January discussion of Perspectives on Communication and Development. They stated that "the highest degree of community participation should be achieved not only in receiving

information, but in providing the information that the community requires."

Funding

As the name suggests, community radio is a communal asset that should be run by contributions, endowments, and financial assistance. However, because community radio contributes significantly to local efforts to address national development challenges, the government may offer funding to run it successfully [17]. A variety of sources, including public aid, member subscription fees, fundraising activities, tariff and tax revenue, funding, advertising money, etc., are used to support community radio programs. Such a diversity of financing sources is crucial to community radio's viability and durability [11].

Community radio and Women's Empowerment: A Relationship

Moving from silence into voice, in the words of Bell Hooks [18], is a defiant act that heals and allows for new life and growth for the oppressed, colonized, exploited, and those who fight alongside one another. It is that verbal act of "talking back," which is more than just a gesture of meaningless words; it is the voice that has been freed to explain how we have moved from object to subject. A rising number of feminist researchers, development practitioners, and communication activists agree that gender-informed media and new communication technologies can be crucial to women's advancement and empowerment. By creating spaces for women to express their concerns, improve their equal participation in civil and public life, disseminate and exchange accurate information and images about women, activate women's representation in development, support women's alternatives for creating solidarity campaigns, and give them the knowledge and self-assurance to make decisions about their own lives, they can be used as tools to reverse the marginalization of women [19]. It has been determined that fostering participatory democracy and lowering poverty depend heavily on having access to media, communication, and ICTs [20]. The 1995 Fourth World Conference of Women in Beijing, which promoted improving women's skills and access to technology and information in order to encourage greater involvement of women in the technical, decision-making, and agenda-setting activities of communication and media, endorsed the role of media in promoting gender equality and equity [21]. The potential of ICTs for gender equality and women's empowerment was confirmed at the 2003 World Summit on the Information Society (WSIS) in Geneva [22]. Over the last twenty years, terms like "community-based action," "participation," and "empowerment" have revolutionized the discourse and methods around development. Academics and professionals are realizing that individuals who have historically been economically and politically excluded, as well as socio-culturally marginalized, can be considered "partners" in development. Simultaneously, the paradigm change in communication for development seems to provide the possibility of providing a voice and a choice to all stakeholders, with the goal of democratized and decentralized communication choices at the grassroots level [23]. But in most nations, the media is still overwhelmingly controlled by men, and women continue to have little say over the type and format of media that is produced or how media policy is shaped. According to Pilar Riano [24], feminist research in communication studies has demonstrated that women's status as communicative subjects and communicative creators is still ignored, particularly in the mainstream media. Women are the most underprivileged group in the world when it comes to media access, both as information providers and consumers [25]. There are a number of reasons for this, including the fact that women are less wealthy than men, that they face discrimination in their educational and media rights, that in many patriarchal societies, women are essentially limited to caring for children and household duties, and that their mobility and opportunities for forming interpersonal relationships are more constrained [26]. In addition, women must struggle for recognition much like underprivileged groups, the disabled, and ethnic minorities do. When they do, the news media frequently uses them as the focal point of sensationalized and stereotyped stories. Even less is said about those who are impoverished [27]. Lastly, hiring practices for positions with decision-making authority in the media industry also discriminate against women.

Community radio's role in promoting gender equality

Community radio, in the opinion of Bandelli [28], is essential to guaranteeing gender quality in a nation. Community radio is a type of public-service broadcasting that primarily caters to a specific community. It represents the beliefs, customs, ideology, and way of thinking of a specific group. Community radio, which serves as the voice of its local populace, has grown in popularity and offers new platforms for grassroots activists and media professionals. Community radio assists in providing

utilities and amenities for different areas of our society's growth, such as health, education, water and sanitation, protection from natural catastrophes, localized social issue resolution, and facilitating communication between rural populations and the government. It may be beneficial for the growth of a specific target population, such as women, children, and the elderly. In his research, Gregor [29] observed that community radio stations run shows that support underprivileged and vulnerable populations in the community and inspire people to express their opinions live. It will be possible for marginalized and vulnerable groups in the community to communicate about their programs, constraints, challenges, and other issues through broadcasting. By providing a platform for grassroots voices and opinions during the development process, community radio contributes to the protection of people's rights to knowledge and community involvement. Furthermore, a pluralistic and independent media sector reflects the relationship between sustainable development and freedom of expression, as acknowledged by the United Nations, the Organization of American States, the African Commission on Human and People's Rights, and prominent economists like Jeffrey Sachs, Amartya Sen, and Joseph Stieglitz [30]. On March 8, 2008, the "Community Radio Installation, Broadcast and Operation Policy" was approved by the Government of Bangladesh (GoB). The policy's main goal is to allow community broadcasting to use the radio spectrum in order to investigate the possibilities of community radio. In order to facilitate and encourage people's privileges and create a platform for community-level communication and sustainable development, the GoB is emphasizing the decentralization of media, which is reflected in the issuance of licenses for community broadcasting and Policy. This is done through the accumulation of communities' energies, views and thoughts, initiatives, and resources. The national strategy has taken into account the government's efforts to implement the Right to Information Act 2009, Vision 2021, and the Millennium Development Goals (MDGs) [31]. Community radio may help the nation's underprivileged and vulnerable populations by giving them a voice, concentrating on their issues, and communicating their contemporary, updated thoughts and perspectives for the advancement of the entire country. It can be very helpful in the rural development of developing nations such as Bangladesh by focusing on issues related to recreation, health and sanitation, education, agriculture, and social concerns within the target population. It was noted in the Gantt research [32] that radio is not a relatively new medium. People are familiar with both public radio and commercial radio. For Bangladesh's rural population, community radio has the potential to usher in a new era of communication. Effective mass media is lacking for Bangladesh's impoverished rural populace. The opinions and needs of the rural population in the area are not prioritized by commercial radio. Additionally, commercial radio's programming and content support western culture rather than being focused on the needs of the local community. The category of community broadcasting includes community radio. Community radio is a type of radio that is owned and operated by the community and that only airs shows that are pertinent to the community's interests. In contrast to commercial and public service broadcasting, community radio aims to unite small communities at the local level, addresses everyday issues facing the public, and facilitates the fulfillment of local needs and goals. In this way, the content produced by and for the community members is meant to improve the standard of living for the locals [33]. A non-profit organization that is thought to serve certain local communities is also referred to as community radio [34]. Its organizational structures and programming are meant to reflect the areas that the radio station serves.

RESEARCH METHODOLOGY

Research design

A quantitative and qualitative research design in data collection was used. This enabled the researcher to get divergent views on the role of community radio in promoting gender equality. And it was carried out at a new vision found in Ntungamo district. Correlation and co-efficacy were used to establish the relationship between the variables.

Study population

The target population was considered and divided into five categories in line with this study. Those five categories are, namely, clan elders, religious leaders, local council representatives, representatives from community-based organizations, and youth from different communities in Ntungamo District. A total of 60 members were picked out as a sample for the study. Time scope: The study was conducted for a period of two months, that is, from November 2020 to December 2020.

Sample size

The research study involved a total of 60 members, as below: (2) clan elders, (5) religious leaders, (20) representatives from the local councils, (15) representatives from the CBOs, and (18) community

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youth. This aimed at minimizing the biases of respondents and had a wider coverage during the study.

Table 1a: Target population and sample size and sampling techniques

Categories of population	Sample population	Sample size
Cultural leaders	10	5
Religious leaders	6	3
Local council representatives	40	7
Representatives from new vision	30	15
Youth representatives	54	30
Total	**120**	**60**

Source: Primary data New Vision

Sampling procedures/techniques

Purposive sampling and random sampling were used when selecting the respondents from a list of qualified respondents. Purposive sampling was used to save time, so it was administered to clan elders and religious leaders. Random sampling was administered to representatives from the local councils, representatives from the CBOs, and community youth in order to minimize bias.

Data source

Primary data: The researcher collected information from the respondents through interviews, observation, and self-administered questionnaires. The target respondents included representatives from the local councils, representatives from the CBOs, and community youth. **Secondary data:** The researcher reviewed the related literature on the role of mass media in promoting service delivery. Secondary literature was used to enhance the investigation, and it was obtained from journals, text books, and articles sourced from the internet and library.

Data Collection Instruments

The researcher designed questionnaires, administered interviews, and used observations to gather information about what is taking place in different youth organizations and the surrounding environment to determine the role of mass media in promoting service delivery. All questionnaires were closed-ended.

Data analysis and processing

The collected data was edited, coded, cleaned, and entered into computer software for analysis. Analysis was done using SPSS, a computer data analysis program, where tables and other relevant percentages were produced. Descriptive statistics were produced. Descriptive statistics using cross-tabulation was used to describe the sample. For inferential statistics, tables, pie charts, and bar graphs were applied to establish the relationships. Percentages were carried out to establish which of the predictor variables has the highest influence on the dependent variables. Measurement of variables. The independent variables role and dependent service delivery were measured using 10 items based on a 5-point Likert scale from 1 (strongly agree) to 5 (strongly disagree). The items were worded to obtain respondents perceptions of the extent to which aspects of mass media play a role in promoting service delivery.

Ethical considerations

For ethical reasons, the researcher first got an introduction letter from Kampala International University, Uganda, that introduced himself to the new vision and got the consent of the respondents before the interview and questionnaire were administered. To speed up the data collection, the researcher used two research assistants, and the data analysts were used to analyze the collected data.

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

Data analysis and interpretation was based on the three research objectives. Below are the data presentations and analysis.

Demographic characteristics of the Respondents

In this study, the section was to reveal the background characteristic of respondents and profile of respondents based on their gender, level of education, age and years of experience.

Table 1b: showing the gender of respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	24	60.0	60.0	60.0
	Female	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

Source: Primary Data 2019

Table 1b results indicated that majority of the respondents in this sample were male with (60.0%) as compared to female respondents (40.0%), hence implying a gender gap since majority of employees in Nyabihoko Sub-County, are Male.

Table 2: showing the age of respondents in Nyabihoko Sub-County

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-30yrs	8	20.0	20.0	20.0
	31-34yrs	10	25.0	25.0	45.0
	35-40yrs	13	32.5	32.5	77.5
	41-44	6	15.0	15.0	92.5
	45 and above	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

Results in table 3 indicated that majority of respondents in this sample ranged between 35-40 years of age (32.5%), this implied that majority of respondents in this sample were in their middle adulthood, these were followed by those between the range of 31-34 years of age constituting (25.0%), 20.0% were between 25-30 years, (15.0%) were in the range of 41-44, and only (7.5%) were 45 years and above.

Table 3: Showing the level of education of respondents of Spark Television

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	8	20.0	20.0	20.0
	Diploma	14	35.0	35.0	55.0
	Degree	15	37.5	37.5	92.5
	Master	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

Source: Primary Data, 2019

With respect to education qualification in Table 4; the study further showed that degree holders (37.5%) dominated the study, these were followed by diploma (35.0%) and these were followed by certificate holders (20.0%), and finally Master's degree holders were (7.5%).

Table 4: Showing the how long respondents have served in Spark Television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3-6Months	9	22.5	22.5	22.5
	1-2years	11	27.5	27.5	50.0
	2 -3years	10	25.0	25.0	75.0
	3years and above	10	22.5	22.5	97.5
	Total	**40**	**100.0**	**100.0**	

Source: Primary data

With respect to the number of years spent at work, results in Table 5 indicated that majority of employees in Nyabihoko Sub-County, who had worked for 2 years were (27.5%), 25% had worked for 2-3 years, 22.5% had worked for 3 years and above only 22.5% had worked for 3- 6months, hence implying that the employees in Nyabihoko Sub-County, had enough working experience thus possessed the full knowledge about the study.

To identify the different Forms of Community Radio

The first objective aimed at identifying the different Forms of Community Radio. Four questions were developed on the five linkert scale where respondents were asked to indicate the extent to which they agree or disagree with each question, and their responses were analyzed using the mean and standard deviation shown in the table below;

Table 5: Showing different Forms of Community Radio

	Mean	Std. Deviation	interpretation
The Power of Radio	4.35	.770	Very high
Ownership and control	4.30	.723	Very high
Non-profit making aspect	4.52	.679	Very high
Community Participation	4.20	.883	Very high
Average mean	**4.34**		**Very high**

Source: *Primary Data*

The findings in table 6 identified the different Forms of Community Radio in Nyabihoko sub county. Out of the four items, all the four items were rated very high equivalent to agree meaning that respondents agreed with the statements. The respondents who agreed with the statement that one of the different form of community radio is the Power of Radio had a mean of (4.35), the mean for respondents who agreed with the statement that ownership and control was (4.30), the mean for those who concurred with the statement that the forms of community radio was non-profit making aspect was (4.52) and finally the mean for those that accepted that community participation was a form of community radio was (4.20). When you sum up all the three categories, the overall average mean is (4.34) which is equivalent to agree on the rating scale used and thus basing on these results, it can be concluded that there is various form of community radio in Nyabihoko Sub-County in Ntungamo.

To identify the relationship between community radio and empowerment of women

The first objective aimed at determining the relationship between community radio and empowerment of women. Four questions were developed on the five linkert scale where respondents were asked to indicate the extent to which they agree or disagree with each question, and their responses were analyzed using the mean and standard deviation shown in the table below;

Table 6: Showing the relationship between community radio and empowerment of women

Statement of problem	Mean	Std. Deviation	Interpretation
Access to media, communication, and ICTs has been found to be crucial for nurturing participatory democracy and reducing poverty	3.88	1.090	High
Women's role as communicative subjects and producers of communication is still being disregarded, especially in mainstream media.	4.45	.552	Very high
Women are the most disadvantaged in terms of access to media, both as receivers and producers of information	4.50	.599	Very high
Media content lacks a female perspective and women's information needs appear not to be addressed by a male-dominated industry.	4.32	.652	High
Average mean	**4.28**		

Tables 7 indicated that all the four items were rated very high equivalent to agree meaning that respondents agreed with the statements. The respondents who agreed with the statements that Access to media, communication, and ICTs has been found to be crucial for nurturing participatory democracy and reducing poverty had a mean of (3.88), the mean for respondents who agreed with the statement that Women's role as communicative subjects and producers of communication is still being disregarded, especially in mainstream media was (4.45), the mean for those that concurred with the statement that Media content lacks a female perspective and women's information needs appear not to be addressed by a male-dominated industry was (4.50) and finally the mean that Women are the most disadvantaged in terms of access to media, both as receivers and producers of information was 4.32. The overall average mean is (4.28) which is equivalent to agree on the rating scale used and thus basing on these results, it can be concluded that there is a significant relationship between community radio and women empowerment.

Table 7: Showing the role of community radio in ensuring gender equality

Statement	Mean	Std. Deviation	Interpretation
Community radio plays a vital role in ensuring gender quality in a country	4.07	.888	Very high
Community radio mainly serves a definite community and is a form of public-service broadcasting	3.40	1.297	High
Community radio helps to avail utilities and amenities for various development aspects of our society	4.15	1.145	Very high
It can be useful for the development of a particular target group like elderly, women and children	4.34	.893	Very high
Community radio broadcasts programmes that cater to vulnerable and marginalized groups in the community and encourage them to share their ideas and views on air	4.05	.879	Very high
Community radio helps to ensure people's right to information and community participation by expressing the voice and thoughts of grassroots people in the development process	4.40	1.297	High
Community radio can facilitates the disadvantaged and vulnerable groups of the country by raising their voice, focusing their problems, expressing their modern updated ideas and thinking for the development of the whole nation	4.05	.754	Very high
Community radio is that kind of radio which is owned and controlled by a community and always broadcast those programmes which are related to that community interest	4.20	.835	Very high
it aims to enrich the livelihood of the local people, through the content that is created by the people and for the people of the community	4.00	.763	Very high
Average mean	**4.07**		**High**

Source *Primary Data*

The results in the above table indicate examine the role of community radio in ensuring gender equality. Most of the items were rated very high and one item high which is equivalent to agree meaning that respondents agreed with the statement. The respondents who agreed with the statements that Community radio plays a vital role in ensuring gender quality in a country had a mean of (4.07), the mean for respondents who agreed with the statement that Community radio mainly serves a definite community and is a form of public-service broadcasting had a mean of (3.40), the mean for those that concurred with the statement that Community radio helps to avail utilities and amenities for various development aspects of our society was (4.15), the mean that It can be useful for the development of a particular target group like elderly, women and children (4.34), (4.05) was a mean for those who agreed that Community radio broadcasts programmes that cater to vulnerable and marginalized groups in the community and encourage them to share their ideas and views on air, 4.05 was for respondents who concurred with the statement that Community radio helps to ensure people's right to information and community participation by expressing the voice and thoughts of grassroots people in the development process, a mean of (4.20) was for respondents who concurred that Community radio can facilitates the disadvantaged and vulnerable groups of the country by raising their voice, focusing their problems, expressing their modern updated ideas and thinking for the development of the whole nation and finally the mean for those that accepted that the Community radio is that kind of radio which is owned and controlled by a community and always broadcast those programmes which are related to that community interest, this implies that media production greatly plays a significantly role in ensuring awareness of sexually transmitted diseases.

DISCUSSION OF FINDINGS
To distinguish between the various types of community radio

The first goal was to categorize the various types of community radio. Respondents were asked to rate how much they agreed or disagreed with each of the four questions, which were constructed on a five-point Likert scale. The mean and standard deviation of the responses were used to analyze the data.

According to the survey, all four of the questions had extremely high ratings, which are equivalent to agree, indicating that the respondents agreed with the claims. The average response rate for those who agreed that the Power of Radio is one of the various forms of community radio is 4.35; the average response rate for those who agreed that ownership and control are 4.30; the average response rate for those who agreed that the forms of community radio are non-profit-making aspects is 4.52; and lastly, the average response rate for those who agreed that community participation is a form of community radio is 4.20. The total average mean of the three categories is (4.34), which indicates agreement with the rating scale. Therefore, based on these findings, it can be said that Nyabihoko Sub-County in Ntungamo has a variety of community radio stations.

To determine the connection between women's empowerment and community radio

Determining the connection between women's empowerment and community radio was the second goal. Four questions were created using a five-point Likert scale, asking respondents to rate how much they agreed or disagreed with each statement. The findings showed that every item tested received a very high rating, which is equivalent to agree, indicating that the respondents agreed with the statements. The mean score for those who agreed that access to media, communication, and ICTs is essential for fostering participatory democracy and reducing poverty was 3.88. The score for those who agreed that women's roles as communicative subjects and producers of communication are still being ignored, particularly in mainstream media, was 4.45. The score for those who agreed that there is a lack of female perspective in media content and that women's information needs don't seem to be met by a male-dominated industry was 4.50. Lastly, the mean for those who agreed that women are most disadvantaged when it comes to accessing media, both as information producers and consumers of information, was 4.32. Given that the general average mean is 4.28, which is the same as agreeing with the rating scale, it can be said that there is a substantial correlation between community radio and women's empowerment.

Community radio's role in promoting gender equality

The results revealed that Community radio plays a vital role in ensuring gender quality in a country had a mean of (4.07), the mean for respondents who agreed with the statement that Community radio mainly serves a definite community and is a form of public-service broadcasting had a mean of (3.40), the mean for those that concurred with the statement that Community radio helps to avail utilities and amenities for various development aspects of our society was (4.15), the mean that It can be useful for the development of a particular target group like elderly, women and children (4.34), (4.05) was a mean for those who agreed that Community radio broadcasts programmes that cater to vulnerable and marginalized groups in the community and encourage them to share their ideas and views on air, 4.05 was for respondents who concurred with the statement that Community radio helps to ensure people's right to information and community participation by expressing the voice and thoughts of grassroots people in the development process, a mean of (4.20) was for respondents who concurred that Community radio can facilitates the disadvantaged and vulnerable groups of the country by raising their voice, focusing their problems, expressing their modern updated ideas and thinking for the development of the whole nation and finally the mean for those that accepted that the Community radio is that kind of radio which is owned and controlled by a community and always broadcast those programmes which are related to that community interest, this implies that media production greatly plays a significantly role in ensuring awareness of sexually transmitted diseases.

CONCLUSION

Based on the study's goals, which revealed that community radio hosts had a big impact on women's empowerment, the findings were made. The findings demonstrated that community radio initiatives greatly and favorably contribute to women's empowerment. The mean and standard deviation were found to have a significant link with women's empowerment and/or gender equality when all the specified variables were evaluated.

RECOMMENDATION

In order to determine the extent to which community radio influences gender equality, the researcher thus offers the following policy and practice recommendations:

1. Organizations should modify their community radio policies to guarantee that priority is given to disclosing information about gender equality.
2. To guarantee that community radio produces the greatest shows that would support all conversations and ideas regarding gender equality, the policy should also be modified.

Areas for further research

To lessen the effects of gender inequality, researchers in the future should look at the following areas:

1. Politics and radio production.
2. Society and joblessness

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