

PRIME RADIO LTD 2017

Brief

COMPANY SUMMARY

In 2001, following a need to improve communication and spread the gospel through the available IT, the Executive Committee of Central Uganda Field of the Uganda Union voted to form a radio station Task force Committee headed by George Ssewanyana.

Since October 2002, Prime Radio was placed under the direct leadership of the Central Uganda Conference communication Director, although it enjoyed a semi-autonomous arrangement of Management.

The Radio management is subjected to a Board of Governors which is also directly accountable to the CUC Executive Committee. The Communication Director then links the Radio to other church organizations and activities.

Mission:

To excel in speaking and sharing a wholesome, balanced and informative message of hope in Jesus Christ through effective and efficient broadcasting services

Vision:

To become the leading Christian Radio Station in Uganda steering social and Economic development.

Values:

Integrity

High Quality and professional service delivery

Value for money in all our services

Strategic Objective

Prime Radio shall exist to achieve the following strategic objectives which shall not change unless the mandate of the organization in the mission statement above has changed.

1. To provide an effective and efficient communication medium.
2. To promote Bible based outreach ministry for soul winning.
3. To provide edifying and enriching Christian nurture.
4. To provide teaching and training in the religious and socio-economic spheres of life.
5. To sell services for cost-benefit and make profit.
6. To promote upright and acceptable moral ethics and foster positive attitude and behavior change of society.
7. To inspire a living hope in people and promote emotional joy and happiness.
8. To liase as partners with government, on government organizations and other people of good will to alleviate ignorance, disease ,poverty and social-injustice in society.

Critical success factors (key areas of service)

Prime Radio to offer services in the following major key areas;

1. Communication- This shall include the following facets
 - a) Social Communication
 - b) Advertising
 - c) Marketing and sales man ship
 - d) Current affairs
 - e) News and announcements
2. Evangelism
3. Christian Nurturing
4. Education
5. Training
6. Marketing
7. Topical issues and discussions
8. Wholesome moral entertainment

BOARD OF DIRECTORS

1. PR USABA JOSIAH - chairperson
2. CUC EXECUTIVE DIRECTOR
3. CUC EXECUTIVE SECRETARY
4. CUC EXECUTIVE TRESURER
5. CUC COMMUNICATION DIRECTOR
6. MANAGING DIRECTOE OF THE RADIO-secretary
7. ELD KIGANDA WILLIAM- chairperson finance committee
8. ELD NAKIBINGE WILSON
9. ELD KALIMUNDA YUSUF
10. ELD KYAWALYANGA SAM
11. ELD NYANGOMA JOSEPH
12. ELD MUSOKE SOLOMON-chairperson HR
13. FAITH NABUKEERA
14. ALICE NAKALEMBE-chairperson Programmes and Marketing

PRIME RADIO MANAGEMENT COMMITTEE

1. MANAGING DIRECTOR; NKAYIVU FRED
2. RADIO PASTOT; MAYANJA MIKE
3. PROGRAMMES DIRECTOR; FAITH NABUKEERA
4. TECHNICAL MANAGER; LUSSE KIGOZI
5. MARKETING MANAGER; BABI KIMERA
6. PROMOTIONS MANAGER; CICY MULONDO
7. NEWS EDITOR; JUSTUS MWESIGE
8. CHIEF ACCOUNTANT; NAKAYIMA ESTHER
9. WELFARE AND DEVELOPMENT; MAWEJJE PAUL

THE LAST 5YEARS ACHIEVEMENTS:

We have registered achievements in the Spiritual, Programs, Technical, Development, Human Resource, Marketing and Finance departments as shown below:

1. Spiritual department. Headed by Pr. Mayanja mike

- a) Baptisms totaling to **4,075** souls have been registered in the 5 years as a result of evangelistic campaigns in a number of angles, which have included;
- Quarterly **On-air crusades** / Gospel Rallies, which were introduced in 2011. They have yielded baptisms totaling to **813** people i.e. 150 per year on average.
 - Annual **Open air crusades** have been conducted by Prime Radio Fans clubs in the different zones of CUC since 2012. They have yielded baptisms totaling to **372**

YEAR	ZONE	BAPTISMS		CORPORATE PRAYER	TOTAL
		OPEN ONLY	OPEN AIR		
2011	-	-	100	255	355
2012	Masaka	130	139	294	563
2013	Mityana	90	88	-	178
“	Kaabuwambo	60	-	-	60
2014	Katikamu	86	108	314	508
2015	Kampala	In December	98	216	314
2016	Kampala	60	200	750	1010
2017	Kampala	-	80	1007	1087
TOTAL		372	813	2836	4075

- b) The Corporate Prayer Day has been organized in conjunction with the CUC and FM Gospel Entertainments in 2011, 2013, 2015, 2016 and 2017. Baptisms from these arrangements total up to 2836.

2. Development Department

LAND ACQUISITION		
DONATED LAND	PURCHASED LAND	ACTIVITIES
18 ACREAS OF LAND AT BUSABAGA, BUKUYA AND MUBENDE	(130 X 100) FEET NAMASENEENE – MASA KA 1 aerea of Eucalyptus at Bukuya	MANGO AND EUCALYPTUS PLANTATIONS AND MULTPURPOSE BUILDING CONSTRUCTIONS

Other developments

- a) Constructed a fence around Prime Radio building at Kireka
- b) Bought a company vehicle, bought a new Audio processor
- c) Equipment including; a transmitter, computers, studio equipment, office furniture, mixers, recorders, Exciter, stereo Generator, RF Monitor, **Professional Outside Broadcast equipment** and other technical accessories have been procured.
- d) Reinforced of Masaka booster with frequency 94.6fm
- e) Relocation from Kako to a permanent residence is in progress where a anew Broadcasting house is under construction.



Prime Radio broadcasting house under construction in Masaka

- f) Electronic security systems were installed in the Prime Radio building.
- g) We purchased a new generator for Masaka booster station.
- h) Radio streaming and Website generation were done and you can receive Prime Radio globally at www.primeradio.ug.



The acquired station van (UAX 026A); far front is the fence built around Prime Radio building

3. Finance Department:

- a) Prime Radio has a fully functional board chaired by Pr. Usaba Josiah
- b) Prime Radio qualified as one of the organizations in Uganda audited by the General Conference Auditing Services [GCAS] and for 2014 and 2015 we received a qualified Audit opinion.
- c) We have broadened our income base through creating new marketing initiatives.

Marketing and Promotion Activities:

- a) We held the Adventist Business Conference in 2015, 2016 and organizing for 2017 at Lugogo show ground
- b) Participated in national trade fairs, marathons for promotion and brand enhancement.
- c) Promotional material printed every year and distributed like stickers, flyers, teardrops etc.

4. Human Resource:

Staffing

Prime radio employs the following people:

8 - Departmental Heads paid monthly including:

- Managing Director
- Programs Director
- Chief News Editor
- Promotions/ Development
- Production Manager
- Marketing Manager
- Technical Manager
- Chief Accountant
- Accountant
- Radio Pastor

Other Members of Staff include:

- 12- News Staff (News Anchors/Reporters) – paid a monthly wage
- 6 - People in the Religious department – given only transport refund
- 18 - Radio Presenters and DJs – paid a monthly wage
- 2 -Two office assistants (receptionist/Askaali) – paid monthly
- 1- Technical Assistant – paid a monthly wage
- 6- Marketers – paid on commission basis

Non-staff

We also have several non-staff personalities or individuals who have contributed greatly to the daily programming of this radio. Some of these include pastors who share God's word with the listener out there in "Bwatyo Bwayogera Mukama" programs or "Thus says the Lord", Morning watch, Counselling, Amanyi gobiwanguzi. We commend all of them for sparing time for our esteemed listener.

NO	STAFF QUALIFICATION	NUMBER
1	Masters Degree	2
2	Degree	11
3	Diploma	17
4	Certificate	4
5	Support staff	2
	TOTAL	36

A. CHALLENGES

- Government policies e.g. current ban on issuing Licenses has hindered progress of Mityana booster station.
- Interferences from other stronger signal waves and some parts of CUC are not yet covered with Prime Radio Signals.
- Resistance to the Radio ministry from some church members.
- We considerably have a big amount of money in debts partly due to client base.
- We are greatly affected by the perceived weak Brand of the Radio and Church at large which is hinders market competitiveness.
- Lack of Operational capital. As a Radio industry, clients pay after service but you need prior operational funds which in most cases we do not have.

WAY FORWARD (5 Years)

- Developing and implementing resource mobilization mechanisms.
- Establishing and Maintaining Human resource development systems.
- Developing and implementing infrastructural plans.
- Establishing and maintaining networks.
- Developing and implementing quality programmes.
- Enhanced Prime Radio Brand

Compiled by,

NKAYIVU FRED

Managing Director