

**91.9 fm**  
**Prime Radio**  
*"The Master's Radio"*  
**"Eweweeza ♥ Mutima !"**  
 94.6 fm | 91.9 fm  
 Masaka | Kampala



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 Tel: 0752 600 492, 0784 311 048, 0776 881 366  
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 Website: www.primeradio.org, www.cucsd.org  
 Studio Lines. 0782 060 805, 0752 656 666, 0702 566 601



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**PRIME  
 RADIO**



Tuweweeza emitima  
 gy'abantu bonal

**Key: Attachment I**

**91.9fm Prime Radio  
Daily Program Line up Monday – Friday**

Time	Program Name	Host/ Responsible Person
05:00 -05:20am	<b>Morning Devotion</b>	Pr. Mayanja + (CUC)
05:20 -05:30am	Music	
05:30 -05:50am	<b>Akasisimuka</b>	
05:50 -06:00am	Music	
<b>06:00 -06:15am</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
06:15 -09:00am	<b>Olukya -</b>	Kironde Steven
	Mon. (Entanda 15min)	Dev. Issues – Eld. Luggya Bennon
	Tues. (Entanda 15min)	<b>Ekitonde ekisajja – Semata David</b>
	Wed. (Entanda 15min)	<b>Enkozesa y’ettaka – Eld Mutebi</b>
	Thurs. (Entanda 15min)	Health issues – Dr. Makumbi
	Fri. (Entanda 15min)	Political analysis – Eld. Sewanyana
<b>09:00 -09:10am</b>	<b>Luganda News</b>	<b>Newsroom</b>
09:30 -10:00am	<b>Prime Sports</b>	Jamil Senkayi
10:00 -12:00pm	<b>Olunaku Lwo</b>	Simbwa Edward
<b>12:00 -12:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
12:15 -01:00pm	<b>Bwatyo Bwayogera</b>	Pr. Mayanja Mike + (CUC)
01:00 -04:00pm	<b>Tweriire</b> (Mon –Thurs)	Brenda Nalukwago & Ssozi Moses
	<b>Afaayo</b> (Fri.) Testimonies	Ddumba Godfrey
04:00 -05:00pm	Prime Sports	Senkaayi Jamil
05:00 -07:00pm	Akayisanyo	Ggubya & Bazaawe
07:00 -08:00pm	Eggwanga Lyo	Katamba Robert
08:00 -09:00pm	On-air Crusade	Pr. Mayanja + (CUC)
<b>09:00 -09:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
09:15 -11:00pm	Counseling -Mon.	Mrs Male Annette
	Olujegere - Tues	Meddison Bikongoolo
	Lwaki Nze Wed, Thurs	Mawejje Paul
<b>11:00 -12:00pm</b>	<b>Music</b>	<b>Studio Assistant</b>
12:00 -01:00am	Bwatyo Bwayogera	Pr. Mayanja + (CUC)
<b>01:00 -02:30am</b>	<b>Omubeezi mu Ttumbi</b>	<b>Studio Assistant</b>
02:30 -04:00am	Amanyi G’obuwanguzi	Mulawa Musa + (CUC)

**Weekend Programs: Saturdays**

06:00 -07:00pm	Okwaniriza Sabbiiti	<b>Pr. Mayanja + CUC)</b>
07:00 -07:30pm	Adventist Women Dept Agafa ku Conference	<b>Justus + (CUC) Women Dept.</b>
07:30 -09:00pm		
<b>09:00 -09:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
09:15 -11:00pm	Sonyiwa	<b>Mawejje Paul</b>
<b>11:00 -12:00pm</b>	<b>Music</b>	<b>Studio Assistant</b>
12:00 -01:00am	Bwatyo Bwayogera	Pr. Mayanja + (CUC)

**Weekend Programs: Saturdays**

05:00 -06:00am	Ensulo Z’omwoyo	<b>Pr. Male + (CUC)</b>
<b>06:00 -06:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
06:15 -09:00am	Essomo Iya Week	<b>Mulawa Musa</b>
	Okwagaliza Sabbiiti	<b>Ddumba Godfrey</b>
<b>09:00 -10:00am</b>	<b>Cathedral Music</b>	<b>Studio Assistant</b>
10:00 -11:00am	Zuula	
11:00 -01:00pm	Sabbath Worship	<b>Pr. Mayanja + (CUC)</b>
01:00 -02:00pm	Music	<b>Studio Assistant</b>
02:00 -05:00pm	Amazima Abeerawo	<b>Pr. Mayanja (Mrs. Biraalo)</b>
<b>05:00 -06:00pm</b>	<b>Music-</b>	<b>Studio Assistant</b>
<b>06:00 -07:00pm</b>	<b>The Church</b>	<b>KCC + (CUC)</b>
07:00 -09:00pm	<b>Ekintabuli Kya Prime</b>	<b>Kyeeyune John</b>
09:00 -10:00pm	Science N’obwengula	<b>Katamba Robert</b>
<b>10:00 -10:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
10:15 -11:00pm	Endwadde N’obujanjabi	<b>Namuto Maria</b>
<b>11:00 -12:00pm</b>	<b>Music</b>	<b>Studio Assistant</b>

**Weekend Programs: Sundays**

<b>06:00 -06:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
06:15 -07:00am	<b>Bwatyo Bwayogera</b>	<b>Pr. Mayanja + CUC)</b>
07:00 -09:00am	Akezimbira	<b>Simbwa Fred</b>
09:00 -11:00pm	Olubalama	<b>Wasswa Dan</b>
11:00 -12:00pm	Abato ba Prime	<b>Esther Nagadya</b>
<b>12:00 -12:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
12:15 -01:00pm	Bwatyo Bwayogera	<b>Pr. Mayanja + CUC)</b>
<b>01:00 -03:00pm</b>	<b>Soul Cruise</b>	<b>Studio Assistant</b>
03:00 -04:00pm	Ensulo Y’ebymizanyo	<b>Senkaayi J.</b>
<b>04:00 -06:00pm</b>	<b>Ennyimba Enkadde</b>	<b>Studio Assistant</b>
06:00 -07:00pm	Inspirational Moment	<b>Japheth &amp; Kayongo</b>
07:00 -08:00pm	Olulimi Lwo	<b>Cathy Nammanda</b>
08:00 -09:00pm	Olujegere	<b>Bikongoolo Medison</b>
<b>09:00 -09:15pm</b>	<b>Ebirango</b>	<b>Nagadya Esther</b>
09:15 -10:00pm	Lesson Discussion	<b>KCC</b>
<b>10:00 -12:00pm</b>	<b>Ssanyu Lyammwe</b>	<b>Studio Assistant</b>
12:00 -01:00am	Bwatyo Bwayogera	<b>Pr. Mayanja + CUC)</b>

Prime Boosting contribution 2012

Kennedy Sec. School	Desk	1,650
Kampala A		12,500
Najjanakumbi District		237,100
Najjanakumbi District		4,869,800
Najjanakumbi District		814,600
Makindye District		499,150
Luzira District		477,700
Kanyanya District		478,000
Sesese District		340,200
Kiloma District		2,350
Ennebbe District		1,402,050
Kyanga District		196,900
Masullia District		817,570
Ennebbe District		1,859,250
Kampala B		1,859,250
Sembabule District		11,000
Sembabule District		14,800
Sembabule District		23,450
Rakai District		3,600
Kyazanga District		36,050
Masaka District		203,600
Kigalama District		160,300
Miyana District		1,812,534
Kiboga District		385,900
Ndesse District		69,900
Ndesse District		23,650
Bukuya		91,350
Kigalama District		55,000
Kiryokya District		202,000
Kasambya District		219,450
Kyulume District		541,600
Lugazi District		414,000
Seeta District		2,418,400
Seeta District		50,000
Seeta District		195,650
Kabuliasoke District		126,800
Nakasongola District		577,350
Semuto District		947,600
Kikajjo District		1,799,650
Bugema B		148,500
Kireka District		6,931,150
Busega District		524,050
Luwero District		2,767,925
Maganjo District		1,018,700
Maganjo District		42,700
Nwewe District		39,900
Nakaseke District		996,475
Kaikamu District		2,559,835
Kayunga District		440,750

Namullesa District	157,300
Ntengeru District	124,400
Mukono District	2,157,975
Kilimbwa District	301,300
Makerere District	3,992,975
Mubende District	34,400
Najjanakumbi District	624,700
Kireka District	155,000
Kigalama District	91,850
Bugema A	506,400
Bugema A	23,000
Bugema A	165,000
Kireka District	177,600
Makindye District	5,370,340
Makindye District	300,000
Maganjo District	53,875
Nwewe District	2,442,480
Maganjo District	149,550
Najjanakumbi District	361,292
Najjanakumbi District	842,957
Kasambya District	4,000
Kasambya District	70,050
Kiloma District	18,700
Kiwessa District	13,000
Sembabule District	147,200
Sesese District	53,350
Bukuya	91,350
Kigalama District	21,550
Kyazanga District	151,800
Luzira District	2,146,050
Busega District	2,469,750
Kampala B	101,700
Kampala B	297,550
Kiboga District	570,450
Miyana District	1,033,975
Kampala A	434,800
Bunga Central Church	651,400
Semuto District	250,800
Kyulume District	231,850
Nakaseke District	141,700
Luwero District	1,186,250
Ndesse District	513,550
Kilimbwa District	31,200
Mukono District	329,600
Makerere District	6,611,510
Kanyanya District	754,700
Ennebbe District	2,884,200
Kayunga District	269,200
Njeru District	38,200

Rakai District	1,500
Busega District	353,320
Kabuliasoke District	348,600
Kaikamu District	933,295
Nswanjere District	172,700
Nswanjere District	17,033,425
Masaka District	193,000
Kikajjo District	425,400
CUC Appropriation(Airtime)	2,000,000
Kennedy Sec. School	1,700
HighField Y	50
Mukono District	11,345
Mukono District	6,325
Mukono District	410
Kampala A	47,000
Kampala A	148,500
Kaikamu District	44,000
Kyanga District	2,011,213
Namullesa District	103,200
Kigalama District	171,850
Sesese District	320,650
Ntengeru District	495,050
Namullesa District	62,200
Mukono District	10,550
Mukono District	21,150
Lugazi District	157,000
Kennedy Sec. School	7,900
Mabende District	11,334,585
Najjanakumbi District	455,035
Bunga Central Church	500
Maganjo District	50,250
Nwewe District	235,050
Luzira District	36,550
Makerere District	373,500
Masullia District	465,860
Bunga Central Church	338,500
Kikajjo District	243,600
Busega District	189,750
Kyanga District	219,700
Kireka District	330,325
Kireka District	112,350
Kampala B	115,600
Busega District	440,800
Busega District	13,800
Ntengeru District	145,800
Ndesse District	278,650
Kyulume District	38,550
Kilimbwa District	209,700
Kiboga District	20,000

Nswanjere District	211,150
Bukuya	4,100
Sesese District	22,800
Nakaseke District	21,300
Semuto District	36,750
Luwero District	87,700
Nakasongola District	216,850
Rakai District	89,400
Rakai District	2,350
Mukono District	223,000
Kigalama District	213,100
Kayunga District	34,350
Lugazi District	24,650
Masaka District	57,350
Kyazanga District	30,050
Kiwessa District	69,350
Miyana District	44,400
Kabuliasoke District	18,450
Mukono District	340,050
Kiloma District	3,000
Namullesa District	246,800
Namullesa District	328,400
Kanyanya District	220,500
Kiboga District	23,900
Kasambya District	97,400
Kiryokya District	42,850
Seeta District	93,725
Kaikamu District	407,750
Mubende District	226,050
Ennebbe District	198,850
Nakasongola District	7,000
Mukono District	85,400
Kaikamu District	1,800
Kireka District	18,200
Bugema B	33,700
Bugema B	501,625
<b>TOTALS</b>	<b>99,328,046</b>

19<sup>th</sup>.05.2013  
Dear Church Elders

**RE: LETTER OF APPRECIATION**

Greetings to you in the Mighty name of our Lord Jesus Christ.

This letter comes to thank you for your support to the Prime Radio project for the year 2012 to 2013. We are grateful that you have responded to the need for support with such compassion and generosity.

Many people in Uganda and around the world have accepted Jesus Christ as their savior as a result of Prime Radio's Programmes. In 2012 in the 1<sup>st</sup> quarter, through pastor Mulindwa, 57 souls were baptized. 2<sup>nd</sup> quarter with Pr. Ntuulo, 47 souls were baptized and with the funs club, 109 souls were baptized in Masaka. Listeners tell us that Prime Radio serves as their pastor. Our signal is streamed and we have listeners all over the world even in religious restricted countries. From this year's contributions, we have purchased studio console, STL for Masaka, Band pass Filter for our Broadcast, Earthed our broadcasting structures, to mention but a few.

We can do our work only because of the ongoing support we receive from people and institutions like you. The best we can do is telling you how much we appreciate for your continued support for Prime Radio. We value your support and pledge to use it wisely to continue broadcasting programmes that encourage listeners to grow into personal relationship with Christ.

We hope you continue to be a partner in our Soul saving work. You have our deepest thanks for helping us bring help and hope to so many.

With sincere appreciation,



Nkayivu Fred  
Managing Director  
CUC.

Pr. Makhlon Juma  
Communication Director

**On behalf of Management**, I wish to thank the Lord for all we have managed to go through since the year began. We have had many challenges to face but with the help of church members, CUC, Board members and Prime Radio staff, we have managed this far. Here under is the report and our recommendations for this year 2013 – 2014.

Nkayivu Fred, Managing Director, Prime Radio



**Our Vision:**

I wish to say that we have kept on to our vision of ***“Becoming a global player and one of Africa’s leading Christian radio stations.”*** Yes, we haven’t reached there yet but we have sure confidence that we shall be there soon with the guidance of the Holy Spirit.

**Mission:**

We have also kept our Mission: *“To excel in speaking and sharing a wholesome, balanced and informative message of hope in Jesus Christ through effective and efficient broadcasting services.”*

We recently **won an award** from the Uganda National Council for Science and Technology (UNCST) September for being the Best radio Station in Science Broadcast in 2012.

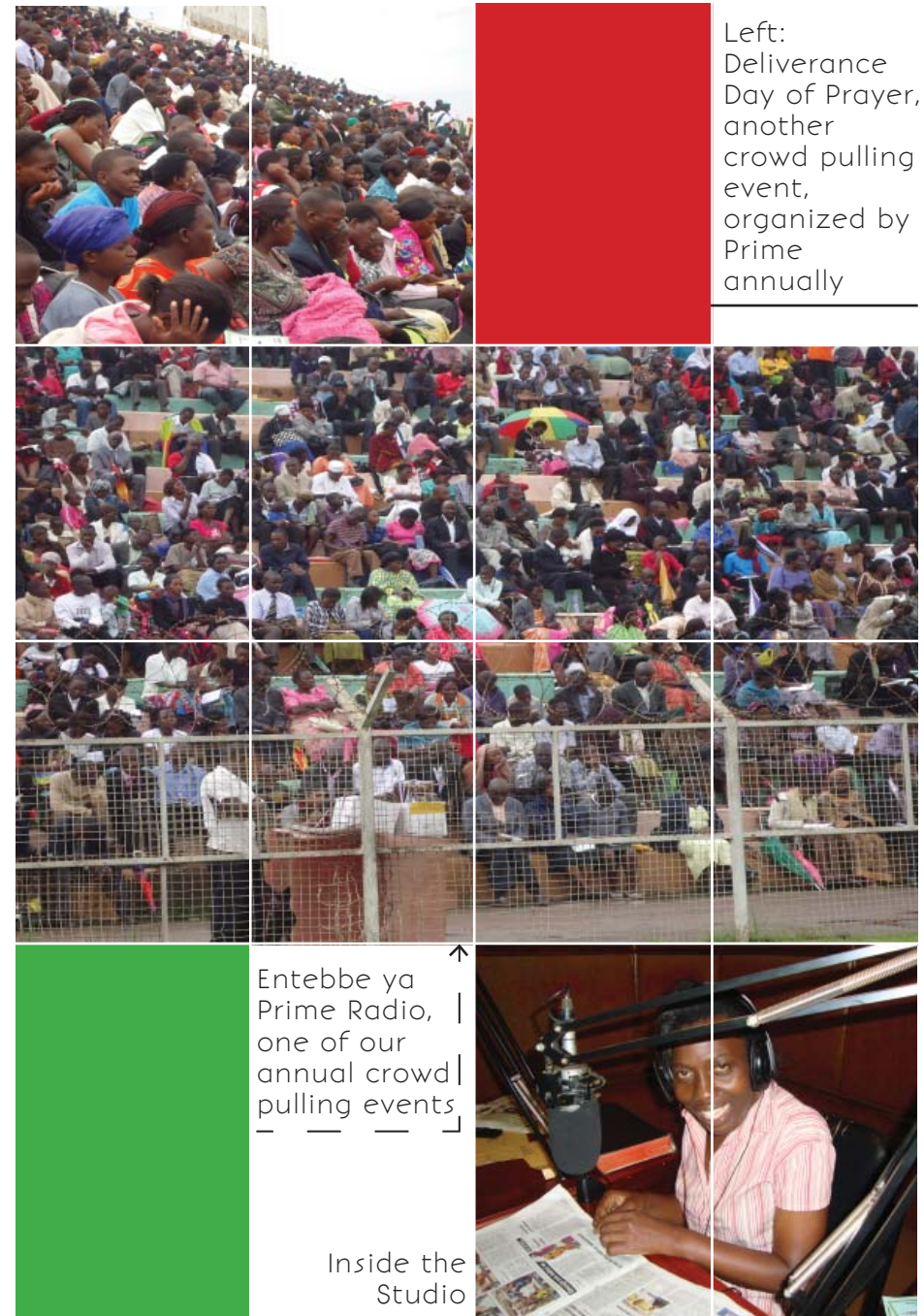
**Values:**

We have always been guided by the following Values:

- i) Integrity,
- ii) High quality and professional service delivery,
- iii) Value for money in all our services.

**Overall Achievements in Programming**

- a) We have played a greater role in uplifting the church’s image, fostering individual, community and church development.
- b) We have played a key role in mobilizing Christians to participate in activities such as church construction, evangelism, church nurturing and welfare programs among others.



Left: Deliverance Day of Prayer, another crowd pulling event, organized by Prime annually

Entebbe ya Prime Radio, one of our annual crowd pulling events

Inside the Studio

- Developing better marketing strategies and plans to generate funds to run and sustain the Radio including promoting and emphasizing our website and streaming.

We hope with the above and with the Grace of the Lord, everything will be well.

**“May the Lord richly reward all of us for being available to serve Him!!”**

**NKAYIVU FRED**  
Managing Director



1000s Attending Akezimbira 2013 Convention. The Program runs every Sunday on Prime Radio



Elder George M. Ssewanyana, Chairman National Fans Club

The art of Presentation: Bazaawe Dan (Kinvinvi) in “Akayisanyo” Show



**Programming Policy:**

Our programming policy is aimed at striking a balance between information & entertainment, talk & music, all in a Christian way of broadcasting. In the past one year, our programs have experienced some changes, all for maintaining quality and interesting broadcast. The list below shows our new program line as of November 2012.



Former Ugandan Finance Minister, J.M. Nkangi (centre) in Prime Radio Studio franked by Pr. James Kaggya (right) and MD, Nkayivu Fred (left).

These programs have been designed to suit our program slogan of: **“Enjiri, Ennyimba, Okwekulakulanya n’okuyamba omuntu wa bulijjo”**.

**Observation:**

36% of our airtime is allocated to Religious affiliated programs, 25% Educative Programs, 23% Entertainment, 11% Information and 5% Commercial. Our strategy is to improve on the commercial element

**Financial Returns from Programs**

We have had limited resources/ returns form our programs. A few programs including Akezimbira, Afaayo, Olukya, Prime Sports and Olujegere have had occasional sponsorship generating less than 4m per month. There are many factors to explain this phenomenon.

1. **Clientele interests, desires and feelings:** Some clients still believe in secular radio stations and can hardly advertise with Prime Radio given its background.

2. **Our signal has been weak in areas such as** Mityana, Mubende, and Masaka creating challenges to clients who want to capture those areas.
3. **Marketing team;** we have had less experienced marketers who lacked skills in marketing Prime radio on –air products. However, a new Marketing Manager has been identified and employed to help change the face of this radio station; hopefully we shall achieve something better.
4. **Saleable products;** in our past programming, we have had fewer saleable products YET it becomes hard for one to sell a bigger block of “Olukya” for instance. We are now trying to develop small products that can be more enticing and easy to sell out to clients.



*Over 30,000 Christians volunteered the morning heavy down power to attend the 2013 Corporate Prayer on 6th.Jan. at Nakivubo Stadium*

5. **Time Allocation;** in our programming, we have had more time allocated to religious programs (36%) but the actual return is only 2m by CUC.

### Staffing

We have close to 20 on-air presenters hosting programs daily and on weekends. Of these, 11 work from Monday Friday and 9 Work only at specific times. Only five presenters are females out of the 20, one is a Pastor and three others double as line managers.

### Challenges

- **Mobility of Labor;** Many of our on-air presenters, news anchors and other support staff usually leave for greener pasture. Since 2012, we have lost Poly Katono, Ruth Nakisitu, George Oboliango and Nantege Gladys.
- **Poor coverage** Our signal has been weak in many parts like Mubende, kiboga and others. However we are proud that our new 3KW transmitter has greatly improved our coverage
- Our schedule of events for the year 2012 was affected by the changes in other national events like Satellite event and Prime Boosting. We had to put off some sponsored programs to host such programs.
- We failed to host “**Entebbe ya Prime Radio**”, 2012 as result of the many events that we had earlier got engaged in. we hope to have it organized 2013.

### Way Forward

- Developing and promoting quality and saleable on-air materials.
- Promoting and creating maximum awareness of Prime radio to the public and to the SDA church leaders and members.
- Promote clear monitoring and evaluation of on-air programs, adverts, sweepers, endorsements, announcements and staff performance in general.
- Capacity building of staff through trainings.
- CUC to grant us an opportunity of having Prime Radio Boosting day On the 13<sup>th</sup> July 2013 and our major goal is Installation of a booster station in Mityana in order to improve our coverage to Mubende and Kiboga regions. This is estimated to cost 200 Millions.
- Develop more saleable products and programs that can attract advertisers.

9. **Church Related Promotions**, we have continued to avail airtime to promotions activities organized by the local churches, districts



and departments especially for women and children.  
*Najja SDA Church Choir Performed During the Prayers at Nakivubo Stadium*

10. **kababPromotion activities**, we have hardly hosted any public promotional activity for any of our programs and the radio as well. This makes us lag behind in terms of awareness and market sharing.

11. **On air radio Crusades**: Our on-air crusades presided over by different Pastors have so far attracted over 107 souls baptized in to the SDA church.

This is our ultimate goal and we surely expect to carry on with many more crusades every quarter. We have also received reports from many church pastors and elders of many baptisms as a result of prime radio evangelist campaigns.

In Masaka, the National Fans Club organized a Public crusade in the city centre and 109 souls were baptized. We have organized another crusade in Mityana and we expect more baptisms. Glory be to God!

There are, however four other volunteers working with Prime radio especially in the religious section.

**Trainings**

In the past one year, we have had only one member (Justus Mwesige) attending a professional training Course in Cape Town South Africa. However, similar trainings will be available to many others this year. Our only challenge is limited funds.

Some other staff members are pursuing further studies at university and tertiary institutions including Babi Kimera Godfrey (Makerere University), Ggubya Umar (PIATM), Kayuki Allan (ACCA) and Faith Nabukeera (Kyambogo). We have also had several in-house trainings especially in the Marketing and Programming departments.

**Successful Radio Activities**

During the year 2012- 2013, we have organized various events including:

1. **Elderly Day Out** which was hosted here at Prime radio on 1<sup>st</sup> of April 2012. Function drew close to 700 elderly from all over. The day was graced by Former finance Minister Joash Mayanja Nkangi and the Bishop, Central Uganda Conference James Kaggya among others. We hope to organize a similar even next year with a marketing and promotional component.



*Left: Some of the elderly men & women attending the Elderly day out at Prime Radio; Right, is Hon. Joash Mayanja Nkangi welcomed to the occasion by the Bishop, CUC*

2. **Satellite Net Event**, this was given thorough promotions within our programs for a period of five consecutive months of May, June, July August and September). Hopefully we attained our goals. CUC is yet to give us a clear report on this.
3. **Kalondoozi**, in the first quarter of the year, we managed to made occasional follow ups on Kalondoozi program in areas especially Kampala zone, Mityana, Mukono and Katikamu with news casts made everyday and specific programs hosted on the same.
4. **Camp meetings**, we also gave enough airtime to camp meeting promotion in 2012 and we have already planned to do the same this year. All this is aimed to bringing Christian attention to respond to requirements of the camp meeting and mobilizing them to turn up for such spiritual revivals.



*Embaga za Lwaki Nze2012*

5. **14<sup>th</sup> July** we hosted Prime Boosting Day in all churches across the CUC. Reports from the CUC show that we collected 87Millions by the End of August 2012 and with the Authority of the Board of Directors and the Finance Committee, the money was used to cater for the following, which have already been done.
  - a. Purchase and installation of new Air conditioners in the Production and Transmitter rooms. 7,000,000=
  - b. Purchased 4 new sets of computers 5,000,000=
  - c. Studio Transmitter link in Masaka 7,000,000=
  - d. Studio Console 3,500,000=
  - e. Earthing of both radio buildings 5,000,000=

- f. Plumbing works and water tank 5,000,000=
- g. Transmitter repairs 3KW 7,000,000=
- h. Band Filter for Masaka 10,000,000=
- i. Transmitter UPS 4,000,000=
- j. Repaired and face lifted 1KW TX 8,000,000=
- k. Repairs on Broadcasting House & facilities 6,000,000=

**Other Ongoing activities**

6. We have refurbished the Broadcasting House to appear new and installed lights, water and other necessary facilities. We are indeed pleased for your gracious contribution through Prime Boasting Campaign.
7. **Print Publications and other Promotions**, for the year 2012 - 2013, we have made occasional advertisements in the media, especially Eddoboozi newspaper and Bukedde and involved ourselves in various promotional events.
8. **Prime radio in conjunction with the SDA church**, recently participated in the organization, promotion and publication of Kabaka Mutebi's 58<sup>th</sup> Birthday events that took place in Lubiri Mengo. The event was successful and a good promotion for our radio and the church as well.



*Business Tycoons around Kampala converged at Equatorial Hotel to discuss how to promote their businesses. Prime Radio was also part of the team.*