

COMMON² MATTERS

GREAT MINDS THINK TOGETHER

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TRAC FM's mission is to promote responsive governance by leveraging public opinion in interactive radio debates and data-driven advocacy campaigns. Our established methodology has shown unprecedented results with over 650,000 individual participants in our opinion polls and surveys. Over the past 6 years TRAC FM worked in Somalia, Somaliland, Tanzania, Kenya and Uganda. By creating an instant feedback loop, TRAC FM promotes Transparency and Accountability, while collecting valuable data to improve responsiveness of our partners.

TRAC FM developed a methodology that puts citizens at the centre of both data gathering and public debate, using the most widely available and popular communication technologies available throughout Uganda; Radio and SMS. In Uganda alone, over 400,000 individuals actively participated at least once in TRAC FM polls by casting their vote by SMS. 24 radio stations throughout Uganda have committed their time, airwaves and effort to enhance their radio shows with the TRAC FM polling methodology. Together with the media, nonprofit and government partners, we have created a nationwide platform for the quick and inclusive flow of data from citizens to practitioners and duty bearers.



ABOUT COMMON MATTERS PROGRAMME

COMMON MATTERS 2

Building on the achievements of the Common Matters 1 program, this year, TRAC FM is pleased to introduce the Common Matters 2 program. In this program, TRAC FM will work with 3 CSO partners and 9 radio stations across Uganda over a period of 2 years. The campaigns will broadly cover;

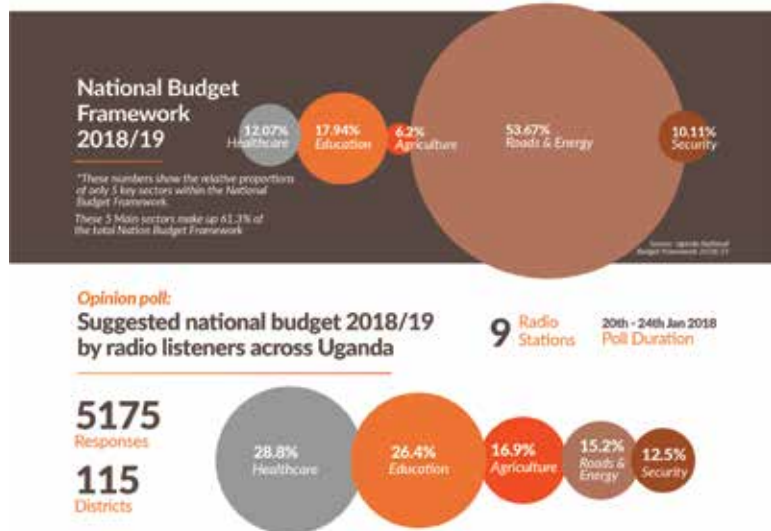
- People's rights with regards to land (With EA and Pelum)
- Disability rights (With Nudipu)
- Transitional justice in Northern Uganda (With Isis WICCE)

Each individual campaign will enable us to boost exposure, knowledge, data and profile on the key issues. Each campaign will approximately take 6 months - covering 8 interactive talk shows on 9 radio stations throughout Uganda.

Each campaign has 2 main components

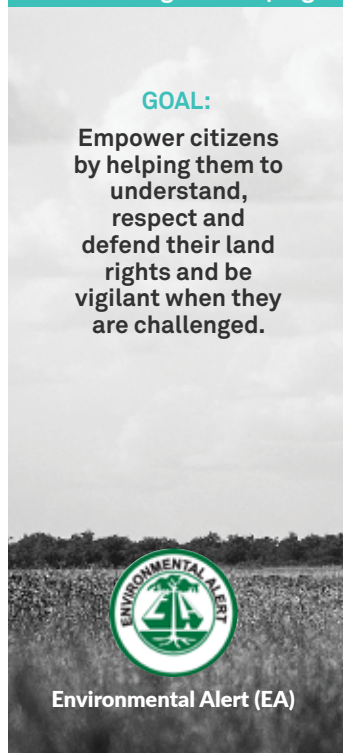
- Raising awareness and collecting citizen perspectives through interactive radio debates.
- Advocating for people-powered perspectives and demanding accountability from leaders and decision makers

Per campaign, over 72,000 radio listeners will participate in TRAC FM polls by sending in a free SMS message. Nationwide, millions of Ugandans will listen to the radio debates on several land-rights issues. The results from the SMS polls will form the basis of each radio debate where citizen perspectives have a central role. Trained radio hosts are informed about land rights issues and relevant partners, policy makers and experts are offered seats in the studio to debate and present their case for a large radio audience.



Citizen generated data from the radio polls is a valuable asset for advocacy work. Thousands of people from all around the country chip in to make their collective voices heard. TRAC FM processes the data and turns the results into attractive and powerful infographics. Our partners can use these infographics in their advocacy work and thus, be empowered by representing the true will of the people.

The Land Rights Campaign



TRAC FM has established a partnership with Environmental Alert and the land actors platform to create awareness of land rights in Uganda and advocate for citizen centered laws around compulsory land acquisition. A recently proposed Land Amendment Bill (article 26 of the constitution) would allow the government of Uganda to forgo current procedures for compensation when acquiring privately owned land for development, infrastructure or investment projects. Although this bill was withdrawn in September 2018, it is of key strategic importance to inform and involve citizens in the debate around their land rights.

The TRAC FM radio campaign will provide a platform for citizens to debate pro-poor, just and human rights based legal land acquisition and fair compensation, among other topics. Interactive radio polls, hosted on 9 radio stations throughout the country will allow citizens to participate in a structured conversation regarding their land rights, perceptions on land disputes, corporate interests, government interference and fair compensation for land. The campaign will also cover the position of government in cases where individuals may obstruct development or infrastructural projects that could benefit the community.

As a key activity on top of the radio campaigns, Environmental Alert, PELUM and TRAC FM will set up a professional call-centre with trained helpline staff to take calls from citizens who have questions or reports on land rights, land grabbing, compensation and any other related land rights violations. The call-centre will run throughout the campaign and will serve both as an information service for citizens and a data hub for our partners to identify the most pressing issues and questions on land rights and compensation.

WHAT DO WE EXPECT FROM OUR PARTNERS?

Partners will contribute their own expert knowledge and collaborate with TRAC FM in designing the advocacy campaign plan (ACP), formulating the poll questions and taking part in the radio debates across the country. TRAC FM expects partners to share their knowledge and use their network to represent the people who have participated in the radio polls and work towards our joined advocacy goal as stipulated in the ACP.



WHAT CAN PARTNERS EXPECT FROM TRAC FM?

TRAC FM will provide training and guidance to CSOs and radio hosts, 72 hours of primetime radio airtime, free SMS participation for all listeners, the TRAC FM software platform to collect and instantly visualise poll data and graphic design of infographics to make the collected data come to life. TRAC FM's tried and tested method has shown CSOs gain considerable leverage over arguments in policy meetings when presenting the collected citizen data.



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