



## **EMPLOYEE TURNOVER S IN SELECTED BROADCAST MEDIA FIRMS IN NORTHERN UGANDA**

### **ABSTRACT**

The impact of turnover has received considerable attention by senior management, human resources professionals, and industrial psychologists. It has proven to be one of the most costly and seemingly intractable human resource challenges confronting organizations. This study provides information as a result of an investigation on the causes of labour turnover in the Broadcast media sector in Northern Uganda.

The objectives of the study were to; establish the causes, to analyze the turnover challenges faced by human resource practitioners and recommend strategies for reducing employee turnover and improving employee retention in selected broadcast media in Northern Uganda.

The questionnaire was used as the principal data collection instrument will. The questionnaire was structured into sections, of open and closed- ended questionnaire, requiring short answers was distributed and self-administered to 108 respondents selected from broadcast media within Northern region to stimulate discussions and uncover issues in the study. Out of 108 Questionnaires, only 93 were returned.

The results of the study indicate that employee turnover in broadcast media in Northern Uganda is due to some very specific reasons that warrant attention. The results further indicated that most

employees left due to job related reasons, which are to a large extent within the control of the organization. Other significant reasons were equally attributed to employees exit.

Effective management of labour turnover calls for a well-structured and coordinated approach by personnel managers and other line managers to work coherently with workers representatives to agree on fair and consistent retention strategies to minimize high rate of employees' turnover.