

**EFFECTIVENESS OF KOCH FM COMMUNITY RADIO PROGRAMMES IN THE
PREVENTION OF UNINTENDED PREGNANCIES AMONG YOUNG WOMEN IN
KOROGOCHO INFORMAL SETTLEMENT**

**BY
AHENDA DORIS
K50/82870/2015**

**A RESEARCH PROJECT SUBMITTED TO THE UNIVERSITY OF NAIROBI IN
PARTIAL FULFILMENT OF REQUIREMENT FOR THE AWARD OF MA
COMMUNICATION STUDIES**

2018

DECLARATION

I Doris Ahenda declare that this dissertation is my original work and has not been submitted for the award of a degree in this university or in any other higher learning institution.

DORIS AHENDA

K50/82870/2015

SIGNATURE:

DATE:

This proposal has been submitted for examination with my approval as University Lecturer.

DR. PETER ONYANGO ONYOYO

SIGNATURE.....

DATE.....

DEDICATION

I dedicate this project to my loving and caring mother Mary Ahenda and my siblings for their dedicated support throughout my academic work. I really appreciate you and may God bless you abundantly.

ACKNOWLEDGMENT

First of all, I wish to acknowledge the Almighty God for the strength He has given me. I glorify His name for this far He has brought me. Secondly, I wish to acknowledge the efforts of my supervisor Dr. Peter Onyango for his dedicated efforts through my research journey. Thank you for your guidance and support in enabling me do my project the right way and always keeping me on the right track.

I wish also to express my sincere gratitude to Koch FM especially Catherine Njeri and Korogocho youths for the dedicated support they gave me during my project. Last but not least, I wish to express gratitude to my colleagues especially Dennis Kuria for his assistance in data analysis through SPSS.

May God bless you abundantly!

ABSTRACT

This study sought to investigate the contribution of programmes aired in Koch FM in the prevention of unintended pregnancies among young women in Korogocho informal settlements. The objectives of the study were; to investigate the listenership and participation level of young women in Korogocho in programmes aired; to investigate the contribution of Koch FM's programmes in the prevention of unintended pregnancies among young women in Korogocho Informal settlements and to establish the usefulness of Koch FM in addressing the issue of unintended pregnancies facing young women in Korogocho slum. The study utilised participatory communication theory and uses and gratification theory to guide the study. Descriptive survey design was used and the study utilised a mixed research approach. The research utilised convenience sampling technique to select the sample size. Questionnaires and interviews were used to collect data. A total of 100 questionnaires were administered to 100 respondents. Data obtained from qualitative research was analysed thematically and subjected to content analysis where emerging themes and recurrent themes from focus group discussions were identified, analysed and interpreted and presented in narrative form. In quantitative data, cleaning of the data, coding and analysis was done using SPSS to generate mean, percentages and frequencies. The findings revealed that Koch FM is effective in its programming since the programmes had positive impacts on young women lives as those who listened to the programmes acknowledged that the information transmitted was very helpful as they applied and even shared the knowledge obtained to prevent themselves from having unwanted pregnancies. The study found out that the most liked programmes by young women are entertainment, health and relationship programmes since the women sought to be educated and entertained. The study also found out that radio is one of the most popular and favourite medium in Kenyan households as most young women indicated that they listened to Koch FM on daily basis. However, in terms of involvement of locals in aspects of management and production of aired programmes, the study found out that the major ways that the local participated was through texting and calling. This is contrary to the objective of community radio which is to make its audience the main protagonist through involving them in all aspects of its management and programme production and by providing them with programming that will benefit them in the development and social advancement of the community. The study recommends that Koch FM should involve the local in the generation of content and production of programmes. The study also recommends for radio stations to adopt formats such as talk shows and radio soap operas in its programming because they tend to appeal to young women.

ACRONYMS AND ABBREVIATIONS

WHO -	World Health Organisation
AMARC -	World Association of Community Broadcasters
APHRC -	Africa Population and Health Research Centre
KDHS -	Kenya Demographic and Health Survey
FGDs -	Focus Group Discussions
UNESCO -	United Nation Educational, Scientific and Cultural Organisation
KNBS -	Kenya National Bureau of Statistics
SPSS -	Statistical Package for Social Scientists
FM –	Frequency Modulation
CAK -	Communications Authority of Kenya
KARF -	Kenya Audience Research Foundation

TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGMENT	iv
ABSTRACT	v
ACRONYMS AND ABBREVIATIONS	vi
LIST OF TABLES.....	xi
CHAPTER ONE: INTRODUCTION.....	1
1.0 Overview	1
1.1 Introduction	1
1.2 Background to the study.....	3
1.3 Problem Statement	5
1.4 Research Objectives	6
1.4.1 Specific Objectives	6
1.4.2 Research Questions	6
1.5 Justification for the study	7
1.6 Significance of the study	7
1.7 Scope and limitation	7
1.8 Definition of Terms	8
CHAPTER TWO: LITERATURE REVIEW	9
2.0 Overview	9
2.1 History of community radio in Kenya.....	9
2.2 Features of Community Radio.....	10
2.2.1 Community Based	10
2.2.2 Community ownership and control	11
2.2.3 Community Participation	12
2.3 Functions of a community Radio	15
2.4 Radio Listening Habits	16
2.5 Radio and dissemination of health information.....	18

2.6 Radio/ Programming Formats	19
2.7 Theoretical Framework	21
2.7.1 Participatory Approach	21
2.7.1.1 Approaches to participatory communication	23
2.7.2 Uses and Gratification Theory	23
2.8 Conceptual Framework	26
CHAPTER THREE: RESEARCH METHODOLOGY	28
3.0 Overview	28
3.1 Research Design	28
3.2 Study Site.....	29
3.3 Target Population	29
3.3.1 Sample size	30
3.3.2 Sampling Techniques	30
3.4 Data collection and Research Instruments	31
3.4.1 Questionnaires	31
3.4.2. Focus Group Discussions	31
3.5 Validity and reliability	31
3.6 Data Analysis and Presentation	32
3.7 Ethical Considerations	32
CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION	33
4.0 Overview	33
4.1 Demographic Information	33
4.1.1 Age bracket	33
4.1.2 Education Level	34
4.1.3 Marital Status	34
4.1.4 Employment Status	35
4.1.5 Occupation	36
4.2 Access, listenership, frequency, duration, and participation of young women in Koch FM	37

4.2.1 Access to radio and place of access	37
4.2.2 Listenership, frequency and time	38
4.2.2.1 Time spent listening to Koch FM	40
4.2.2.2 Time when most young women listen to Koch FM	40
4.2.2.3 Reason for listening to radio at the mentioned time	41
4.2.3 Participation in radio programmes	42
4.2.3.1 Mode of participation in radio programmes	43
4.2.4 Favourite programme and preferred radio format	44
4.2.4.1 Preferred radio format	46
4.3 Contribution of Koch FM programmes in the prevention of early and unintended pregnancies among young women	47
4.3.1 Information contained in Janjaruka programme	48
4.3.2 Usefulness of Janjaruka programme to young women	48
4.3.3 Preventive measures of unintended pregnancies mentioned in the programme	49
4.3.4 Application of knowledge gained	50
4.4 Effectiveness of Koch FM in addressing the issue of early and unintended pregnancies ...	51
CHAPTER FIVE : SUMMARY, CONCLUSION AND RECOMMENDATION.....	53
5.0 Overview	53
5.1 Summary of findings	53
5.1.1 Listenership and level of young women participation in programmes aired	53
5.1.2. Participation in programme aired	54
5.2 Impact of Koch FM's programmes in the prevention of early and unintended pregnancies among young women in Korogocho slum	54
5.3 Effectiveness of Koch FM in addressing the issue of early and unintended pregnancies facing young women	55
5.4 Conclusion	55
5.5 Recommendations	57
5.6 Suggestions for further studies	57

REFERENCES 58
APPENDICES 61
APPENDIX I: QUESTIONNAIRE 61
APPENDIX II: INTERVIEW GUIDE FOR FGDS 66
APPENDIX: III CERTIFICATE OF FIELD WORK 67
APPENDIX IV: CERTIFICATE OF CORRECTIONS..... 68
APPENDIX V: CERTIFICATE OF ORIGINALITY 69

LIST OF TABLES

Table 4.1: Respondents age bracket	33
Table 4.2: Occupation Status	36
Table 4.3: Frequency of listening to Koch FM	39
Table 4.4: Reason for listening to Radio.....	42
Table 4.5: Favourite radio Programme	45

LIST OF FIGURES

Figure 2.1: Conceptual Framework	26
Figure 3.1: Study Site	29
Figure 4.1: Education Level	34
Figure 4.2: Marital Status	35
Figure 4.3: Employment Status	35
Figure 4.4: Access to radio	37
Figure 4.5: Place of accessing radio	38
Figure 4.6: Listenership to Koch FM	38
Figure 4.7: Time spent listening to Koch FM	40
Figure 4.8: Time when most young women listen to Koch FM	41
Figure 4.9: Participation in programmes aired on Koch FM	43
Figure 4.10: Mode of Participation	44
Figure 4.11: Preferred radio format.....	46
Figure 4.12: Listenership to Koch FM programmes on early and unintended pregnancies	48
Figure 4.13: Preventive measures of unintended pregnancies	50
Figure 4.14: Application of knowledge gained	51
Figure 4.15: Significance of transmitted information	52

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter provides background information to the study and highlights the problem statement, research objectives and questions as well as justification and significance of the study. Lastly, it provides the scope and limitation of the study as well as defining the operational terms utilised in the study.

1.1 Introduction

Community radio can create awareness, educate and allow the community to gain greater access to information as well as help in building long-term capacity of problem-solving that will lead to sustainable development and acceptable social change in society. The community members participate as core planners, producers of content as well as performers of content that is being aired.

Fairbairn (2009) states that community radio provides listeners with an opportunity to participate by involving them in the generation, design, and production of programmes to ensure that programmes aired reflect real community concerns. Koch FM is one such radio that serves the needs of locals in Korogocho Informal settlements. Youths established it with the aim of giving voice to the voiceless by addressing issues affecting them through community involvement. It has been credited for offering programmes that address the needs of its community through a combination of education, information, and entertainment with an aim to promote the social, political and economic well-being of the community.

Radio remains as one of the most popular, affordable, effective and persuasive channels of communication in the community with radio stations broadcasting in different languages to cater for the needs of those who can neither read or write. It has been credited as one of the most effective means of disseminating medical news and health information across the nation and globe at large due to its portability and accessibility on mobile phones. It has been credited for providing an important link between rural and slum residents with vital health information.

Since its inception, radio has developed technologically and has sought to remain as one of the most relevant means of communication to its audiences. Kuewumi (2009) echoes similar sentiments as he posits that radio has significantly improved the face of human interaction and has become part and parcel of daily lives of humans through the provision of information, education, and entertainment. He further argues that this has made radio become a constantly sought after medium by its ardent listener.

Radio is not only considered important in information dissemination but also in creating awareness on issues of both social and public concern such as public health, development project as well as empowerment of individuals hence developing interest and initiating action.

Reports by World Factbook (2010), indicate that there are an estimated 44,000 radio stations across the globe. Similarly, UNESCO Institute of Statistics report 2012, shows that a rated 75% of households in developing nations have access to radio thus making it the most preferred medium of communication. The report further indicates that other than radio, the other most accessible form of technology is mobile phones covering about 70% of the total population globally.

A survey by Pew Research Centre 2007 showed that outside of sub-Saharan Africa, radio remains a common but not dominant source of information and news in most parts of the globe. A report by MCK 2012 report revealed that in Kenya radio (83%) was the primary source of news and information and news with newspaper and Television following respectively.

In rural Philippine, radio as one of the most reliable channel for disseminating information, news, and edutainment to the masses as it overcomes the geographical barriers such as mountains which block the TV signals. Radio is said to reach 85% of households in the country as compared to television whose reach is 60% (info said, 2012).

Radio tends to appeals differently to specific target audiences due to its particular programming. As a result of this, several radio formats have been developed to satisfy and cater to different audience preferences. The versatility of radio as a medium enables it to speak to its listeners. Its feedback mechanism creates a form of intimacy between the listener and the presenter (Ottah, 2015). Gathigi (2009) echoes similar sentiments. He posits that radio has become a place where people who are in need can get things done by responding to urgent calls and offering a solution to people who need assistance.

1.2 Background to the study

Community radio is generally a non-profit making service that is owned and operated in the community, meant for the community, about the community, and by the community usually through a trust or a foundation. The purpose of community radio is to encourage community participation through educational and empowering processes by providing a platform for local engagement in the production of content on issues that affect them hence contribute to its development within progressive perspectives in favour of social change. Its programmes mirror the wellbeing and desires of the community and are generally based on audience access and participation.

Community radio endeavours to involve community participation in different forms per each specific social context through democratisation of communication (World Association of Community Broadcasters, 1998).

Fraser and Estrada (2002) posit that reflection and promotion of local identity, character, and culture by focusing on local content, creating a diversity of voices and opinions on air through openness and inclusive community participation as well as open dialogue and democratic processes are the principal functions of community radio.

Community radio allows the community to achieve greater edification through acquisition of information, tutelage, and entertainment as well as participation in the programmes aired. Berrigan (1979), states that community radio acts as a means through which the community express their views and perceptions especially the silent majority such as women and youths.

It has been credited for its role in community education especially in rural and slum areas of developing societies due to its unique characteristics such as broadcasting in local languages, giving voice to the voiceless and community involvement. It is regarded as one medium with which slum and rural communities are familiar with (UNESCO, 1968).

Unlike mainstream editorial who determine the type of content to be aired, for community radio, the community chooses what problems they should pay attention to and how they want to solve them. The medium of the community radio allows the community to set their own agenda.

For the community radio to achieve its purpose, there need to establish its social sustainability through community ownership and control of the radio and participation in the airing of

programmes at both decision making and operational levels. Buckley (2011) emphasises that community participation through community owning and controlling the station should be felt. Community radio listeners participate in programmes aired as producers, directors, managers, and evaluators (Girard, 2007& Wigston, 2001).

Unless the people themselves are the impelling cause of their own progress, no amount of investment or provision of technology can bring about lifelong enhancements in their living standards. Inclusivity in development matters is critical and not just mere participation but rather real participation in the structure of bottom-up approaches, but with emphasis on dialogical interactions that must be key in the conceptualisation and designing of development projects.

Community radio has proven to be one of the most popular, effective and persuasive channels of health communication among the rural and slum dwellers (AMARC). Moemeka (1981) notes that, apart from reaching people in remote and marginalised areas, community radio serves as an important educational tool for social change by helping in transition to new positive practices which lead to the change in attitude as well as behaviour.

Koch FM was the first community radio to be established in Nairobi. The radio station was developed in 2006 by a team of ten youths. It emerged out of concern by youths in Korogocho to highlight issues affecting them and to create awareness that would lead to positive change. It was established with the aim of giving voice to the voiceless and reducing negative publicity from the mainstream media. Koch FM operates using the frequency of 99.9 and operates within a radius of 5km.

Given a large number of different ethnic groups in Korogocho Informal settlements, Koch FM broadcasts in Kiswahili to ensure that the target audience can hear programmes being transmitted and more importantly to comprehend them. It also incorporates the use of Sheng to address young people. The station airs programmes anchored around sports, national and local news, environment, water and sanitation, HIV/AIDS and health, governance and human rights, attitude and behaviour change as well as the development of talent through the use of music, talk shows, skits and phone in programmes.

The mission of Koch FM is to provide a platform for the community to be able to address issues affecting them through edutainment with the aim of promoting the social, political and economic well-being of the community. Through community involvement in the identification of their needs and providing a solution to their problem is one way through which community radio can address their needs adequately.

Reproductive health of young women is an area of great concern in Kenya. Unintended pregnancies have long-term health and socio-economic implications for young women and constitute significant barriers towards the achievement of healthy motherhood. Substantial proportions of young women are becoming pregnant and having children when they want to limit childbearing or space births. Most sexually active young men and women do not want children because they are in school, are too young or not married and therefore unless they use an effective method, are prone to the risk of unintended pregnancies.

Access to reliable health information is a central component towards sustainable development on health outcomes. Since community radio is owned and run by the community and are meant to address needs, interests, and challenges facing the community, there is need to determine whether Koch FM programmes are having an impact on young women in terms of addressing the needs of young women by providing them with relevant information on the prevention of unintended pregnancies.

1.3 Problem Statement

Unintended pregnancy is a potential hazard for every sexually active woman, their children, families as well as the society at large. It is usually associated with illiteracy, lack of media exposure to family planning methods and knowledge of contraceptives.

In Kenya, 14% of unwanted pregnancies end in abortion and this result to deaths of 2,600 girls and women annually with 21,000 women being hospitalized (KNBS, 2014). The high levels of unintended pregnancies are associated with low contraceptive use among young women.

APHRC (2014) posits that young people in Kenyan urban slum of Korogocho and Viwandani are at high risk of unintended pregnancies usually associated with myths and misconceptions surrounding the use of contraceptives. Unintended pregnancies result due to incorrect use of contraceptives, contraceptive failure and non-use of contraceptives.

Measures have been taken to prevent high rates of unintended pregnancies among young women in Kenya ranging from mass media campaigns on family planning methods and contraceptive use, health education as well as women sensitisation forums. For instance, Koch FM has come up with programmes like Janjaruka which airs from Monday to Thursday at mid-morning from 10am to 12 noon that tackle issues related to the prevention of early and unintended pregnancies. However, there is uncertainty regarding the effects of these programmes in the prevention of unintended pregnancies among young women in Korogocho. This study thus sought to establish the effectiveness of these programmes in the prevention of unintended pregnancies among young women in Korogocho informal settlement.

1.4 Research Objectives

The general research objective was to establish the effectiveness of Koch FM programmes in the prevention of unintended pregnancies among young women in Korogocho.

1.4.1 Specific Objectives

- i. To investigate the listenership and participation levels of young women in Korogocho in programmes aired.
- ii. To investigate the contribution of Koch FM's programmes in the prevention of unintended pregnancies among young women in Korogocho slum.
- iii. To establish the usefulness of Koch FM in addressing the issue of unintended pregnancies facing young women in Korogocho slum.

1.4.2 Research Questions

- i. What is the listenership of young women in Korogocho to Koch FM and their level of participation in programmes aired?
- ii. How have Koch FM's programmes contributed to the prevention of unintended pregnancies among young women in Korogocho slum?
- iii. How useful is Koch FM in addressing the issue of unintended pregnancies facing young women in Korogocho slum?

1.5 Justification for the study

Substantial proportions of young women and girls are becoming pregnant and having children when they want to limit childbearing or space births. Majority of sexually active young women and men do not want children because they are in school, are too young or not married and therefore unless they use an effective method, are prone to the risk of unintended pregnancies.

APHRC (2014) posit that young women in Kenyan urban slum of Korogocho and Viwandani are at high risk of unintended pregnancies usually associated with myths and misconceptions surrounding the use of contraceptives. Tackling the problem of unintended pregnancies among young women requires that the target audience is provided with relevant health information to influence their health, knowledge, attitude as well as their behaviours.

1.6 Significance of the study

The study will be significant to communication experts and organisations as it will help them to understand how community radio can be used in health communication to address the issue of unintended pregnancies facing young women. The study will also be significant to young women as it will educate and sensitise them on how to avoid unintended pregnancies and the benefits of using family planning through the use of contraceptives. The study will also add more knowledge to existing literature on the radio in health communication and will also form a basis for further research by identifying gaps that the researcher might have overlooked.

1.7 Scope and limitation

In as much as there are many radio stations that young women in Korogocho informal settlement listen to, the study focused on Koch FM a community station situated in Korogocho and serves the need of that particular community. The study was limited to both qualitative and quantitative data and employed the use of questionnaires and FGDs as the primary methods of data collection. The study focused on 100 sampled young women aged 18-35 residing in Korogocho informal settlement. The study was conducted for a period of three months from July 2018 to September 2018.

1.8 Definition of Terms

Abortion - Termination of a pregnancy resulting in the death of a fetus. Can be induced where it was done intentionally or can be spontaneous where it's unintentionally done due to having a miscarriage.

Early/unintended pregnancies - Births that are mistimed or unwanted and pregnancies that end in abortion.

Community radio - Community radio is a radio operated in the community, for the community, about the community, and by the community.

Health Communication - The practice of communicating promotional health information with the aim of influencing and empowering individuals and communities to make informed and healthier choices.

Young women - Female adults aged between 18-35 years.

Effectiveness - The degree to which something is successful or produces desired results

Koch- Slang derived from the name Korogocho meaning overcrowded

Janjaruka - Swahili word meaning being empowered or become clever

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter contains a review of existing literature on the history of community radio in Kenya, structures of community radio, purposes of community radio as well as radio/ programming formats. It also contains theories guiding the study and conceptual framework.

2.1 History of community radio in Kenya

UNESCO (2001) place Homa Bay community radio as the first community radio station to be established in Kenya and Africa at large in May 1932 at the shores of Lake Victoria. The station was not only established as a decentralisation try-out of structures and programming but was also a determination to gain familiarity in the application of low-cost technology for broadcasting.

In as much as World Association of Community Radios (AMARC) Africa Chapter, regarded Homa Bay community radio as the first community radio on African continent, Quarmyne (2006) argues that in real sense, the station did not meet today's definition of community radio mainly because it was a branch of public broadcaster, the Voice of Kenya (VOK), currently known as Kenya Broadcasting Corporation (KBC). The station was closed in less than three years in 1984 out of government fear that it would pose a threat to cohesion and national unity by spreading anti-government ideas and exposing government failures since it was being operated by individuals who were not civil servants.

Radio Mange'lete was the second community radio to be established and licensed in Makueni County and went on air in 2004, two decades after Homa Bay community radio went off the air (Fairbairn& Rukaria, 2009; Githethwa, 2010).

According to the Communications Authority of Kenya (CAK, 2011), there are a total of 32 registered community radio stations in Kenya. Koch FM was the first community radio to be established in Nairobi Informal settlements. The radio station was established in 2006 by a team of ten youths.

It emerged out of concern by youths in Korogocho to highlight issues affecting them and to create awareness that would lead to positive change. It was established with the aim of giving voice to the voiceless and reducing negative publicity from the mainstream media. Koch FM operates using the frequency of 99.9 and operates within a radius of 5km.

Given a large number of different tribes in Korogocho Informal settlements, Koch FM broadcasts in English and Kiswahili to ensure that the target audience can hear programmes being broadcasted and more importantly to comprehend them. It also incorporates the use of Sheng to address the young people. The station airs programmes anchored around sports, national and local news, environment, water and sanitation, HIV/AIDS and health, governance and human rights, attitude and behaviour change as well as the development of talent through the use of music, talk shows, skits and phone in programmes.

The mission of Koch FM is to provide a platform for the community to be able to address issues affecting them through edutainment with the aim of promoting the social, political and economic well-being of the community.

2.2 Features of Community Radio

Community radio has certain distinctive features that make it different from other radio stations. Common characteristics of community radio include; being community-based, community-owned and controlled and most crucial community participation.

2.2.1 Community Based

Community radio is operated in the community, for the community, about the community, and by the community (AMARC, 1998). Its processes mainly rely on the community's own resources and its programming is focused on the community's special needs. Girard (2007), states that community radio is based in the community and is usually accountable to the community it serves. He further states that the community is defined geographically though it may vary in sizes such as in the case of towns, informal settlements, villages or counties. Community radio station has programmes that serve the interest of special groups such as women, youths and the linguistic and cultural minorities.

Fraser and Estrada (2002) posit that reflection and promotion of local identity, character, and culture by focusing on local content are the main reasons for the existence of community radio. Community radio station is generally funded by listener's donation, concerts, grants or sponsorship fee or a combination of the aforementioned.

2.2.2 Community ownership and control

Community radio is owned and managed by a group of people with common interest generally through a trust, foundation or association. Its primary purpose is to serve and address the needs of the community it serves. The community members participate as core planners, producers of content as well as performers of content being aired.

Mensah (2000), states that the purpose of community radio is to encourage community participation through educational and empowering processes in which the community with the assistance of those in charge of managing the radio identify problems and needs affecting them so that they collectively plan, control, manage and assess the actions deemed necessary. The community also helps in monitoring the programme to ascertain whether it is communicating to them what impact it has and whether it is affecting behaviour change.

Irrespective of formal ownership, for a radio to be considered a true community radio, the station's guidelines, administration, and programming need to be the obligation of the community. Generally, there ought to be a representative community commission or executive board to set overall policies while the day to day administrative and operational decisions are left to the station manager and his/her team (Fraser & Estrada, 2001).

Since community radio's purpose is to serve the community, it cannot be independent of the community itself. The elected board of directors from the community help in enhancing transparency by ensuring that the station programmes respond to community needs and interests. The board of directors also help in enhancing transparency and accountability to both donors and the community by ensuring that the funds received are used for the benefit of the community and not for enhancing personal needs and interests. The board of governance also help in maintaining the independence of community radio by ensuring that the station's programming is centred on well-defined mission, aims, structure, programming, and advertising policies and that donors or

government interests do not interfere with the overall mandate of the station which is to address the community needs.

2.2.3 Community Participation

Commitment to community participation at all levels from management, programming, and finance is the most distinguishing feature of community radio. Community radio allows the community to achieve greater edification through acquisition of information, tutelage, and entertainment as well as participation in the programmes aired. The community members participate as core planners, producers of content as well as performers of content being aired.

In as much as community radio is considered a form of public service broadcasting, its approach will in general not be the same as conventional broadcasting because its specific emphasis is to make its audience the main protagonist through involving them in all aspects of its administration and programme production and by providing them with programming that will profit them in the development and social advancement of the community (community handbook, 2005).

The structure of community radio is usually democratic for the purpose of ensuring that through community participation, there is surety that community members really own and govern the station through the election of board of directors, policy making and running of the station, involvement in choice and setting up of programming as well as production of programmes.

Girard (2007) elaborates that involvement in programming can only be guaranteed through participatory production formats, encouragement and support of production by the organisation from within the community, broadcasting public forums and enabling liberty for open exchange of views and opinions.

Participatory communication underscores the significance of cultural identity of the local communities and of democratisation and participation at all levels be it international, national, local or individual.

Mody (1991) posits that participatory communication major intention is to return to the roots of its meaning, which, similarly to the term community entails involving the community who have shared problems, objectives, and goals in the decision making processes of development projects. Unless the people themselves are the impelling cause of their own progress, no amount of investment or provision of technology can bring about lifelong enhancements in their living

standards. Inclusivity in development matters is critical and not just mere participation but rather real participation in the structure of bottom-up approaches, but with emphasis on dialogical interactions that must be key in the conceptualisation and designing of development projects.

Community radio endeavours to involve community participation in different forms per each specific social context through democratisation of communication (World Association of Community Broadcasters 1998).

Reflection and promotion of local identity, character, and culture by focusing on local content, creating a diversity of voices and opinions on air through openness and inclusive community participation as well as open discourse and majority rule forms are the chief elements of community radio (Fraser and Estrada, 2002).

Community Radio is the community's 'tree of discourse,' overseen by the community and requiring its involvement to progress. Notwithstanding of what it is called - native radio, local radio, popular radio, instructive radio - it is a true instrument of democratisation, at the same time perceiving social pluralism. (Eugénie Aw, Opening Speech by President, Dakar, Senegal, January 24, 1995).

Constant inclusion of community members in diverse ways helps in guaranteeing that the community radio mirrors the concerns of the community it serves. Its programme mandate is that programming ought to be grounded on community access and involvement and ought to always mirror the special interests and needs of the community it is licensed to serve.

The constitution guarantees that citizens have a democratic right to reliable, accurate and timely information. Based on the aforementioned rights, it a matter of public interest that community radio should incorporate the principle of access and participation.

Access entails that the community radio should be available to community members hence its patterns of broadcasting should reach all members of the community it is mandated to serve. The feedback channel should always be open and maintain full interaction between producers and receivers of messages which are the listeners.

Participation, on the other hand, entails that the community should be actively involved in planning, management, and programming. The community members participate in the decision about programming content, durations, and schedules and are free to give their own views and opinions.

Girard (2007), affirms that community radio gives voice to the voiceless by giving them a platform to exercise their democratic right and having a say in decisions that shape their lives regarding improving their living standards.

Most community radios in Kenya are run by a group of volunteers and in most cases with paid station managers. Lewis & Booth (1999) argue that voluntarism is an essential means of contact and involvement with the community in ensuring that they are not left out in the operation of day-to-day activities of the station.

Quebral (2005), points out that the success of communication programmes depend on no less on the amount of information disseminated as on motivating people to act on the information. He further states that development communication is crucial as it is responsive: it does not provide 'useless' information-that which individuals did not have any desire to know, but rather which organizers may esteem as significant. It is about the utilisation of simple and appropriate language where ideas are packaged in the experiences of communities, in their language and where communities themselves have played a significant role in the development of material for development communication programmes.

Two major widely acceptable approaches have been advanced towards the explanation of participatory communication. The first approach is the dialogical pedagogy advanced by Paulo Freire in 1986. He emphasises the fact that, subjugated people must be treated as fully human subjects in any political process and this implies dialogical communication. He views the word as the essence of dialogue which contains two dimensions, reflection, and action. He further states that no true word is not at the same time a praxis and that to speak a true word is to change the world.

The second is one is seen as involving the ideas of access, participation, and self –management as articulated by Berrigan (1977 & 1979) in the UNESCO debates of the 1970s. It points out that access by the community and their participation are the key defining factors of participatory communication.

2.3 Functions of a community Radio

Community radio has been credited for its information and edutainment role in the community. It allows the community to achieve greater edification through acquisition of information, tutelage, and entertainment as well as participation in the programmes aired. (Community Radio Manual, 1999 & Fairbairn, 2000).

Fraser and Estrada (2002) posit that reflection and promotion of local identity, character, and culture by focusing on local content are the main reasons for the existence of community radio. Community radio can create awareness, educate and allow the community to gain greater access to information as well as help in building long-term capacity of problem-solving that will lead to sustainable development and acceptable social change in society.

The purpose of community radio is to encourage community participation through educational and empowering processes by providing a platform for local participation in the production of content on issues that affect them hence contribute to its improvement within liberal outlooks in favour of communal change. Its programmes mirror the wellbeing and want of the community and are usually based on audience access and participation.

Fraser & Estrada (2001), point out that community radio provides power of speech to the voiceless especially the marginalised by providing them with a platform to address their needs and interests which is the essence of communication and democratic processes within societies. They further state that the notion of transparency and good leadership take new dimension and social equality is reinforced through the act of giving voice to the voiceless.

Fraser and Estrada (2001) highlight the functions of community radio as being;

Reflection and promotion of local identity, character, and culture. Community radio strives to promote local identity by focusing on programmes that promote local culture, community identity, and character through the use of local language and airing local content that addresses the needs and interest of the community it serves. It promotes community culture by giving airplay to local music, poetry, and storytelling.

Another function of community radio is the creation of a diversity of voices and opinions on air. In many traditional societies, women, youths and ethnic minorities tend to be ignored in most affairs of the community.

Community radio plays an important role in filling this gap by providing a platform where all groups including the marginalised who are usually under-represented get a chance to air their views. Regarding conflicts and disputes, community radio gives both parties engaged in a dispute equal chance to air the grievances without having any biases and pave the way for conflict resolution.

Community radio addresses the needs of the community it serves through the provision of a diversity of programmes and content using multiple programming formats. These formats include; radio spots, radio soap operas, short dramas, magazine, talk shows and phone in programmes. Audience preference is usually taken into consideration in determining the most suitable formats to be used. The programmes aired covered a wide range of topics of interest to the community regarding their needs and problems facing the community. The topics covered include, health, governance, environment, water and sanitation, agriculture, employment as well as development are usually featured in the programmes aired.

Lastly, community radio encourages open dialogue and democratic processes through the provision of an independent platform where interactive discussion on matters deemed important to the community are addressed. For social, economic development to take place, sovereign processes need not start and end in the community. Rather, they must extend to the government and non-governmental institutions functioning within the community as well as to policymakers and specialists at the local, regional as well as national levels. By playing a watchdog role, community radio makes local authorities and politicians more conscious of their public responsibilities.

2.4 Radio Listening Habits

Radio is considered as one of the most effective means of mass communication for both the urban and rural poor as it is the most accessible medium that communicates with them in different languages. Through radio, the urban and rural poor can obtain information about what is happening

locally, nationally and internationally. Some of the most sought-after information on the radio are health, agricultural information, news, and edutainment.

Radio listenership has been enhanced over the years by radio receivers in public transport, lifts as well as increased use of mobile phones, ipads, and ipods that have radio signals.

According to the state of the Media Report 2018, radio is considered as king as it is the major source of news for a majority of Kenyans despite the decrease of its listenership from 53% in May 2017 to 47% in March 2018. Television viewership, on the other hand, increased from 35 % in 2017 to 41% in 2018.

Lawrence (2012) conducted a study on health programming and community-based radio stations in Sub-Saharan Africa an example of Namwainga community radio in Zambia with the objective of investigating if radio station could serve as an effective means of communication in the region. The findings revealed that Namwainga radio is a valuable communication tool in the Southern Province of Zambia. The study established that 68% of the respondents reported listening to the radio for more than three hours daily and that over half of the participants reported getting their health information from Namwainga radio. All respondents indicated that they trusted the radio and 85.2% reported specific health behaviour change.

Gathigi (2009), conducted ethnographic research to establish the radio listening habits among rural audiences in Kieni West Division in Central Kenya. The findings revealed that radio was the most accessible medium in the region and vernacular stations had the highest listenership. Pertinent information on health and agriculture were the most sought gratification on the radio by Kieni residents. Most residents sought after agricultural information as agriculture is the main activity driving the economy of Kieni West residents. The findings indicated that most women listened to radio early morning hours before starting their daily activities and in the evening after work.

Similarly, Edegoh et al., 2013 did a study on radio listening habits of rural women in Idemili South Local Government Area of Anambra State in Nigeria and established that radio listening habits of rural women in Anambra State was positive and encouraging. The findings revealed that 86% of rural women in Anambra State listen to the radio with 57% of the women listening to the radio on a regular basis. Health, agricultural and religious programmes were some the programmes of

interest to these women. Health was the most sought-after information because women in Anambra State believe that being healthy equates to being wealthy.

A study by Koech (2017) on radio listenership among women in Kipkelion West Sub County in Kericho County, the study established that 97.8% of women in Kipkelion West listen to the radio as they have access to radio sets in their households. The study further established that 74.2% of the residents listen to the radio on a daily basis with news, agriculture, and health are regarded as the most programmes of interest. Most women listened to radio seeking for information, edutainment, and companionship.

2.5 Radio and dissemination of health information

Though communication is considered a powerful process in health care, its dynamics in the health context are very complex, the communication channels used are numerous, and its influence on health outcomes is powerful.

Health communication is known to changes people's perception and behaviour toward health, and in some triggers interest in the topic discussed. The impact of the media goes as far as some patients shifting their method of treatment. With proper planning, communication campaigns have the potential to influence attitudes, increase awareness, show how to make a change, indicate where to get services as well as to clarify, remind, reinforce and encourage people who already know the facts.

Health communication examines different levels and channels of communication in a wide range of social contexts. Significant primary levels for health communication include intrapersonal, interpersonal, group, organisational and societal communication while the channels include face-to-face, mobile telephony, mass media, and new ICT (Kreps, 1988).

Mass media are credited for providing an important link between rural and slum residents with vital health information. Radio as one of the mass media provides essential health information aimed at persuading the target audience to adopt new behaviours or remind them of critical information. Communication about health is seen as a relevant aspect of the health and wellbeing of any community as it can help promote health, as well as increase the quality of life.

As Parrott (2004) puts it, the exchange of medical news and health information in a community can: improve the overall quality of health care; support health in the community; increase the efficiency of healthcare; engage the patients; as well as streamline the work of the administration

in administering health care. The reach of the source of communication is also vital in ensuring that the target population can access the necessary information.

Radio's effectiveness does not depend on its intrinsic qualities but more importantly on how it is used and for what purposes. Any use of radio on education should be based on the effects that radio is expected to have on the listening audience, on the level of target audience participation, the structure of reception possible as well on the amount of learning and social change that is desired or likely to occur (Moemeka, 1994).

Evidence exists that exposure to radio campaigns on health communication has an impact on health behaviour. Westoff and Rodriguez (1995) did a study on mass media and family planning in Kenya and found out that the utilisation of family planning among married women aged 15-49 years who were exposed to radio messages on family planning was 26 percent compared to 14.3 percent who were not exposed to the medium. Similarly, Kabir (2000) conducted a study in Urban Bangladesh on the influence of mass media family planning programmes on the present usage of contraception and found that radio had been playing a substantial role in disseminating family planning messages among eligible clients. The study established that 38% of women with access to radio had heard of family planning messages whereas the figures for TV and newspaper were 18.5% respectively. Ageng'a (2015) conducted a study on the influence of mass media on contraceptive use among Kenyan women and established that radio is a more secure source of family planning messages influencing the use of modern contraceptives. The study revealed that women who heard family planning messages on the radio were 1.4 times more likely to use modern contraceptives.

2.6 Radio/ Programming Formats

Radio formats also known as programming formats are the station's overall content selected to appeal to particular demographics regarding age, religion or ethnicity.

Radio spots/ slogans

These are short, simple and precise messages that run between 30 seconds and two minutes long that feature short dialogues, announcements or interviews designed to address a broad issue related to health. They may be used to promote specific health service availability or even the issuance of free health treatment as in the case of free medical camps. Radio spots can also be used to promote

the use of contraceptives to prevent unintended pregnancies and abortion among young married and unmarried women who are sexually active.

Short Dramas

These are short dramas that run between the duration of 2-5 minutes and may comprise of single or dialogical dramas containing both the health issue and its solution within the same broadcast. It can also comprise of short mini-series in which the initial drama may place the listener in a dilemma as in the case of how to avoid unintended pregnancies that may arise due to pressure from the boyfriend on having unprotected sex or whether to terminate a pregnancy and the other drama may conclude by giving a resolution on the benefits of using contraceptives in the prevention of unintended pregnancies and stand being accused of not trusting their partner. Also, the drama may conclude by highlighting the dangers of procuring an abortion.

Radio soap operas

Radio soap operas have been documented for their power to arouse the listener's imagination. They are usually produced to promote human development and run for a duration of between 10 to 30 minutes and are broadcasted from one and five times each week. Adam and Harford (1999) indicate that soap operas are broadly accepted one of the best mechanisms for presenting complex, and sociocultural sensitive health-related issues such as HIV/ AIDS, abortion, family planning as well as unintended pregnancies.

Soap operas use edutainment to articulate community dialogue on health through the use of existing cultural narratives to humanize and de-stigmatise diseases Galavotti et al. (2001). Education through use of edutainment enables effective communication of issues such as cultural constraints and norms affecting health as well as sensitive health topics because the context for communicating such issues are those that the listener is familiar with and they can also relate with the characters used.

Rodgers et al. (1999) did a study on the effects of entertainment-education radio soap opera on family planning behaviour in Tanzania a case of *Twende na Wakati* soap opera. They established that the edutainment programme helped in improving family planning as listeners' efficacy in determining their family size. 23% of the audience reported having adopted family planning due to a direct response to listening to the drama.

Magazines, talk shows, and phone programmes

These types of programmes offer a variety of items which are usually of interest to a particular group of people such as youths, women, men or children. Most health based talk shows are often interview based and maybe live in a studio or on the phone and may be pre-recorded or edited and tend to discuss health issues in detail. They may include features, drama, music, and interviews and are usually topical. The magazine utilisation of often uses discussion which may take the form of interaction with studio guests calls from listeners or questions from the live audience as a mode of supplementing feature stories.

Phone in the utilisation of allows presenters and experts are working in different fields to give instant response to listeners and callers questions sent via texts and calls.

2.7 Theoretical Framework

2.7.1 Participatory Approach

The participatory approach is grounded in the ideology of people's involvement in decision making on development project and processes. According to Servaes, participatory communication emphasises the importance of cultural identity of the local communities and of democratisation and participation at all levels be it international, national, local and individual. Likewise, Mody (1991) posits that participatory communication major intention is to return to the roots of its meaning, which, similarly to the term community entails involving the community who have shared problems, objectives, and goals in the decision making processes of development projects.

Unlike mass media theories which rely on the narrow approach of communication such as the top-down flow of information in which information originates from the media their audience is viewed as passive recipients of media products, participatory communication upholds the involvement of target beneficiaries in the development processes hence taking a bottom-up flow of information. The decision is arrived at after a consensus is reached between the beneficiaries and the stakeholders of development projects. Development projects can only achieve their full potential when and if awareness and knowledge are shared effectively, and the communities are inspired and devoted to realising the accomplishment of the projects.

Development communication is concerned with conscious efforts aimed to improve living conditions and the quality of life for people struggling with under development and marginalisation (Melkote & Steeves, 2002).

Unless the people themselves are the impelling cause of their own progress, no amount of investment or provision of technology can bring about lifelong enhancements in their living standards. Inclusivity in development matters is critical and not just mere participation but rather real participation in the structure of bottom-up approaches, but with emphasis on dialogical interactions that must be key in the conceptualisation and designing of development projects.

Quebral (2005), points out that the success of communication programmes depend on no less on the amount of information disseminated as on motivating people to act on the information. He further states that development communication is crucial as it is responsive: it does not provide 'useless' information-that which individuals did not have any desire to know, but rather which organizers may esteem as significant. It is about the utilisation of simple and appropriate language where ideas are packaged in the experiences of communities, in their language and where communities themselves have played a significant role in the development of material for development communication Programmes.

Paulo Freire (1986) views dialogue as a revolutionary act which liberates the insiders (locals) from being lured by outsiders (foreigners). He posits that dialogue cannot happen between those who want to name the world and those who do not desire this naming- between those who negate others the right to speak their word and those who's right to speak has been deprived of. He insists that mere transfer of knowledge by an authoritative source to a passive receiver does not help promote growth in the latter as a human being with an independent and critical conscience capable of influencing and changing society. According to Freire, development communication can be effective if it is not only linked to the procedure of acquiring technical knowledge and skills, but also to the awareness-raising and organisation processes.

Community radio approach tends to be different from conventional broadcasting because its specific focus is to make its audience the main protagonist through involving them in every facet of its management and programme production and by providing them with programming that will

benefit them in the development and social advancement of the community (community handbook, 2005).

Participation entails that the community should be actively involved in planning, controlling, and programming. The community members participate in the decision about programming content, durations, and schedules and are free to give their own views and opinions. Girard (2007) affirms that community radio gives voice to the voiceless by giving them a platform to exercise their democratic right and having a say in decisions that shape their lives regarding improving their living standards.

2.7.1.1 Approaches to participatory communication

Two major widely acceptable approaches have been advanced towards the explanation of participatory communication. The first approach is the dialogical pedagogy advanced by Paulo Freire in 1986. He emphasises the fact that, subjugated people must be treated as fully human subjects in any political process and this implies dialogical communication. He views the word as the essence of dialogue which contains two dimensions, reflection, and action. He further states that no true word is not at the same time a praxis and that to speak a true word is to change the world.

The second is one is seen as involving the ideas of access, participation, and self –management as articulated by Berrigan in 1977 and 1979 in the UNESCO debates of the 1970s. It points out that access by the community and their participation are the key defining factors.

2.7.2 Uses and Gratification Theory

The Uses and Gratification Theory developed by Blumler and Katz in 1974 to establish the uses and gratification audiences seek and obtain from different channels of mass media and also to identify the type of contents that satisfy their social and psychological needs. Similar sentiments are echoed by Staples (1998) who argues that theory is useful in establishing in what way and why people are exposed to a specific media channel or contents

The uses and gratification theory is based on the following objective: To show how media is used by people to satisfy their needs; to find out the primary intentions of why individuals use media; to know the gratification obtained from consuming media content and to establish why a particular medium is preferred over the other.

The uses and gratification theory challenges the traditional mass media effects theories which focused on the powerful effects of media on the audience and instead focus on what the audience does with the media.

Unlike the traditional media theories which viewed the audience as being passive, the uses and gratification theory states that media audiences are active and goal oriented hence have full control over what effects the media has on them as they choose the source of media to use as per their needs. If a particular channel does not satisfy their needs, the audience may look for alternative channels that can gratify their needs. Certain media features satisfy the audience needs more than other mediums based on the different contents of the medium. This may be in the form of talk shows, drama, and call -in programmes or soap operas that different audience find gratification. The gratification sought may include, edutainment, emotional release, and escapism from real life situation. Rubin and Armstrong (1989) conducted a study about talk radio and established that individuals who called in found face-to-face communication less rewarding, were less mobile, believed talk radio was more important to them and listened for more hours in a day as compared to those listeners who did not call. Similarly, Staples (1998) argues that talk shows provide listeners a chance to interact in society.

McQuail et al. (1972) noted that escapism from real life situation was the common motivation attributed to many media users. Mendelsohn (1964) highlighted companionship, changing the mood, scheduling the day, counteracting isolation, providing valuable news and information, allowing vicarious participation in events and aiding social interaction as some of the major reasons why individuals listen to the radio. A study by Gathigi (2009) on radio listenership among the rural audience in Kieni West established that people listen to the radio for companionship when they cannot find a human company.

A study done by Anquadah (2012) on radio listening habits of New Abirem in Ghana established that the residents listened to radio majorly for education and entertainment purposes.

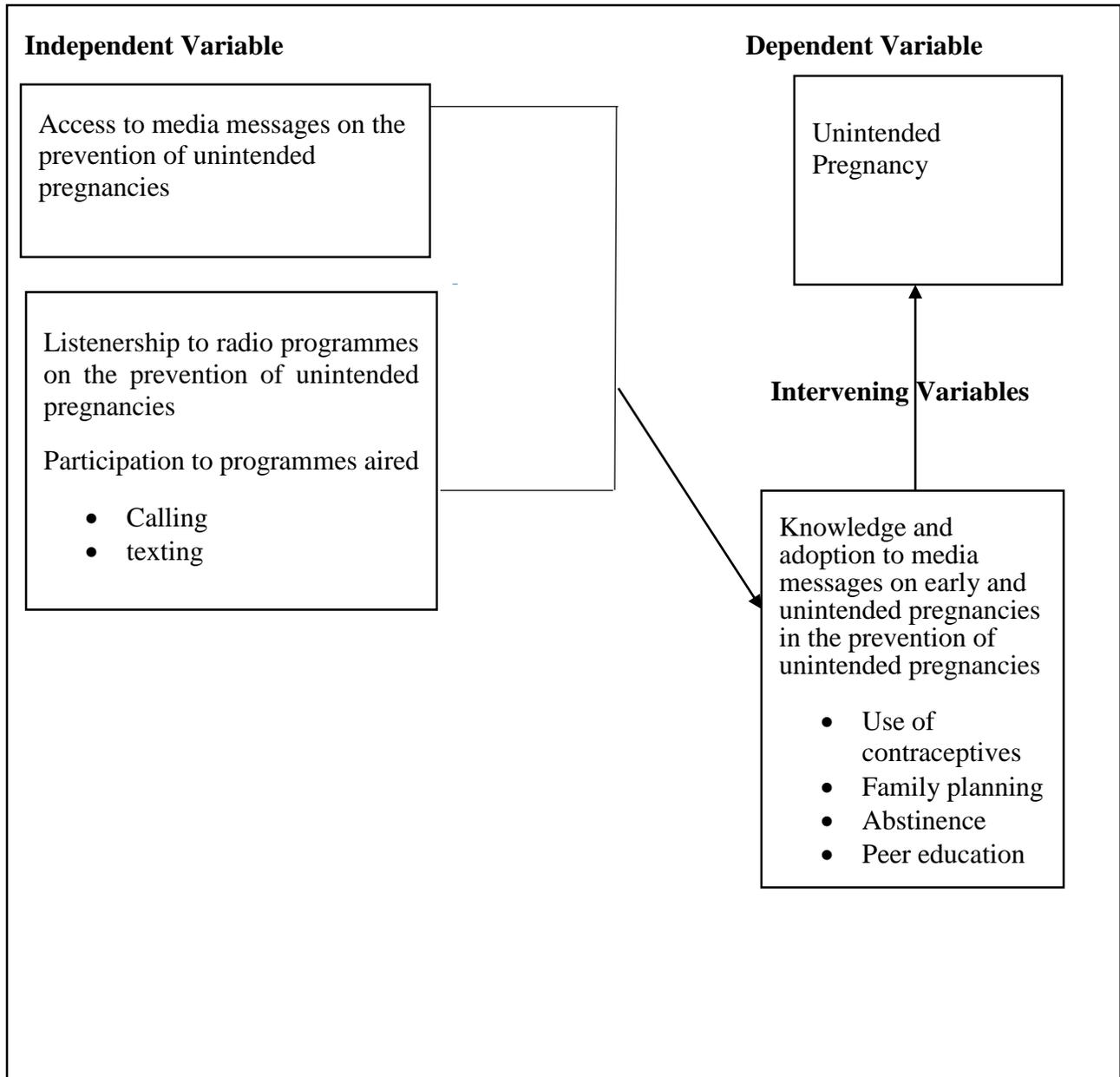
Based on the objectives of uses and gratification theory, theory can be applied to the study to establish how young women choose to listen to or use Koch FM, why they listen to Koch FM or what gratification they seek from the radio programmes in Koch FM and the gratification they obtain from listening to Koch FM programmes on abortion and unintended pregnancies.

Uses and gratification theory is based on the assumption that media users are active and goal oriented hence have full control over what effects the media has on them as they choose the source of media to use as per their needs. Based on these assumptions, theory can also be used to establish the level of young women's participation on Koch FM's programmes on early pregnancies in the quest for information on how to prevent unintended pregnancies.

The assumption that media competes with others sources of communication for need gratification can be used to establish how Koch FM competes with these channels by incorporating variety of radio formats to gratify needs of young women in Korogocho on unintended pregnancies. It can also be used to establish how the different radio formats are used by young women to gratify their information needs on how to avoid unintended pregnancies.

2.8 Conceptual Framework

Figure 2.1: Conceptual Framework



In the framework above, access to media messages on the prevention of unintended pregnancy, listenership and participation to programmes on unintended pregnancies are the independent variable while unintended pregnancy is the dependent variable. Knowledge and adoption to media messages in the prevention of unintended pregnancies through the use of family planning methods, use of contraceptives, abstinence and peer education are the intervening variables.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter contains the methodology that was used in carrying out this research. It includes the research design, target population, sampling and sample techniques. It further elaborates on instruments and procedures used for data collection, presentation, analysis as well as ethical consideration.

3.1 Research Design

Orodho, (2003) defines a research design as a blueprint or outline that is used to generate answers to research problems. The study adopted a descriptive survey design because it involves the gathering of data that describe and explain events as they are in the field and then organizes, tabulates and describe the collected data (Glass & Hopkins, 1984). It aids the reader in understanding the data distribution by incorporating the use of visuals aids such as charts, graphs, and tables. In descriptive research, the focus is usually placed on specific types of research questions, methods of data collection and findings. The primary concern of descriptive research is finding out “what is” “how do” “Is” and “Do” hence survey and observational methods are frequently used to collect descriptive data (Borg & Gall, 1989).

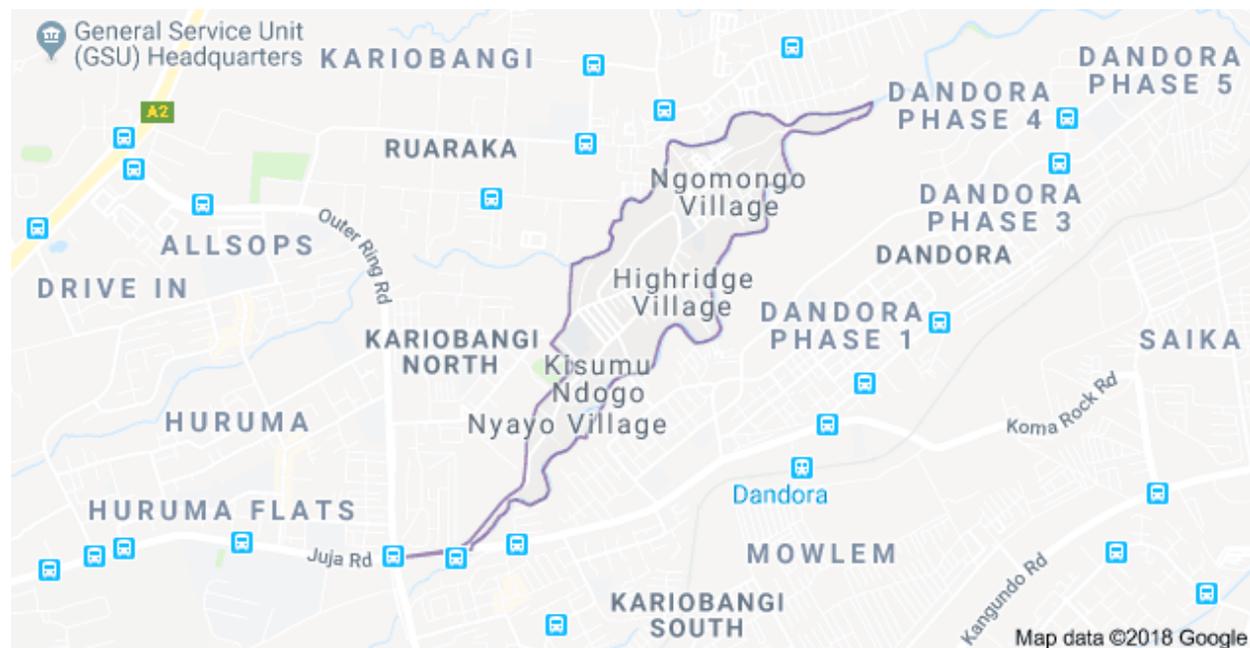
This research was concerned with obtaining information from respondents through administering questionnaires and conducting interviews by use of interviews guides thus making the study descriptive by default. The researcher employed the use of both qualitative and quantitative data. The aim of using quantitative approach was to establish the number of young women who listen to Koch FM programmes on early pregnancies and the number of young women who apply the information obtained to prevent themselves from early and unintended pregnancies. The qualitative approach, on the other hand, captured young women views on how listening to programmes on unintended pregnancies and early pregnancies have impacted their lives.

3.2 Study Site

The research was carried out in Korogocho village in Korogocho slum in Nairobi County. The slum is located in Ruaraka Constituency on the East of Nairobi and is about 11 kilometres from the Central Business District. According to reports by Africa ranking, Korogocho is ranked the fourth largest slum after Kibera, Mathare valley and Mukuru Kwa Njenga. The area is densely populated and has a population of approximately 150,000 and young women between 18-35 years represent 36% of the total population. (KNBS, 2009).

The study was done in Korogocho and Kisumu Ndogo village because it is characterized by high rates unemployment, rape, drug abuse, prostitution as well as high rates of unintended pregnancies among teenagers and young women which made it fit to conduct the study.

Figure 3.1: Study Site



3.3 Target Population

According to Ngechu, (2004) target population is a well-defined or set of people, services, elements, and events, a group of things or households that are under investigation. To gather information required, the study targeted young women aged (18-35) living in Korogocho. Korogocho Slum has a total population of 54,000 young women distributed in the nine villages in

Korogocho Slum. The target population for this study is 54,000 young women residing in Korogocho.

3.3.1 Sample size

According to Blaikie (2009), the sample size is a selection of elements, members or units of a population. The ideal sample size is one that provides a perfect representation of a population.

The study adopted Yamane statistical formula to select the number of young women who were involved in the study.

$$n = \frac{N}{1 + N(e)^2}$$

n= required Sample size

N=Total target population 54,000

e²=Margin of error 10%

$$n = \frac{54,000}{1 + 54,000(0.1)^2}$$

n=54,000/541

n=99.815

n=100

The sample size for this study was 100 women selected from two villages in Korogocho informal settlement namely Korogocho village and Kisumu Ndogo.

3.3.2 Sampling Techniques

The research utilised a multi stage sampling technique to select the representative sample of young women through random selection of two villages out of nine villages in Korogocho informal settlement. Convenience sampling was employed in selection of 100 women in the two villages to participate in the study. The researcher hired a research assistant to help in selecting young women who were willing and ready to avail themselves in answering the questionnaires. Bernard and Spradley emphasise the importance of availability and willingness to participate which can only be achieved through convenience sampling.

3.4 Data collection and Research Instruments

The study employed the use of both primary and secondary data. Primary data were collected through the administration of questionnaires which was divided into the different segment in relation to study objectives and contained both structured and unstructured questions. The study also made use FGDs to obtain data on young women in regard to Koch FM programmes in the prevention of unintended pregnancies. Secondary data was collected through a review of literature related to the study such as books, journals, internet as well as reports.

3.4.1 Questionnaires

The researcher used a questionnaire (See Appendix I) to collect data from the selected 100 young women because the study was concerned with variables that cannot be directly observed such as views, perceptions, opinion, and feelings of respondents. The administered questionnaires consisted of both open-ended and closed-ended questions. The questionnaire was divided into two section. Section A consisted of demographic information such as age, education level, marital status, employment status and occupation of the respondents. Section B consisted of access to radio, listenership, participation and impact of radio programmes on the respondents.

3.4.2. Focus Group Discussions

This study had three focus group discussions each with six young women selected from the two villages in Korogocho slum. The researcher sought permission from the young women to have a focus group discussion with them during their weekly group discussions as this was a convenient place to meet the young women. The researcher briefed the young women on the aim of the study so that they would choose whether to participate in the discussions or not. A focus group discussion guide was used in data collection so as to collect data in line with the study objective (See Appendix II). Data obtained from FGDs were used to supplement data obtained from questionnaires because through FGDs the respondents were not limited to express their views as in the case of questionnaires.

3.5 Validity and reliability

The researcher conducted a pilot study by administering questionnaires to five respondents who were not included in the study in order to test the validity and reliability of the questionnaire.

3.6 Data Analysis and Presentation

Data analysis involves the organisation, interpretation, and presentation of collected data. It also entails the separation of data into constituent parts in relation to the whole. Data obtained from the qualitative research was analysed thematically and subjected to content analysis where emerging themes and recurrent themes from open-ended questions and interview guides were identified, analysed and interpreted and presented in narrative form. In quantitative data, cleaning of the data, coding, and analysis was done using SPSS to generate meaningful, percentages, frequencies and standard deviation. The findings were presented through the use of frequency distribution tables for the description and explanation of the findings.

3.7 Ethical Considerations

The researcher upholds the truthfulness of facts and the reliability of the sources of information. The researcher maintained ethics by following research procedures stipulated by the university by defending the proposal doing the correction and obtaining Certificate of Fieldwork (See Appendix III). During data collection, the respondents were be provided with adequate knowledge of the study before filling out the questionnaires and participating in FGDs. This enabled them to make an informed decision on whether to participate in the study or not. Respondents were also informed that they would remain anonymous and any information they gave will be held confidential and only used for the purpose of academic research. After defending the final project, and amended the corrections, my supervisor approved my work and I was issued with Certificate of Corrections (See Appendix IV). Certificate of Originality was issued after plagiarism test (See Appendix V).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Overview

This chapter contains a detailed description of the analysed data based on the effectiveness of Koch FM community radio programmes in the prevention of unintended pregnancies among young women in Korogocho slum. It presents collected and analysed data obtained through administered questionnaires and interviews from FGDs. The data is presented in narrative form, pie charts, frequency distribution tables, and graphs.

A total of 100 questionnaires were administered to the respondents and from the 100 questionnaires that were distributed, 98 questionnaires were returned giving a response rate of 98%. The percentage obtained thus makes the study reliable.

4.1 Demographic Information

The study sought to find the demographic characteristics of the respondents based on age, education level, marital status, employment status, and occupation.

4.1.1 Age bracket

Findings in table 4.1 indicate that the respondents who participated in the research were above 18 years as 36.7% of the respondents were between 18-21 years, 21.4% were between 22-25 years, and 24.5% were between 26-29 years while 17.3% of the respondents were between 30-35 years. The outcomes of the study indicate that a majority of the respondents were aged between 18-21 years. Age is important because according to APHRC (2014), most young people in Kenyan informal settlements are at high risk of having unintended pregnancies usually associated with myths and misconceptions surrounding the use of contraceptives.

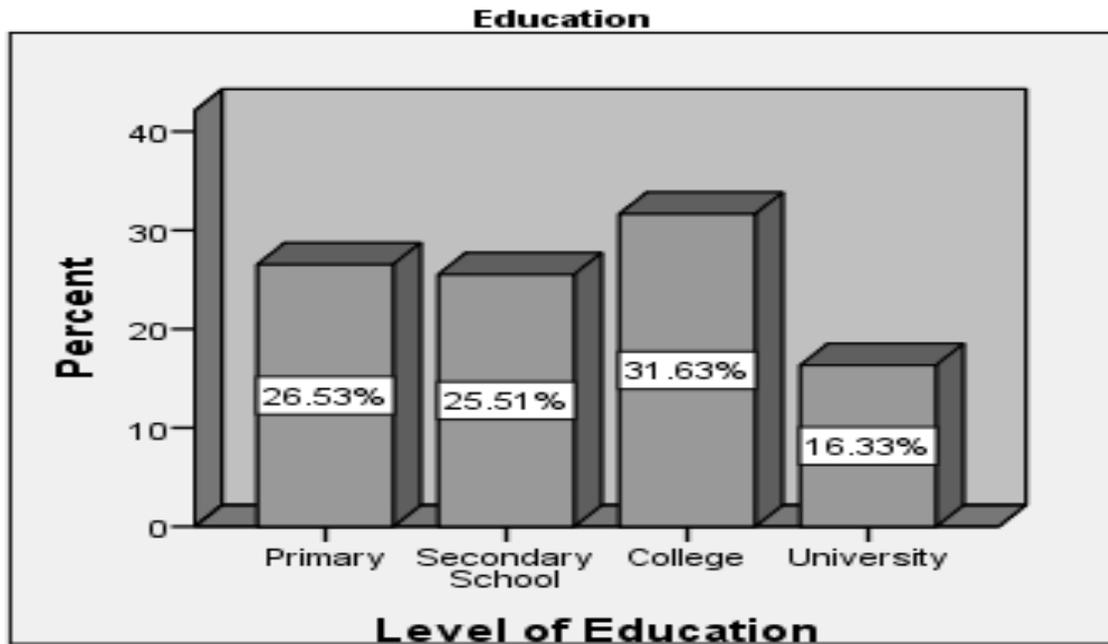
Table 4.1: Respondents age bracket

Age Bracket	Frequency	Percent
18 - 21	36	36.7
22 - 25	21	21.4
26 - 29	24	24.5
30 - 35	17	17.3
Total	98	100.0

4.1.2 Education Level

The study sought to establish the education level of the respondents. From the findings, 31.6% of the respondents indicated that their highest level of education was college, 26.5% indicated having attained primary education, and 25.5% indicated that they had attained secondary education while 16.3% indicated having reached university. The study shows that majority of the respondents had completed secondary education and above hence could understand and comprehend radio messages on early and unintended pregnancies aired weekly on Koch FM. Education plays a major role in the prevention of unintended pregnancies among young women by enabling them to select and adopt the correct contraceptive in the prevention of the same. Ajaero (2016) established that people with higher education are more likely to use modern contraceptives because they are better informed of their importance and also the need to prevent unintended or untimed birth which would hinder their educational goals.

Figure 4.1: Education Level

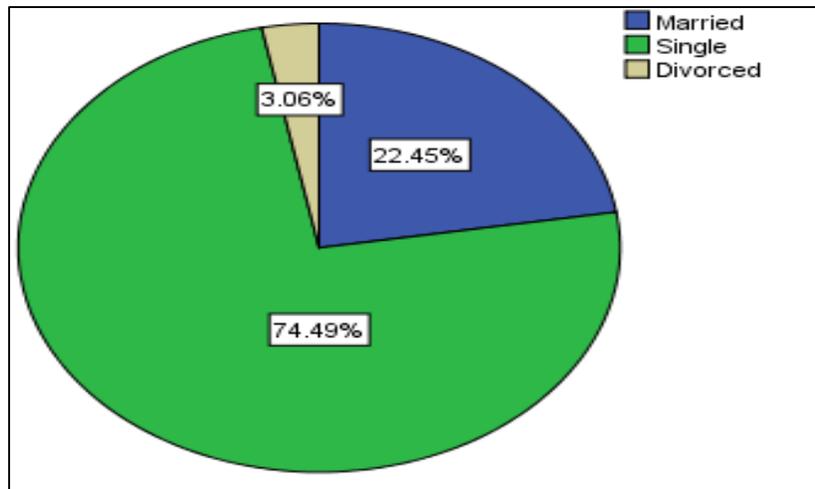


4.1.3 Marital Status

The study sought to establish the marital status of young women in Korogocho informal settlement because marital status plays a major role in determining adoption and choice of family planning or use of contraceptives. The findings indicate that 74.9% of young women in Korogocho were single, 22.45% were married while 3.06% were divorced. This indicates that the majority of the

respondents were single. According to a study done by Debebe (2017), marital status of women has significant impact on contraceptive use. The study established that married women were 5.88 times more likely to use modern contraceptives than unmarried (singled, widowed and divorced) because they are sexually active.

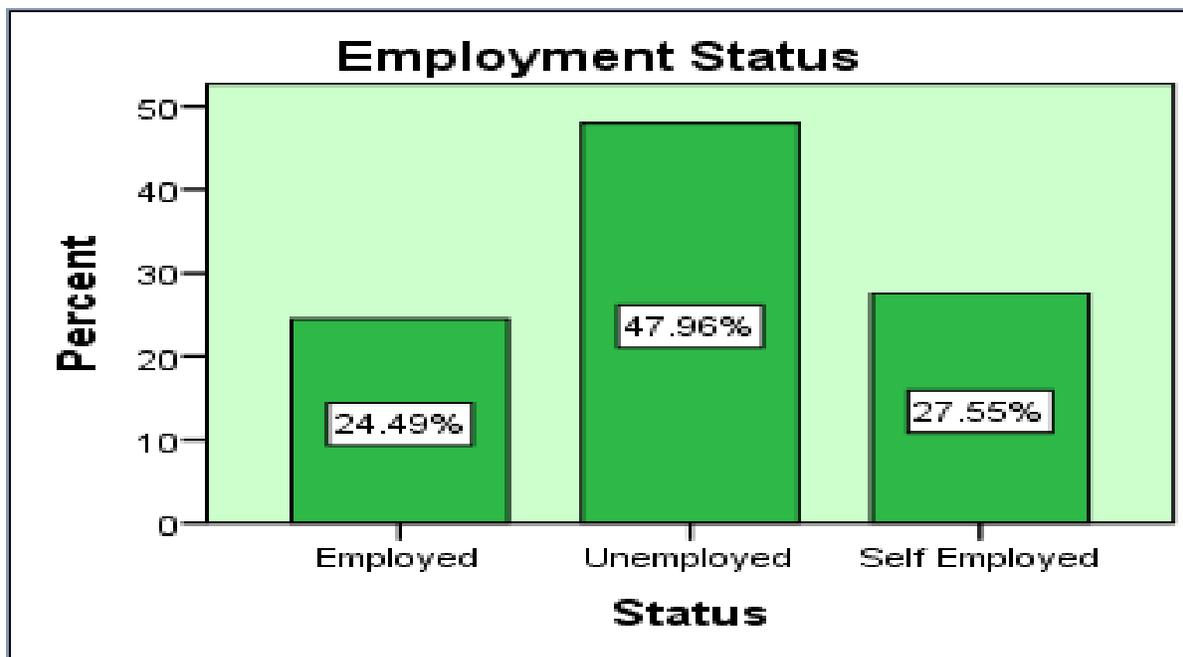
Figure 4.2: Marital Status



4.1.4 Employment Status

Figure 4.3 shows the employment distribution status of young women in Korogocho slum.

Figure 4.3: Employment Status



The findings in figure 4.3 show that 47.96% of the respondents indicated that they were unemployed, 27.55% indicated that they were self-employed while 24.49% indicated their employment status as being employed. The findings indicate that most young women in Korogocho Informal settlements are unemployed hence have time to listen to radio for more hours as opposed to those who are employed and self-employed.

4.1.5 Occupation

The study sought to find out the occupation of the respondents to establish what influences the choice of Programmes they like and the kind of gratifications they sought from listening to Koch FM.

The findings established that the respondents were of diverse backgrounds. 13.3% of the respondents indicated housewife as their occupation, 22.4% were business ladies, 42.9 % were students, 3.1% were teachers, and 7.1% were teachers and journalists while 4.1% indicated they were of varied occupations. Of significance to the study is that majority of young women are students hence they get educated on how to avoid early and unintended pregnancies and the benefits of using contraceptives since most young women intend to be sexually active.

Table 4.2: Occupation Status

Occupation	Frequency	Percent
Housewife	13	13.3
Business Lady	22	22.4
Student	42	42.9
Teacher	3	3.1
Saloonist	7	7.1
Journalist	7	7.1
Other	4	4.1
Total	98	100.0

4.2 Access, listenership, frequency, duration, and participation of young women in Koch FM

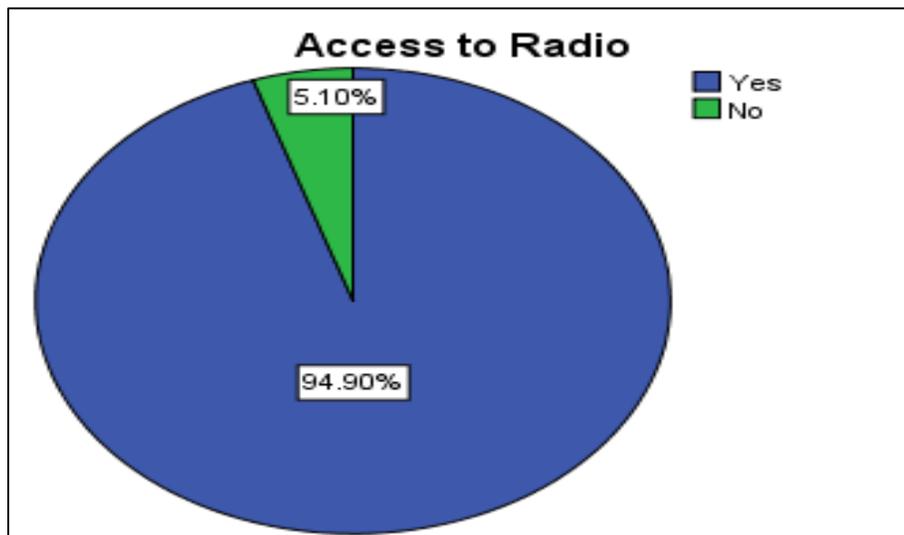
To achieve the objective of whether young women in Korogocho listen to Koch FM and their level of participation. It was important to establish whether these young women have access to radio, place where they access the radio, listenership to Koch FM, frequency of listening to Koch FM, duration they listen to Koch FM, whether they participate in programmes aired on Koch FM and their mode of participation.

4.2.1 Access to radio and place of access

Respondents were asked to state whether they have access to radio and the place where they access the radio.

Figure 4.4 below shows the percentage of individuals who have access to radio

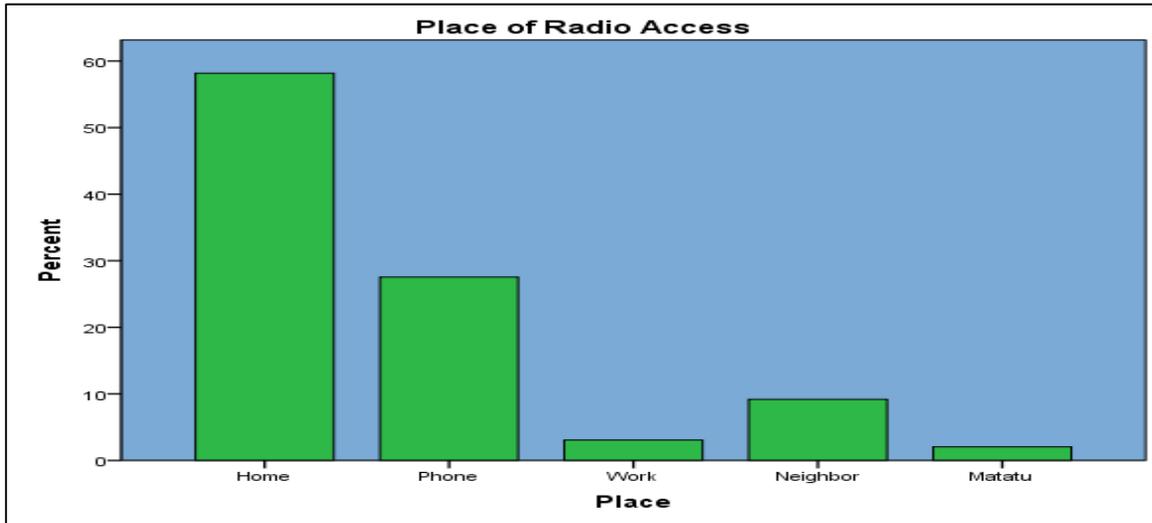
Figure 4.4: Access to radio



The findings show that 94.9% of the respondents indicated that they had access to a radio while 5.1% indicated that they did not have access to radio. This indicates that radio is a common medium in the Korogocho because majority of households in the region have access to it as it is cheap and easy to access. This concurs with a report by KARF, (2014) that radio is and remains the most common and widely used media platform in Kenya. Regarding the place where they have access to radio, 58.2% respondents in FGDs revealed that they accessed radio at home, 27.6 % from the phone, 3.1% at work, 9.2% from neighbours while 2% from matatu. The findings show that most people listen to radio at their homes. This is in line with the findings of a report by UNESCO Institute of Statistics (2012) which revealed that an estimated 75% of households in

developing nations have access to radio thus making it the most preferred medium of communication. The report further indicates that other than radio, the other most accessible form of technology is mobile phones covering about 70% of the total population globally.

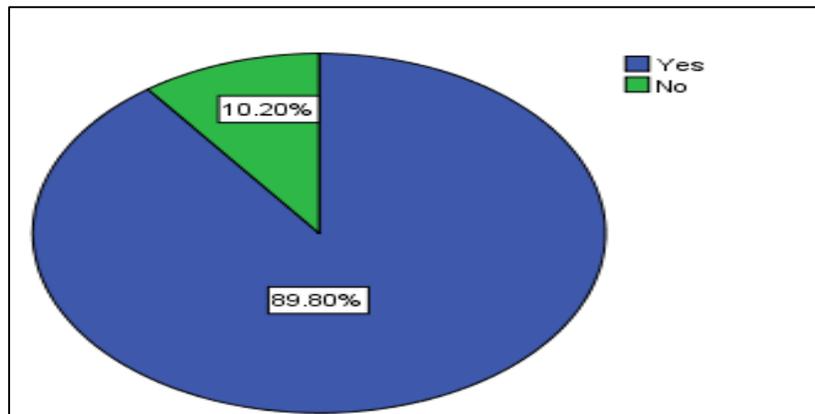
Figure 4.5: Place of accessing radio



4.2.2 Listenership, frequency and time

The study sought to find out whether respondents in Korogocho slum listen to Koch FM because the impact and effectiveness of any programme are determined by its listenership. Respondents were asked, “Do you listen to Koch FM” Figure 7 shows the findings of the research.

Figure 4.6: Listenership to Koch FM



From the findings, 89.8% of the respondents indicated that they listened to Koch FM while 10.2% indicated otherwise. This shows that the majority of young women in Korogocho listen to Koch FM because radio is the most accessible medium in the region because it is affordable. Kuewumi

(2009) echoed similar sentiments in his findings when his findings revealed that radio had become a constantly sought after medium by its ardent listener.

The study also sought to establish the frequency of respondents' listenership to Koch FM by asking them "How often do you listen to Koch FM."

Table 4 shows the findings of the research.

Table 4.3: Frequency of listening to Koch FM

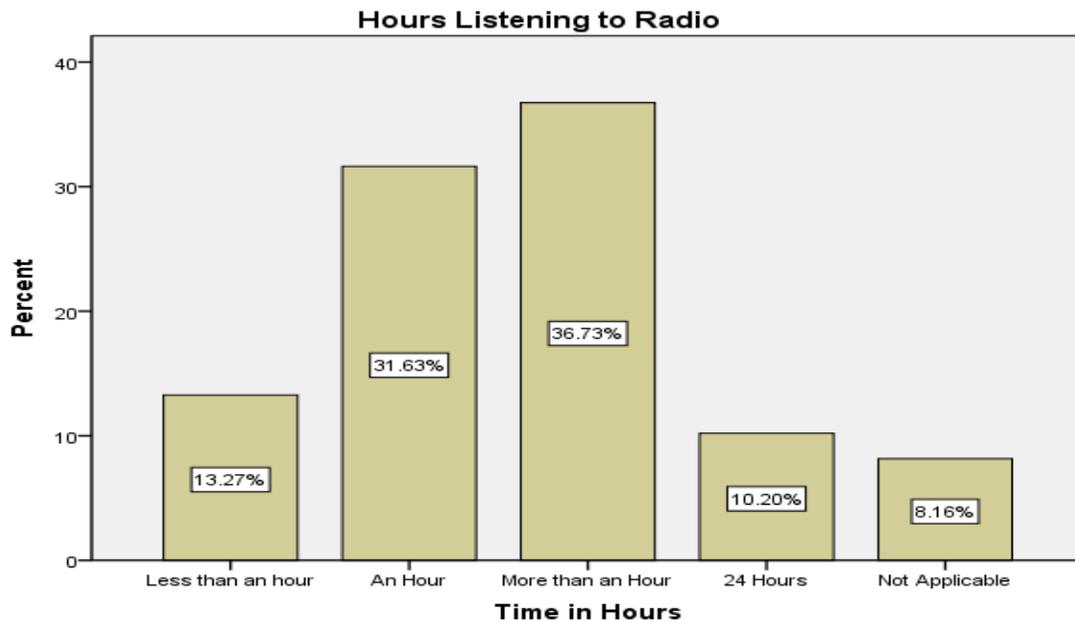
Frequency of listening	Frequency	Percent
Hourly	32	32.7
Daily	46	46.9
Weekly	8	8.2
Not Applicable	12	12.2
Total	98	100.0

The findings in table 3 show that 32.7% of the respondents indicated that they listened to Koch FM hourly, 46.9% on a daily basis, 8.2% weekly and 12.2% indicated not applicable because they listen to other radio stations such as Kiss FM, Classic FM, and Radio Jambo. This indicates that most young women listen to Koch FM on a daily basis making the station as one of the most favourite and popular media. This concurs with the findings of Edegoh et al., (2013) who did a study on radio listening habits of rural women in Idemili South Local Government Area of Anambra State in Nigeria and established that radio listening habits of rural women in Anambra State was positive and encouraging. The findings revealed that 86% of rural women in Anambra State listen to the radio with 57% of the women listening to the radio on a regular basis.

4.2.2.1 Time spent listening to Koch FM

The study established that most of the respondents listened to radio for more than an hour as 13.27% of the respondents indicated that they listened to Koch FM for less than an hour, 31.63% indicated an hour, 36.73% indicated more than an hour and 10.20% indicated 24 hours whereas 8.16% indicated otherwise. This is simply because of the edutainment and informative nature of radio programmes that makes one glued to the station for those hours.

Figure 4.7: Time spent listening to Koch FM



4.2.2.2 Time when most young women listen to Koch FM

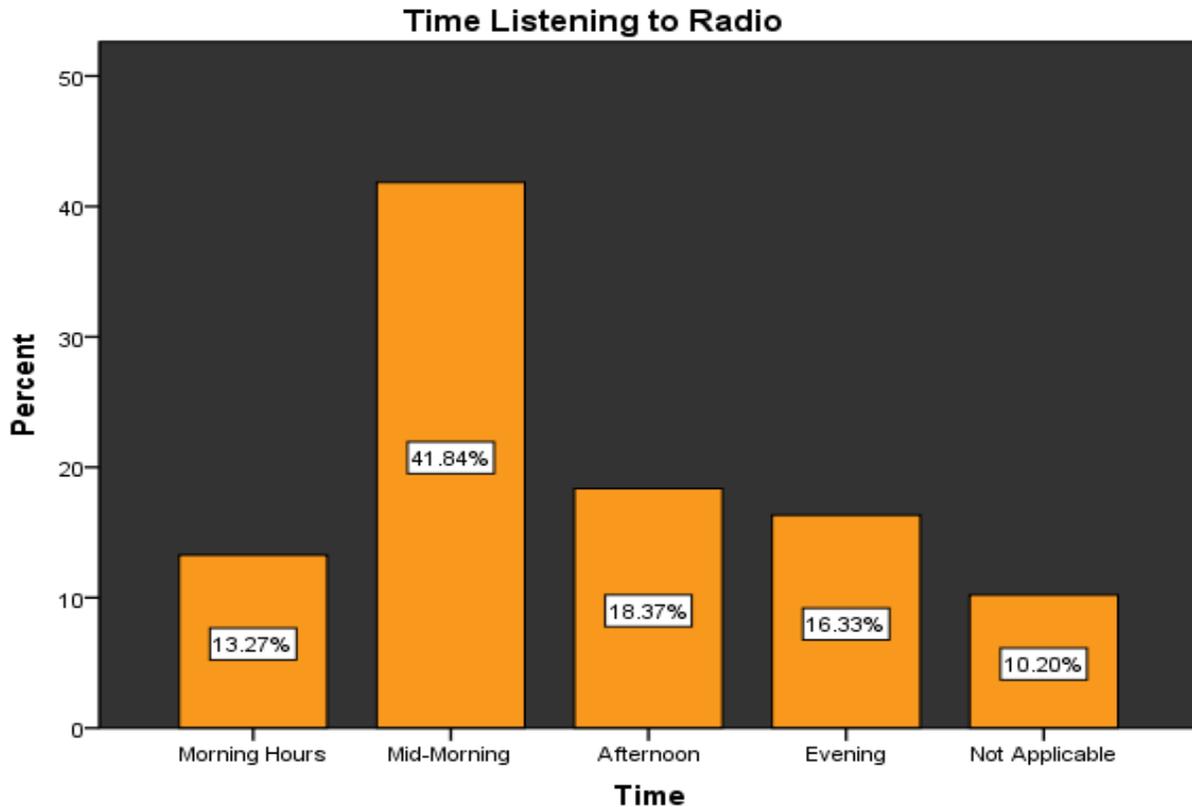
The study sought to establish at what time most young women listen to Koch FM. Respondents were asked “ At what time do you listen to Koch FM” This is important in determining the frequency and duration of airing a particular radio programme.

The findings show that 13.27% of the respondents indicated that they listened to Koch FM around morning hours from 6 am to 9 pm, 41.84% indicated mid-morning from 9 am to noon, 18.37% indicated afternoon from 1 pm to 6 pm, and 16.33% indicated evening from 6 pm to midnight while 10.20% indicated otherwise.

This implies that the majority of young women listen to the radio during mid-morning and afternoon hours because during this time, most of them are done with house chores and are free hence information targeting to educate young women should be aired during mid-morning and

afternoon hours. A survey report by MCK on status of media in Kenya 2012 established that majority of the respondents listened to radio very early in the morning and during the evening.

Figure 4.8: Time when most young women listen to Koch FM



4.2.2.3 Reason for listening to radio at the mentioned time

The study sought to find out why respondents listened to the radio at the mentioned time.

The findings revealed that 6.1 % indicated that they listened to the radio at the mentioned time because it was their leisure time , 24.5% indicated that they sought to be entertained by listening to music, 27.6% indicated that they tuned in because their favourite programme airs at that time, 4.1% indicated their favourite presenter was on the air, 21.4% tuned in for education purposes, 3.1% indicated they listen to radio at them mentioned time to get some sought of emotional release and 4.1% indicated they tuned in for companionship since they were alone at the mentioned time while 9.2% indicated otherwise. This implies that young women in Korogocho slum listen to the radio at specific times because of various reasons with entertainment and education being the most sought-after types of gratification. These findings concur with Mendelsohn (1964) highlighted as the reason why people listen to the radio. Mendelsohn (1964) highlighted companionship,

changing the mood, scheduling the day, counteracting isolation, providing valuable news and information, allowing vicarious participation in events and aiding social interaction as some of the major reasons why individuals listen to the radio.

Table 4.4: Reason for listening to Radio

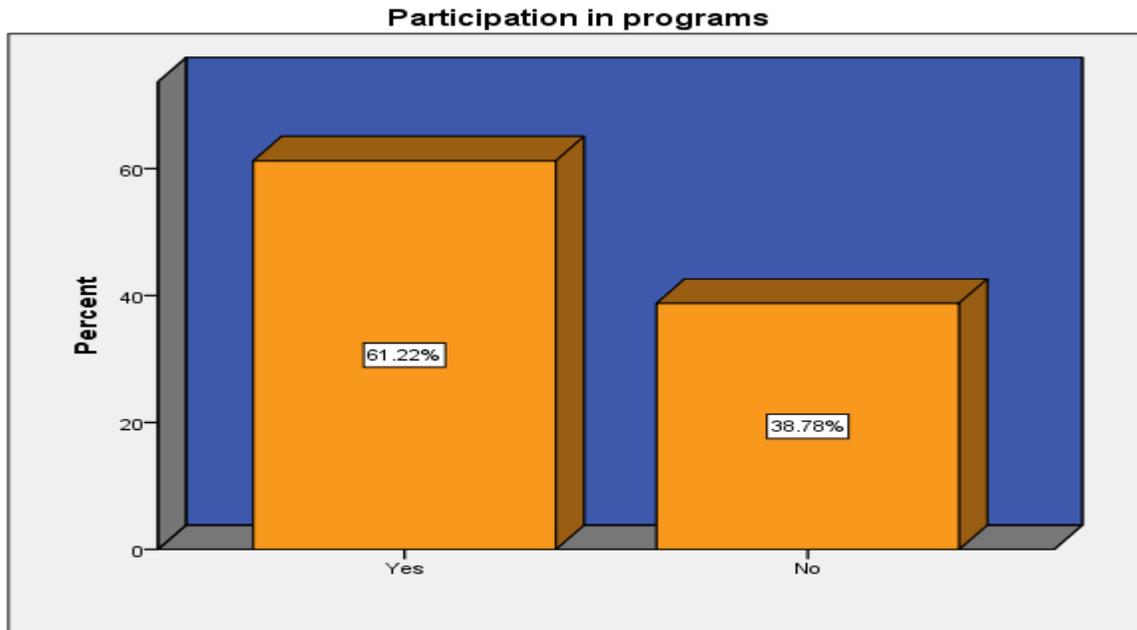
Reason for listening to radio	Frequency	Percent
Leisure time	6	6.1
Entertainment	24	24.5
Listening to favourite programme	27	27.6
Favourite presenter on air	4	4.1
Education purposes	21	21.4
Emotional release	3	3.1
Companionship	4	4.1
Others	9	9.2
Total	98	100.0

4.2.3 Participation in radio programmes

Commitment to community participation at all levels from management, programming, and finance is the most distinguishing feature of community radio. Community radio allows the community to achieve greater edification through acquisition of information, tutelage, and entertainment as well as participation in the programmes aired. (Community Radio Manual, 1999:10 & Fairbairn, 2000).

This study sought to establish how young women in Korogocho participate in Koch FM radio programmes. The respondents were asked to state whether they participated in a programme aired on Koch FM. Figure 4.8 presents the findings.

Figure 4.9: Participation in programmes aired on Koch FM



Majority of the respondents 61.22% indicated that they participated in programmes aired on Koch FM while 38.78% indicated otherwise. The findings established that respondents who did not participate in the programmes cited lack of airtime as the major reason for not participating. Others indicated that whenever they called the station line was always busy or engaged while some indicated they were too occupied to participate in the programmes.

4.2.3.1 Mode of participation in radio programmes

This study sought to establish how young women participated in programmes aired on Koch FM. Fairbairn (2009) states that community radio provides listeners an opportunity to participate by involving them in the generation, design, and production of programmes to ensure that programmes aired reflect real community concerns.

Despite 89.80% of the respondents indicating that they listened to Koch FM, not all of them participated in the programmes offered by Koch FM. Only 61% of the women participated in any way. 44.9% of the respondents indicated that they participated by sending text messages, 12.4% through calling, 3.06% through featuring in the programmes as casts and 1% indicated they were involved in the production of programmes aired while 38.78% indicated otherwise.

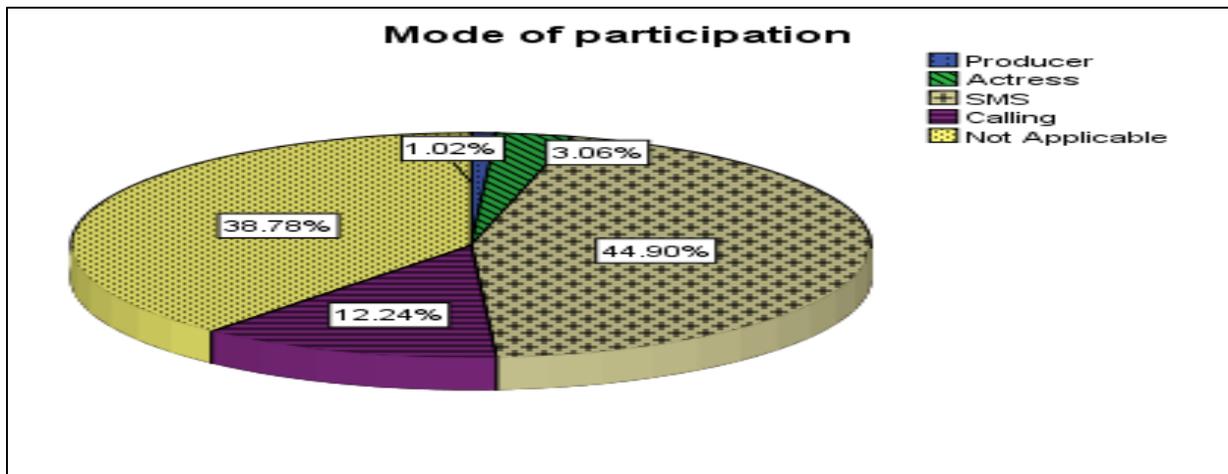
This implies that majority of young women participate through calling and sending of text messages. This is in line with the thoughts of Berrigan (1979) who stated that community radio

acts as a means through which the community express their views and perceptions especially the silent majority such as women and youths.

The study established that those who participated in the programmes did this because of the rewards the station offers. One of the respondents indicated that she usually participates by answering questions through sending text because the station rewards them for getting the questions right.

The study also noted that a significant number of respondents (38.78%) did not participate in the programmes in anyway.

Figure 4.10: Mode of Participation



4.2.4 Favourite programme and preferred radio format

The study sought to establish the kind of gratification sought by respondents' by asking them to state their favourite programmes and their preferred radio format since radio tends to appeal differently to specific target audience based on its programming.

The findings showed that 14.3% indicated news as their favourite programme as they sought to be updated on current affairs and events happening locally, nationally and internationally. The most liked programme was entertainment with 29.6 % of the respondents indicating entertainment/ music, as their favourite programme as they sought to be entertained as they relax. The second most liked programme was health, with 22.4% of the respondents indicating that they sought to learn ways of living healthy lifestyles and preventing themselves against diseases. Environmental programmes were least represented as only one percent of the respondents indicated that their favourite programme was environmental, 3.1% indicated religious programmes as their favourite

programmes as the sought for spiritual nourishment and growing their faith,4.1% indicated developmental programmes as they favourite as they sought to be empowered,16.3% indicated programmes dealing with relationship issues as their favourite as they sought for relationship advice and marriage tips to keep their relationships and marriage intact while 9.2% indicated otherwise as they either did not have access to radio or they did not listen to radio. The findings are in line with the assumption of uses and gratification theory which state that media audiences are active and goal oriented hence have full control over what effects the media has on them as they choose the source of media to use as per their needs. Staples (1998) echoed similar sentiment when he stated that theory is useful in establishing in what way and why people are exposed to a specific media channel or contents.

The study established that the most liked programmes by young women were entertainment, health and relationship programmes. Entertainment was the most liked because radio plays music almost every hour. Anquadah (2012) echoed similar sentiments when he established that the residents listened to radio majorly for education and entertainment purposes. The findings indicate that audiences have different gratifications that they seek from radio hence the varied choices on favourite radio programmes and preferred radio formats. Similar sentiments are echoed by Gathigi (2009) when he argued that individuals listen to radio programmes they deem useful and interesting to them at specific times.

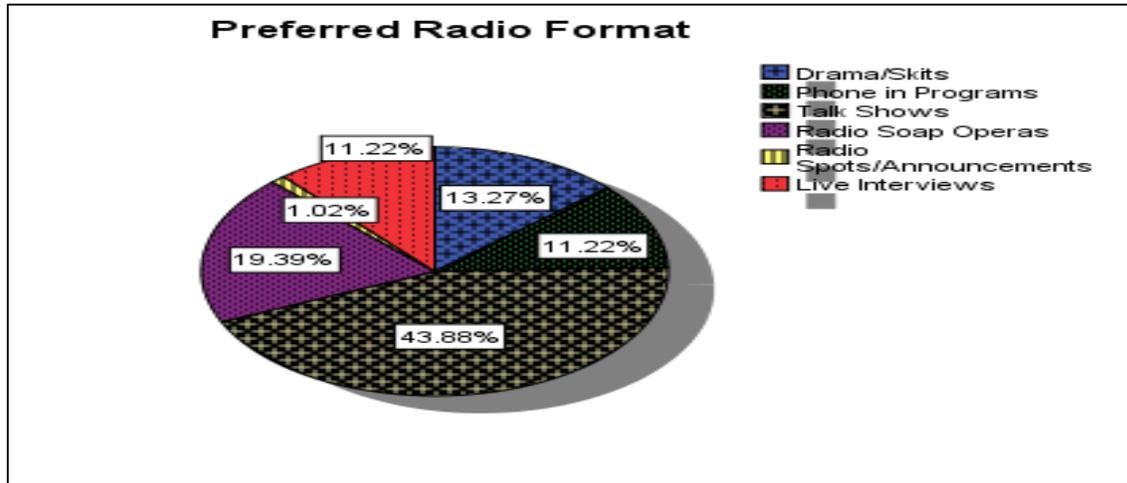
Table 4.5: Favourite radio Programme

Favourite programme	Frequency	Percent
News	14	14.3
Entertainment/ music	29	29.6
Health	22	22.4
Environmental	1	1.0
Religious	3	3.1
Developmental	4	4.1
Relationship	16	16.3
Not Applicable	9	9.2
Total	98	100.0

4.2.4.1 Preferred radio format

The study sought to establish the respondent preferred radio formats.

Figure 4.11: Preferred radio format



From the findings, 43.88% of the respondents indicated that talk shows was their preferred radio format because presenters and invited guest experts working in different fields get to discuss a topic of interest in detailed and also give instant response to listeners and callers questions sent via texts and calls. One of the respondents in FGDs stated that she liked talk shows because experts are invited to advice on choice of contraceptives, their side effects as well as advising them on safe sex. The findings also showed that 11.22% indicated phone-in programmes as their preferred radio as they got a chance to air their views and grievances hence their issues could be addressed, 13.27% indicated drama/skits as they found them educative and entertaining at the same time, 11.22% indicated live interviews as they preferred radio format as they got a chance to ask questions on air. Radio spot was the least preferred radio format as only 1.02% indicated that they preferred the format. 19.39% indicated radio soap operas as their preferred radio format as they stimulate the listener's imagination and also found them more appealing as they could relate with the characters in the stories. Rodgers et al., (1999) did a study on the effects of entertainment-education radio soap opera on family planning behaviour in Tanzania a case of *Twende na Wakati* soap opera. They established that the edutainment programme helped in improving family planning as listeners' efficacy in determining their family size as 23% of the audience reported having adopted family planning due to direct response to listening to the drama.

The findings imply that talk shows and radio soap operas are the most preferred radio formats by young women hence, Koch FM should incorporate these formats in programmes targeting young women. Radio soap operas have been documented for their power to arouse the listener's imagination.

4.3 Contribution of Koch FM programmes in the prevention of early and unintended pregnancies among young women

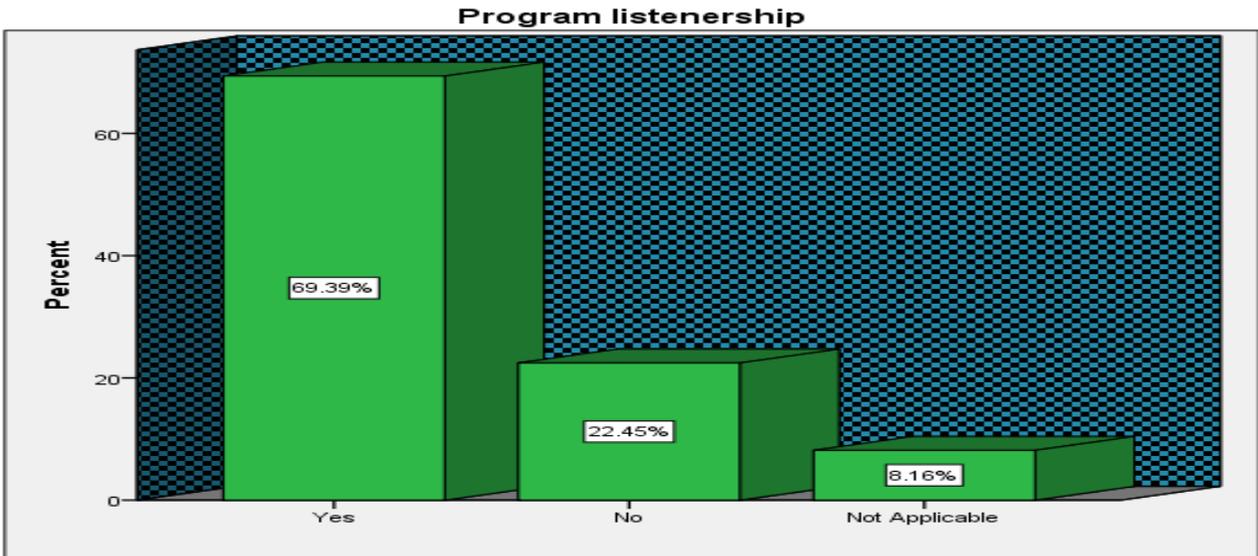
The second objective was to investigate the contribution of Koch FM programmes in prevention of early and unintended pregnancies among young women in Korogocho. The study sought to establish how programmes on early pregnancies have impacted lives of young women in Korogocho Informal settlements by looking at its listenership because impact and effectiveness of any programme is determined by its listenership.

The study sought to establish whether respondents listen to Janjaruka programme on KochFM that tackles how to prevent early and unintended pregnancies. Its conceptualisation was informed by issues facing youths in the area such as high incidences of unwanted pregnancies, early marriages as well as unemployment.

Respondents were asked, "Do you listen to Koch FM programmes on early and unintended pregnancies, if yes mention the name of the programme."

Majority of the respondents (69.39%) indicated that they listened to the programme and 22.45% indicated No while 8.16% indicated otherwise. This implies a good number of young women received and appreciate the messages aired on radio in regard to early and unintended pregnancies. This indicates that radio plays an important role in disseminating health information. Of those who listened to the programme, 45% of the respondents knew the name of the programme as Janjaruka and the time it aired, 25% recalled the name of the presenters as Caroline and Johnson while 30% could neither recall the name of the programme nor the presenter since they did not listen to the programme or the radio station.

Figure 4.12: Listenership to Koch FM programmes on early and unintended pregnancies



4.3.1 Information contained in Janjaruka programme

The study sought to establish if the respondents really listen to Janjaruka programme by asking them to state what information is contained in the programme.

Majority of the respondents (70%) identified reproductive health, benefits of using contraceptives, family planning methods, girl child education, the prevention of early and unintended pregnancies, dangers of abortion, domestic violence, rape cases, FGM and importance of practising safe sex as some of the information contained in the programme while 30% did not know what was contained in the programme because they stated they did not listen to the programme. This implies that Koch FM airs programmes that address the needs of the community as a majority of young women tune in to listen to Janjaruka programmes as they find the programmes informative and educative.

4.3.2 Usefulness of Janjaruka programme to young women

The third objective of the study sought to establish how the respondents have benefited from listening to Janjaruka programme.

Findings from FGDs and questionnaires established that respondents had learned about the dangers of having an abortion, benefits of using contraceptives and different family planning methods as well as protective measures towards the prevention of early and unintended pregnancies.

Some of the respondents in FGDs stated that they learnt that they could have access to free family planning pills from the health centres and visited the health centres to be advised accordingly and also to get free family planning pills.

Majority of the respondents attributed their use of contraceptives to having listened to the Janjaruka programme that advised them on the benefits of using contraceptive in planning their births and family size.

The findings imply that Koch FM is effective in its programming since the respondents apply the information received in their day to day life. This is in line with what Quebral (2005) stated about the success of communication programmes as depending no less on the amount of information disseminated as on motivating people to act on the information.

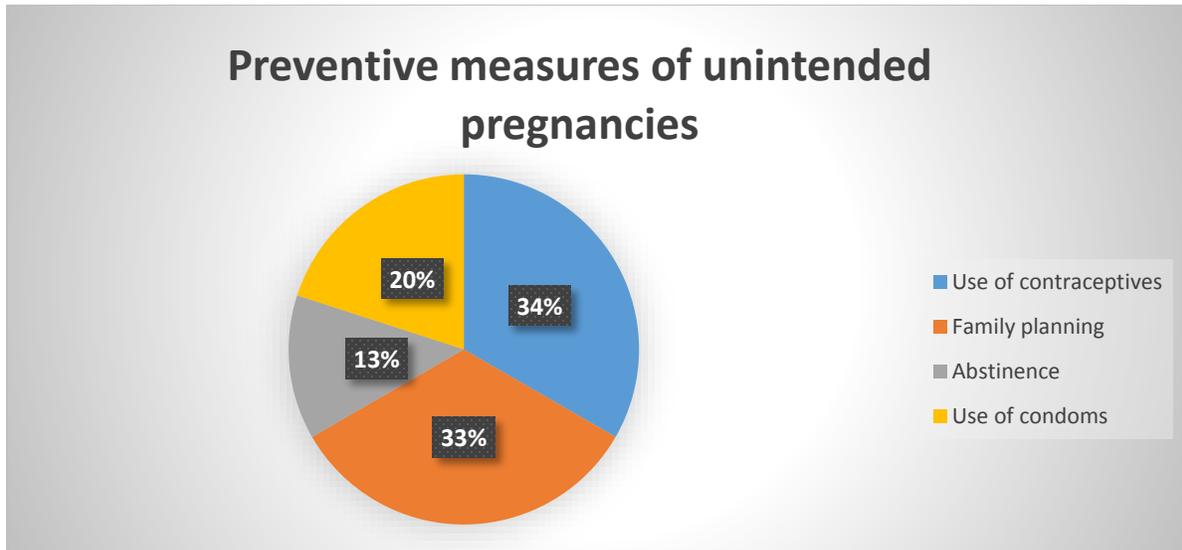
4.3.3 Preventive measures of unintended pregnancies mentioned in the programme

The study sought to establish preventive measure against unintended pregnancies mentioned in the programme.

The study established that 34% of the respondents indicated that unintended pregnancies could be prevented through use of contraceptives, 33% indicated use of family planning, and 20 % indicated use of condoms while 13% indicated abstinence as preventive measures of unintended pregnancies.

From the findings, use of contraceptive and family planning methods are the most communicated messages towards the prevention of unintended pregnancies. This implies that Koch FM is effective in its programming towards the prevention of unintended pregnancies as respondents know ways through which unintended pregnancies can be prevented.

Figure 4.13: Preventive measures of unintended pregnancies



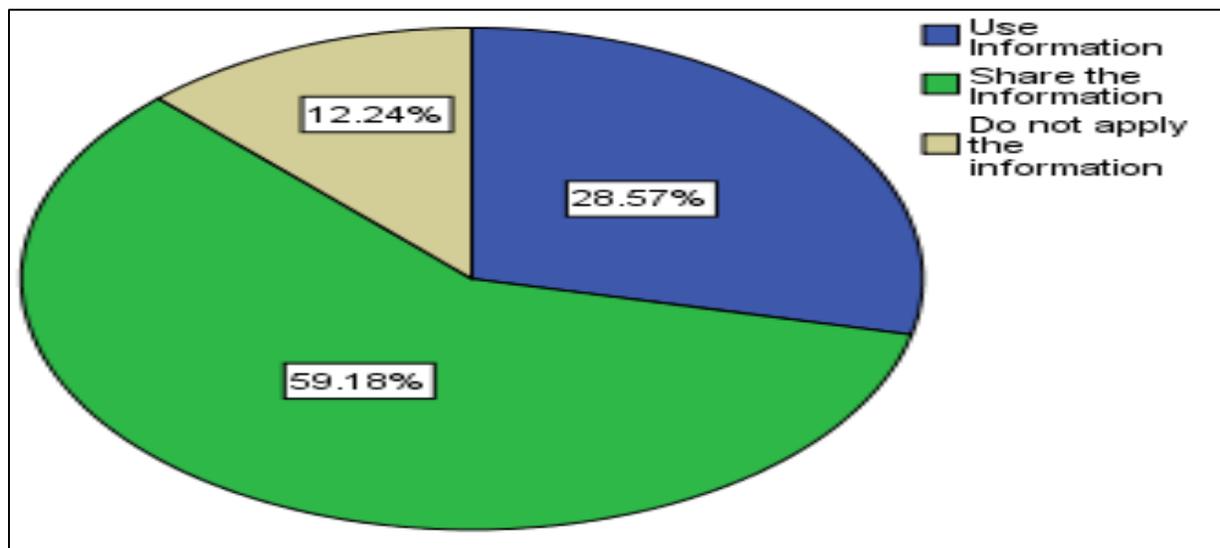
4.3.4 Application of knowledge gained

When respondent FGDs were asked how they apply the information received from the programme on early and unintended pregnancies, they stated that they used the information to prevent themselves from having unintended pregnancies, visited health centres for free family planning pills and also shared the information with their peers. Some also stated that through the programmes, they had learnt to track their fertility hence avoided having sex when ovulating.

One of the respondent stated that the radio station had helped in debunking the myths she had about contraceptives being for married people as she learnt that she could use contraceptives to prevent herself from unintended pregnancies. Another stated that through the programme, she had learned the benefits of using family planning to avoid mistimed and unwanted pregnancy as her first pregnancy was unintended.

Majority of the respondents (59.18%) indicated that they found the information helpful hence shared it with peers and those who did not have access to the medium, 28.57% indicated that they used the information to prevent themselves from having early and unintended pregnancies while 12.24% indicated they did not apply the information in any way. This is in line with thoughts of Moemeka (1981) who noted that apart from reaching people in remote and marginalised areas, community radio serves as an important educational tool for social change by helping in transition to new positive practices which lead to the change in attitude as well as behaviour.

Figure 4.14: Application of knowledge gained



4.4 Effectiveness of Koch FM in addressing the issue of early and unintended pregnancies

The study sought to establish the effectiveness of Koch FM in addressing the issue of early and unintended pregnancies by looking at the accessibility of transmitted information to young women in Korogocho slum and ratings of the transmitted information.

Community radio entails that its programming should be based on community access and participation and should always reflect the special interests and needs of the community it is licensed to serve.

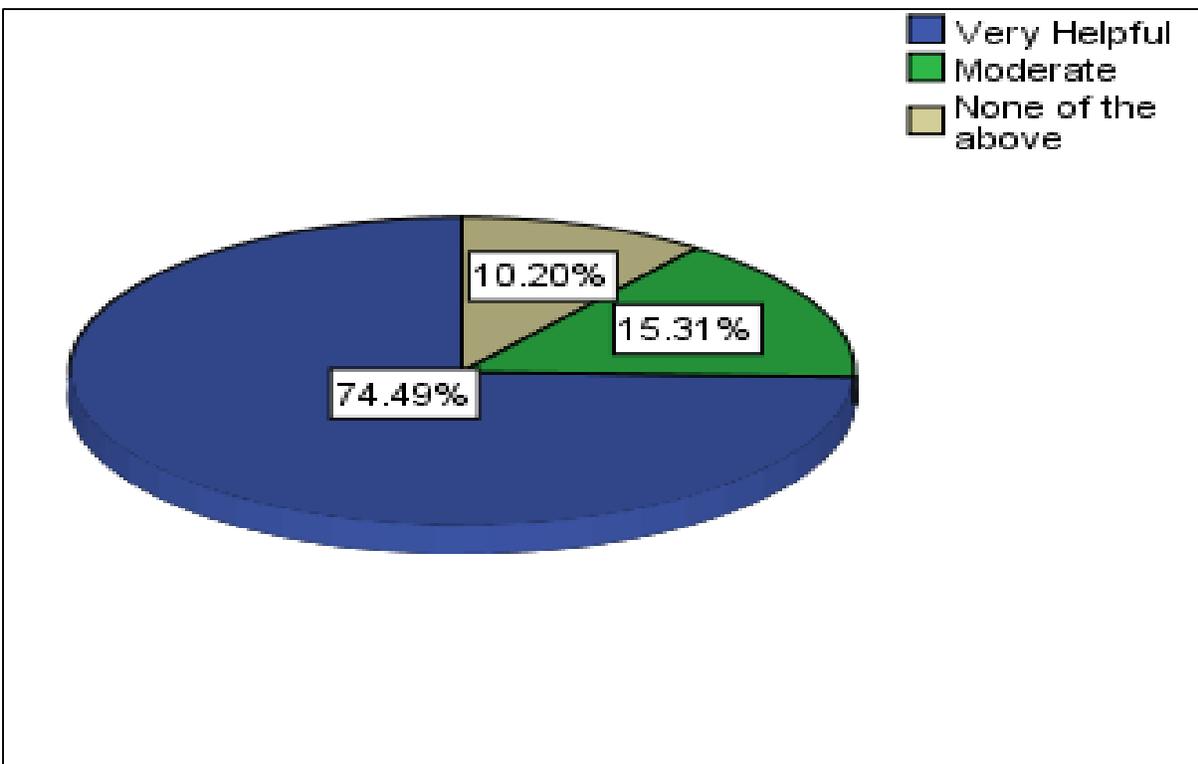
The constitution guarantees that citizens have a democratic right to reliable, accurate and timely information. Based on the aforementioned rights, it is a matter of public interest that community radio should incorporate the principle of access and participation.

Access entails that the community radio should be available to community members hence its patterns of broadcasting should reach all members of the community it is mandated to serve. The feedback channel should always be open and maintain full interaction between producers and receivers of messages which are the listeners.

From the findings, 69% of the respondents indicated that the message on the prevention of unwanted early pregnancies by Koch FM was accessible to young women in Korogocho since the station had an open door policy where individuals can walk into the radio station and be provided with whatever information they required.

Besides, 74% women indicated that they found the information aired by Koch FM to very helpful, 15% indicated that the information was moderately helpful while 11% indicated otherwise. In addition the feedback channel of Koch FM is always open as the respondents in FGDs indicated that they participated either by sending text messages or by calling. This implies that Koch FM is effective in its programming.

Figure 4.15: Significance of transmitted information



In as much as the transmitted information was found to be helpful as they stated they used the applied the information and some even shared the information with friends, 12.24% of respondents indicated that they did not apply the information in any way. This implies that radio plays an important role in creating awareness but behaviour change comes from individuals own decision. One of the respondents who did not apply the information stated that her husband does not allow her to use family planning because he believes that if a woman is using family planning she becomes very watery with men and she wants to satisfy her man.

CHAPTER FIVE SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Overview

The chapter presents a summary of the findings of the study, the conclusion made from the findings as well as the recommendation for the study. It also provides suggestions for further studies.

5.1 Summary of findings

5.1.1 Listenership and level of young women participation in programmes aired

The study sought to find out whether respondents in Korogocho slum listen to Koch FM because the impact and effectiveness of any programme are determined by its listenership. The findings revealed that 94.9% of the respondents indicated that they had access to a radio while 5.1% indicated that they did not have access to radio. Regarding the place where they accessed the radio, 58.2% respondents revealed that they accessed radio at home, 27.6 % from the phone, 3.1% at work, 9.2% from neighbours while 2% from matatu.

The study established that a good number of young women in Korogocho listened to Koch FM on a daily basis as 89.8% of the respondents indicated that they listened to Koch FM while 10.2% indicated otherwise. In addition, 32.7% of the respondents indicated that they listened to Koch FM hourly, 46.9% on a daily basis, 8.2% weekly and 12.2% indicated not applicable because they listen to other radio stations such as Kiss FM, Classic FM, and Radio Jambo.

The study found out 13.27% of the respondents indicated that they listened to Koch FM for less than an hour, 31.63% indicated an hour, 36.73% indicated more than an hour and 10.20% indicated 24 hours whereas 8.16% indicated otherwise.

In terms of listening time, 13.27% of the respondents indicated they listened to Koch FM around morning hours from 6 am to 9 pm, 41.84% indicated mid-morning from 9 am to noon, 18.37% indicated afternoon from 1 pm to 6 pm, 16.33% indicated evening from 6 pm to midnight while 10.20% indicated otherwise.

The study established that respondents sought for various gratifications by listening to the radio as 6.1 % indicated that they listened to the radio at the mentioned time because it was their leisure time, 24.5% indicated entertainment, 27.6% indicated that they tuned in because their favourite programme airs at that time, 4.1% indicated their favourite presenter was on the air, 21.4% tuned in for education purposes, 3.1% indicated they listen to radio at them mentioned time to get some sought of emotional release and 4.1% indicated they tuned in for companionship since they were alone at the mentioned time while 9.2% indicated otherwise. The study established that the most liked programmes by young women are entertainment, health and relationship programmes.

5.1.2. Participation in programme aired

A Majority of the respondents (61.22%) indicated that they participated in programmes aired on Koch FM while 38.78% indicated otherwise. Regarding mode of participation, despite 89.80% of the respondents indicating that they listened to Koch FM, not all of them participated in the programmes offered by Koch FM. Only 61% of the women participated in any way. The study singled out SMS and calling as some of the major ways the respondents participated in programmes aired as 44.9% of the respondents indicated that they participated by sending text messages, 12.4% through calling, 3.06% through featuring in the programmes as casts and 1% indicated they were involved in the production of programmes aired while 38.78% indicated otherwise. This implies that Koch FM does not engage the community in production and management of programmes aired. The approach of community radio tends to be different from conventional broadcasting because its specific focus is to make its audience the main protagonist through involving them in every facet of its management and programme production and by providing them with programming that will benefit them in the development and social advancement of the community (community handbook, 2005).

5.2 Impact of Koch FM's programmes in the prevention of early and unintended pregnancies among young women in Korogocho slum

The study established that the programmes have had positive impacts on young women lives as those who listened to the programme acknowledged that the information transmitted was very helpful as they applied and even shared the knowledge obtained to prevent themselves from having unwanted pregnancies.

Respondents reported having learned on the dangers of having an abortion, benefits of using contraceptives and different family planning methods as well as protective measures towards the prevention of early and unintended pregnancies. The study established that respondents were using contraceptives and family planning to prevent themselves from having an unwanted pregnancy and mistimed births.

Majority of the respondents (59.18%) indicated that they found the information to much help hence shared the information, 28.57% indicated that they used the information to prevent themselves from having early and unintended pregnancies while 12.24% indicated they did not apply the information in any way.

This is in line with what Quebral (2005) stated about the success of communication Programmes as depending no less on the amount of information disseminated as on motivating people to act on the information.

5.3 Effectiveness of Koch FM in addressing the issue of early and unintended pregnancies facing young women

A significant 69% of the respondents indicated that the message on the prevention of unwanted early pregnancies by Koch FM was accessible to young women in Korogocho since the station had an open door policy where individuals can walk into the radio station and be provided with whatever information they required. Also, 74% women indicated that they found the information aired by Koch FM to very helpful, 15% indicated that the information was moderately helpful while 11% indicated otherwise.

In as much as the transmitted information was found to be helpful as they stated they used the applied the information and some even shared the information with friends, 12.24% of respondents indicated that they did not apply the information in any way. This implies that radio plays an important role in creating awareness but behaviour change comes from individuals own decision.

5.4 Conclusion

This study sought to establish the effectiveness of Koch FM programmes in the prevention of unintended pregnancies among young women in Korogocho informal settlements.

The study concludes that Koch FM is effective in its programming since the respondents apply the information received in their day to day life. Similar sentiments are echoed by Quebral (2005)

about the success of communication programmes as depending no less on the amount of information disseminated as on motivating people to act on the information. However, regarding involvement of locals in aspects of management and production of the aired programme, the study found out that the major ways that the local participated was through texting and calling. This differs with the objective of community radio which is to make its audience the main protagonist through involving them in all aspects of its management and programme production and by providing them with programming that will benefit them in the development and social advancement of the community (community handbook, 2005). This was evident as 45% of the respondents knew the name of the programme and the time it airs, 25% recalled the name of the presenter while 30% could neither recall the name of the programme nor the presenter since they did not listen to the programme or the radio station.

The study established that radio is one of the most popular and favourite media in Kenyan households as most young women listen to Koch FM on a daily basis.

Most of the young women listen to the radio during mid-morning and afternoon hours hence information targeting to educate young women should be aired during mid-morning and afternoon hours. The most liked programmes by young women are entertainment, health and relationship programmes since the women sought to be educated and entertained while the most preferred radio programme format was radio soap operas.

Concerning the impact of the programmes in the prevention of unintended pregnancy, the study concludes that the programmes have had positive impacts on young women lives as those who listened to the programme acknowledged that the information transmitted was very helpful as they applied and even shared the knowledge obtained to prevent themselves from having unwanted pregnancies.

5.5 Recommendations

Based on the findings of the study, this study thus recommends

1. Koch FM should involve the locals in the generation of content and production of programmes.
Mody (1991) posits that participatory communication major intention is to return to the roots of its meaning, which, similarly to the term community entails involving the community who have shared problems, objectives and goals in the decision making processes of development projects.
2. For programmes targeting young women, radio stations should ensure that these programmes have an aspect of edutainment given the respondents preference on education and entertainment as some of the major reasons they tune in to listen to radio.
3. Programmes targeting young women should be scheduled for mid-morning and afternoon hours because most young women listen to radio during this time.
4. The study recommends for radio stations to adopt formats such as talk shows and radio soap operas in its programming because they tend to appeal to young women.

5.6 Suggestions for further studies

1. The study can be conducted in other informal settlements so as to compare the findings.
2. A study to be done in other counties to establish the effectiveness of vernacular station in the prevention of unintended pregnancies among women in rural areas.
3. Further studies can be done to establish the effective of television and newspaper in the prevention of unintended pregnancies among women in general.

REFERENCES

- African Population and Health Research Centre, Ministry of Health Kenya, Ipas, Guttmacher Institute. *Incidence and Complications of Unsafe Abortion in Kenya: Key Findings of a National Study*. Nairobi, Kenya: African Population and Health Research Centre, Ministry of Health, Kenya, Ipas, and Guttmacher Institute; 2013.
- Ageng'a. G.O (2015). *Influence of Mass Media on Contraceptive Use among Kenyan Women*.
- Altheide D. L. C. J. Schneider. 2nd Ed. London: Sage; 2013. *Qualitative Media Analysis*.
- AMARC, 1995. *Waves for Freedom. A report on the Sixth World Conference of Community Radio Broadcasters*. Dakar: Senegal. January 23-39.
- Anguko. A.A. (2014). *Determinants of Contraceptive Use among Women of Reproductive Age in North Eastern Kenya*.
- Anquandah, J. (2012). *Radio Listening Habits of New Abirem Mining Community Residents* (MA Thesis). University of Ghana, Ghana.
- Bowen, G. A. (2009). *Document Analysis as a Qualitative Research Method*. *Qualitative Research Journal*, 9(2), 27-40. Doi:10.3316/Qrj0902027
- Burns, A. (1999). *Collaborative Action Research for English Language Teachers*. Cambridge: Cup
- Commission, Kenya Human Rights, And Reproductive Health And Rights Alliance, *Teenage Pregnancy And Unsafe Abortion; The Case Of Korogocho Informal settlements* (Kenya HumanRightsCommission,2010)<[Http://Resource.Khrc.Or.Ke:8181/Khrc/Handle/123456789/84](http://Resource.Khrc.Or.Ke:8181/Khrc/Handle/123456789/84)> [Accessed 12 March 2017]
- Edegoh, L.O.N. & Asemah, E.S. (2014). *Anambra State residents and their attitudes toward security awareness campaign in the media*. *Zaria Journal of Communication*, 2 (2), 121 – 140.
- Fairbairn, J. 2000. *Community Participation and Sustainability in Community Radio*. A paper presented at a Workshop on “Gender and Sustainability in Community Radio”. GAP: Open Society Foundation-South Africa. P 6-7.
- Fraenkel, J. R. & Wallen, N. E. (2003). *How To Design And Evaluate Research In Education*. Fifth Ed. New York: Mcgraw-Hill.
- Fraser, C., & Estrada, S. R. 2001. *Community Radio Handbook*: UNESCO.

- Galavotti, et al. 2001. *Modelling and Reinforcement to Combat HIV: the MARCH approach to behaviour change*. American Journal of Public Health, Vol. 91, No. 10
- Gathigi, G. W., (2009). *Radio Listening Habits among Rural Audiences: An Ethnographic Study of Kieni West Division in Central Kenya* (Doctoral Dissertation). Ohio University, Ohio, USA.
- Girard, B. 2007. What is Community Media? <http://man.comunica.org/archives/101>
- 'Hospital Admissions Resulting From Unsafe Abortion: Estimates From 13 Developing Countries - The Lancet' <[Http://Thelancet.Com/Journals/Lancet/Article/Piis0140-6736\(06\)69778-X/](Http://Thelancet.Com/Journals/Lancet/Article/Piis0140-6736(06)69778-X/)
- Katz, E., Blumler, J.G. and Gurevitch, M., "Utilisation of Mass Communication by the Individual", in Blumler, J. and Katz, E. (Eds), the Uses of Communications, Sage, Beverly Hills, CA, 1974
- Kreps, G.L. (1988). *The Pervasive Role of Information in Health Care: Implications for Health Communication Policy*. In J. Anderson (Ed.), Communication Yearbook 11, (238-276). Newbury Park, Ca, Sage.
- Kuewumi, J. B. (2009). *Radio: How it Impacts the Listener Personally*. Babcock University Mass Communication Journal, 2(1), 138-149.
- Kulkarni, M.S. 2003. "Exposure To Mass Media And Its Impact On The Use Of Family Planning Methods By Women In Goa." Health And Population Perspectives And Issues, 26(2): 87-93.
- Lawrence, J. J (2012) *.Health Programming And Community-Based Radio Stations in Sub-Saharan Africa: An Example from Zambia*.
- Maiman, L.A and Becker, M.H. (1974). *The Health belief model: origins and correlates in psychological theory*. In health education mongr, pp. 336-353. (n.d.).
- McQuail, D., Blumler, J.G. and Brown, J.R., "The Television Audience: A Revised Perspective", in McQuail, D. (Ed.), Sociology of Mass Communications, Penguin, Harmondsworth, 1972.
- Mody, B., (ed) (1997). Communication and Development: Beyond Panaceas. *The Journal of International Communication*, 4 (2), 138 pp
- Moemeka, A. (1994). *Community Education for Development*. Ahmadu Bello University Press
- Myers, M. (2008) *Radio and Development in Africa: A Concept Paper*. Ottawa, International

Development Research Centre.

- Ngechu. M. (2004), *Understanding the Research Process and Methods. An Introduction to Research Methods*. Acts Press, Nairobi.
- Odhiambo, L. O. (2012). *The media environment in Kenya since 1990*. African Studies, 61(2), 295-322.
- Orodho, A. (2003). *Essentials of Education and Social Science Research Methods*. Nairobi: Masola Publishers.
- Ottah, G. A. (2016). *Radio Listening Behaviour among Market Women in Anyigba, Kogi State*. Online Journal of Arts, Management and Social Sciences, 1(2), 148 – 160.
- Parrott, R. (2004). *Emphasizing “Communication” In Health Communication*. J Commun 54, 751-87.
- Patton Mq. *Qualitative Research and Evaluation Methods*. 3rd Sage Publications; Thousand Oaks, Ca: 2002
- Quebral, N. (2005). *Development Communication in the Agricultural context. In Communication for Social Change Anthology: Historical and Contemporary Readings* (pp. 54-58). New Jersey: Denise Gray-Felder.
- Servaes, J., (2002). *Approaches to Development Communication*. Paris: UNESCO. 79
- Somekh, B. And Cathy, L. (2005), *Research Methods in the Social Sciences*. London: Sage Publications Inc.
- Spradley Jp. *The Ethnographic Interview*. Holt, Rinehart & Winston; New York: 1979.
- Tuchman, G. (1973). *Making News*. New York: Free Press
- WHO, 2004. *Unsafe Abortion. Global and Regional Estimates of the Incidence of Unsafe Abortion and Associated Mortality*. Geneva: World Health Organisation.
- <https://www.google.com/maps/place/Korogocho,+Nairobi/@-1.2532085,36.8798936,15.71z/Data=!4m5!3m4!1s0x182f143620de49a5:0x7cc86215c09a6240!8m2!3d-1.2503642!4d36.8909401>
- <http://www.ipas.org/en/news/2015/march/complications-from-unsafe-abortion-common-in-kenya.aspx>

APPENDICES

APPENDIX I: QUESTIONNAIRE

My name is Doris Ahenda, student at the University Of Nairobi School Of Journalism currently undertaking a Master's Degree in Communication Studies. I am conducting a study on the *Effectiveness of Koch FM community radio programmes in the prevention of unintended pregnancies among young women in Korogocho informal settlement.*

The information generated from these study will be used for academic purposes only hence will be treated with utmost confidentiality.

Kindly tick (√) where appropriate

SECTION A. DEMOGRAPHIC INFORMATION

1. Age bracket

- a) 18-21 ()
- b) 22-25()
- c) 26-29()
- d) 30-35()

2. Education Level

Level of education	Tick(√) where appropriate
a) Primary School	
b) Secondary School	
c) College	
d) University	

3. Marital status

- a) Married ()
- b) Single ()
- c) Divorced ()

4. Employment status

- a) Employed ()
- b) Unemployed ()
- c) Self Employed ()

5. Occupation

- a) Housewife ()
- b) Business lady ()
- c) Student ()
- d) Teacher ()
- e) Saloonist ()
- f) Journalist ()
- g) Specify other.....

SECTION B. ACCESS TO RADIO, LISTENERSHIP, PARTICIPATION, AND IMPACT OF RADIO PROGRAMMES

- 6. Do you have access to radio?
 - a) Yes ()
 - b) No ()
- 7. Where do you access the radio?
 - a) Home ()
 - b) Phone ()
 - c) Work ()
 - d) Neighbour ()
 - e) Matatu ()
 - f) Friends ()
- 8. Do you listen to Koch FM?
 - a) Yes ()
 - b) No ()
- 9. If yes, how often do you listen to Koch FM?
 - a) Hourly ()
 - b) Daily ()
 - c) Weekly ()
 - d) Rarely ()
 - e) Not Applicable ()
- 10. How many hours do you spend listening to Koch FM radio?
 - a) Less than an hour ()
 - b) An hour ()

- c) More than an hour ()
- d) 24 Hours ()
- e) Not applicable ()

11. What time do you listen to Koch FM

- a) Morning hours 6 am to 9 am ()
- b) Mid-morning 9 am to 12 noon ()
- c) Afternoon 1pm to 6 pm ()
- d) Evening 6 pm to midnight ()
- e) Not applicable ()

12. Why do you listen to radio at the mentioned time?

- a) Leisure time ()
- b) Entertainment ()
- c) Listening to favourite programme ()
- d) Favourite presenter is on air ()
- e) For escapism ()
- f) Education purposes ()
- g) For emotional release ()
- h) For companionship ()
- i) Specify other.....

13. Do you participate in programmes aired on Koch FM?

- a) Yes ()
- b) No ()
- c) Not Applicable ()

14. If yes, how do you participate?

- a) Producer ()
- b) Manager ()
- c) Director ()
- d) Editor ()
- e) Actress ()
- f) SMS ()
- g) Calling ()

h) Not Applicable ()

15. Which is your favourite radio programme in Koch FM?

- a) News ()
- b) Entertainment/ music ()
- c) Health ()
- d) Environmental ()
- e) Religious ()
- f) Developmental ()
- g) Relationship ()

16. Which is your preferred radio format?

- a) Drama/ skits ()
- b) Phone in programmes ()
- c) Talk shows ()
- d) Radio soap operas ()
- e) Radio spots/announcements ()
- f) Live interviews ()

17. Do you listen to Koch FM programmes on early and unintended pregnancies?

- a) Yes ()
- b) No ()
- c) Not applicable ()

18. If yes, mention the name of the programme.....

19. What information is contained in the programme that you have mentioned?

.....
.....

20. Have you ever participated in programmes of unintended pregnancies aired on Koch FM?

If yes indicate mode of participation.

21. In what way has Janjaruka programme contributed to the prevention of unintended pregnancies among young women?.....

22. How can you prevent yourself from having unintended pregnancies?

.....
.....
.....

23. In what way have you benefited from listening to Janjaruka programme?

.....
.....

24. How do you apply the knowledge gained from listening to the programme on early pregnancies?

.....
.....

25. Do you think the transmitted information by Koch FM on the prevention of unintended pregnancies is accessible to people in Korogocho community?

a) Yes () Explain how.....

.....

b) No ()

c) Not applicable ()

26. How do you rate the information obtained from programmes on unintended pregnancies?

a) Very helpful ()

b) Unhelpful ()

c) Moderate ()

d) None of the above ()

Thank you for your time!

APPENDIX II: INTERVIEW GUIDE FOR FGDS

- i. Do you listen to Koch FM?
- ii. How often do you listen to Koch FM
- iii. How many hours do you spend listening to Koch FM radio?
- iv. What time do you listen to Koch FM?
- v. Why do you listen to radio at the mentioned time?
- vi. Have you ever participated in any programmes aired on Koch FM?
- vii. How do you participate?
- viii. Which is your favourite radio programme in Koch FM?
- ix. Do you listen to Koch FM programmes on early pregnancies?
- x. What information is contained on the programme?
- xi. Which format does Koch FM use in its programmes on abortion and unintended pregnancies?
- xii. Which is your preferred radio format?
- xiii. How can you prevent yourself from having an unintended pregnancies?
- xiv. Do you think the transmitted information by Koch FM on the prevention of unintended pregnancies is accessible to people in Korogocho community?
- xv. In what way have you benefited from listening to the Programme?
- xvi. How do you apply the knowledge gained from listening to the programme on unintended pregnancies?
- xvii. How do you rate the information obtained from programmes on abortion and unintended pregnancies?

APPENDIX: III CERTIFICATE OF FIELD WORK



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 22/06/2018 in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/82870/2015

Name: DORIS AHENDA

Title: THE EFFECTIVENESS OF KOCH FM COMMUNITY RADIO

PROGRAMS IN PREVENTION OF UNINTENDED PREGNANCIES AMONG
YOUNG WOMEN IN KOROGOCHO INFORMAL SETTLEMENT

SUPERVISOR

Dr Samuel Sirungi
PROGRAMME COORDINATOR

Dr Ndetei Nalati
DIRECTOR

SIGNATURE

SIGNATURE

SIGNATURE/STAMP

DATE

DATE

DATE

22/6/2018

28/6/2018

28.6.18



APPENDIX IV: CERTIFICATE OF CORRECTIONS



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 28/09/2018 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/82870/2015

Name: PORIS AHENDA

Title: EFFECTIVENESS OF KOCH FM COMMUNITY RADIO PROGRAMMES IN

THE PREVENTION OF UNINTENDED PREGNANCIES AMONG YOUNG WOMEN IN
KOROGOCHO INFORMAL SETTLEMENT

Dr. Peter D. Onyiah
SUPERVISOR SIGNATURE

9/11/2018
DATE

Dr. Samuel Siringi
ASSOCIATE DIRECTOR SIGNATURE

12/11/2018
DATE

Dr. Ndethi Ndethi
DIRECTOR SIGNATURE

12.11.18
DATE



APPENDIX V: CERTIFICATE OF ORIGINALITY



Document Viewer

Turnitin *Originality Report*

- Processed on: 07-Nov-2018 11:44 EAT
- ID: 1034560582
- Word Count: 15852
- Submitted: 1

EFFECTIVENESS OF KOCH FM COMMUNITY RADIO PROG... By Doris Ahenda

Similarity Index

13%

Similarity by Source

Internet Sources:

9%

Publications:

5%

Student Papers:

8%

exclude quoted exclude bibliography excluding matches < 5 words download refresh print mode:

1% match (Internet from 17-Aug-2013)

<http://ccfcindia.net>

1% match (publications)

Kola Adesina, Okunnu Ganiu, Olanlokun Sukurat R.. "chapter 4 Television as Vehicle for Community Development", IGI Global, 2018

1% match (publications)

Peter da Costa. "The Growing Pains of Community Radio in Africa", Nordicom Review, 2012

1% match (student papers from 28-Dec-2015)

Submitted to University of Hyderabad, Hyderabad on 2015-12-28

1% match (Internet from 18-May-2018)

<http://d-scholarship.pitt.edu>