Community Radio as a Participatory Communication Tool in Kenya: An Audience Survey of Korogocho (KOCH) FM and Multimedia University (MMU) FM in Nairobi

By

Marceline A. Nyambala

K50/70323/2007

A Research Project Report submitted in Partial fulfillment for the award of Master of Arts degree in Communication Studies, School of Journalism and Mass Communication, University of Nairobi
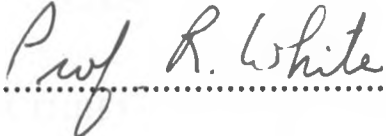
November 2011

Declaration

I, the undersigned, declare that this is my original work that has not been submitted to any other college, institution or university other than the University of Nairobi for academic credit.

Signed... Date... *18 November 2011*

Marceline A. Nyambala

Registration No - K50/70323/2007

This project has been presented for examination with my approval as the appointed supervisor:

Signed... *Prof. R. White*

Date... *Nov 23, 2011*

Professor Robert White

School of Journalism
University of Nairobi

Table of Contents

List of Tables

List of Figures

List of Abbreviations

AMARC	-	The World Association of Community Broadcasters
AMWIK	-	Association of Media Women in Kenya
CR	-	Community Radio
CCK	-	Communications Commission of Kenya
CSR	-	Community Social Responsibility
FM	-	Frequency Modulation
MMU	-	Multimedia University
KCOMNET	-	Kenya Community Media Network
KMD	-	Kenya Metrological Departments
KOCH FM	-	Korogocho FM
MMU	-	Multimedia University
NGO	-	Non Governmental Organization
SDA	-	Seventh Day Adventists
SPSS	-	Statistical Package for the Social Sciences
MCIDP	-	Mang'elete Community Integrated Development Project
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
VMMC	-	Voluntary Male Medical Circumcision

Acknowledgements

Abstract

This study broadly examines the effectiveness of community radio as a participatory communication tool in two selected audiences in Kenya specifically seeking; to establish the involvement of community members at inception and running of community radio stations; to establish how audience information needs are understood and sought regularly; to determine knowledge and participation patterns within communities in broadcasting areas; to establish the factors affecting knowledge and participation in broadcasting; to examine efforts of the radio stations to mobilize communities to participate in their stations; to establish perceived relevance and impact of the community radio stations in meeting their objectives and those of the community

The study uses both qualitative and quantitative methodology; personal interview and a three-part pre-coded semi-structured questionnaire are used on two radio audiences from Koch FM in Korogocho and MMU FM in Multimedia University to establish the levels of audience knowledge, participation and overall relevance and effectiveness of their radio stations. Analysis is done through the Statistical Package for the Social Sciences (SPSS) Version 16.0.

There is confirmed inadequate audience involvement at inception, in planning and startup of both radio stations, but there is overall minimal involvement of audience in the preparation of programmes and continued running of the stations. Harmony between the objectives of the community and the objectives of the community radio remained unclear in the study results but the objectives of the community radio remained clear in the study. For audience information needs, respondents said they still need programmes that would address security issues, gender issues, and access to employment opportunities, among very many other issues.

Knowledge on community radio objectives was poor, and listeners were inadequately exposed to the radio station. The knowledge gap hypothesis of communication appears affirmed by the fact that knowledge on the community radio station is higher among those with education levels from secondary, college and university as well as higher amongst students, the employed and self employed. Audience intimacy with their local community radio station was almost limited to listening. There was average involvement of the community in identifying problems for the community radio station through focus group discussion, telephone calls, committee

memberships and telephone text messaging; community participation was exhibited through the involvement of the music artistes, and church based organizations in broadcasting. There were perceptions of relevance of radio objectives, programmes or broadcasting themes to the communities. The relationship between perceived importance and perceived attainment of improvements showed that the radio was relatively important toward these issues. The stations had registered impact whereby they had greatly increased awareness of community problems. Greater participation patterns in community radio by community members were likely to result in greater knowledge patterns on the radio stations; and greater knowledge patterns were likely to lead to more dedicated participation patterns in the community radio.

The study recommends greater audience mobilization, so that community members gain more knowledge on the radio stations. The two community radio stations need creative ways to address the recurrent issues of gender based violence, insecurity in the areas and high rates of unemployment from short, medium and long term perspectives. These issues which are also national problems present excellent opportunities on how communities can come up with local solutions to national problems affecting them; build a sustainability component to the stations; work closely with their radio stations to resolve local issues from a national and global perspective. Continuous engagement with the community needs should be sustained with diverse communities being mobilized; training should be conducted in fundraising, outreach activities, social marketing and publicity and public relations; sustained efforts should be used to increase listenership and participation through such simple methods as promoting community listenership through frequent road shows and availing of free media instruments such as small radio handsets and promotional materials.

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.0   Introduction to the Study

The substantive effectiveness of community radio in mass communication is expected because of audience accessibility and lower broadcasting costs. Non-profit community radio has since emerged as a third model of mass communication which directly serves particular communities with broadcast content that they own and is primarily focused on their issues of interest.

A number of such community radio channels have been established in Kenya, with clear objectives within the Kenya Communications Act 2010, also under review. They have had varied results which need to be determined and documented. This study identified two of these stations, and examined their pivotal benefits, not least for listenership, effectiveness and accessibility as communication channels; their lower operational requirements and the education and empowerment that come with audience participation; whereby levels and determinants of participation were examined against a number of discriminatory factors.

Although Kenya's community radio sector is still at infancy, other countries have been experiencing better growth in the sector as juxtaposed with the commercial or multinational media companies. Meadows *et al* (2007) note that the community media sector is growing phenomenally within Australia and other countries; the dominance of the 'global' in this era plays some part in the increasing popularity and prevalence of community media. Internationally, scholars are beginning to consider seriously the impact of the community media sector within the context of globalization and its potential impact on local cultures.

> "This rise in community media research — and indeed in community media forms — could be quite simply attributed to increasing globalization and the need for people to feel 'connected' to their local communities and to the people who create them.," note Meadows *et al (2007).*

By 2003, the study states ten multinational corporations — including AOL Time-Warner, Disney-ABC, General Electric-NBC, Viacom-CBS, News Corporation, Vivendi, Sony, Bertlelesmann, AT&T, and Liberty Media — controlled most of the production of information

1

and entertainment around the globe. The result, according to Kellner & Durham (2006:xxix), amongst others, is 'less competition and diversity, and more corporate control of newspapers and journalism, television, radio, film and other media of information and entertainment'. It is indicative of the community media sector's importance in a globalised world where the maintenance and representation of local cultures through the media has increasingly become a commercial enterprise rather than a community service. In this media environment, audiences are perceived as 'consumers' rather than 'citizens'. For example community radio sector in Australia which is 30 years old, is far bigger than the commercial radio sector which by 2007 had 274 licenses compared to community radio's 361 radio licenses and 79 indigenous community television licenses and four permanent community television stations. The Mc Nair Ingenuity quantitative research revealed that 47 per cent of Australia (7 million) tune in on a monthly basis to community radio stations and about one to six are exclusively community radio listeners. Howley (2005:30) voices the conclusions of many when he asserts that 'locally orientated, participatory media organizations are at once a response to the encroachment of the global upon the local as well as an assertion of the local cultural identities and socio-political autonomy in the light of these global forces'.

1.1   Community Radio in Kenya

Kenya is credited with being the home of Africa's first community station – Homa Bay Community Radio started under Alex Quarmyne, former UNESCO Regional Communication Advisor in Africa and project manager of Homa bay in Kenya. Homa Bay Community Radio broadcast development messages in the Luo language from the shores of Lake Victoria in Nyanza Province. At the time, Kenya was a one-party state, and – fearing an independent voice – the same government dismantled the station after only two years, in 1984.

The first community broadcaster to go on air sustainably over a long duration was Mang'elete Community Radio in February 1994 after waiting for over five years to be granted a license. The station was part of an East African Community Media Project coordinated by EcoNews Africa. It serves the semi-arid Makueni District and broadcasts in Kikamba, interspersed with Kiswahili, for 16 hours per day (6am to 10pm). The station was developed by the Mang'elete Community Integrated Development Project (MCIDP), which brings together 33 poor rural women groups. Originally these started out as radio listening groups for the purpose of exchanging information

2

on nutrition, reproductive health, agriculture and other developmental issues Githaiga (2011). The idea was that the establishment of a radio station of their own would enable them to acquire more information and knowledge as well as enhance their participation. Over the two decades and half when community radio broadcasting has existed in Kenya, there has been great achievement as well as challenges.

By April 2010, a total of 15 community radio stations had been licensed by the Communications Commission of Kenya (CCK) for 2010 broadcasting. The radio stations included Koch FM, Ghetto FM, Kangema FM, Koch FM, Maendeleo FM, Radio Mangelete, MMUST FM, Serian FM, Oltoilo Lee Maa, Pamoja FM amongst others. The growth of community radio station has been slow with varying levels of success but largely wrought with numerous challenges. The slow nascent growth of the sector is well illustrated by the AudienceScape National Survey of Kenya(2009), who conducted a survey on Kenya's national media industry and quoted from a BBC Report; "*Kenya has not been a hotbed of community radio growth*". As observed in a recent BBC Report; "Although the first community radio on the entire African continent was established in Kenya—in Homa Bay in 1982 (and deregistered two years later)—community broadcasting has consistently struggled to gain a foothold in the country." The BBC Report mentioned only a few existing community outlets: Mangelete FM, Radio Maendeleo, Koch FM, Pamoja FM, Mugambo, Jyetu, Shinyalu and Konoina, which collectively reach a tiny percentage of Kenyans. Indeed, in the AudienceScapes National Survey, there were only 19 mentions of Maendeleo (1 percent of respondents, all in the Nyanza Province and mostly rural women, its target audience), one mention of Pamoja, and none of any other community station. In the survey, audiences were asked to mention three of the radio stations they listened to frequently. (AudienceScapes National Survey, 2009)

1.2   Problem Statement

Community radio stations are now a widespread alternative form of media with dissimilar objectives from public and commercial broadcasting in Kenya. It is expected that community radio stations fill the communication vacuums in communities when they solve unique localized problems which state-controlled and other major media houses tend to neglect. "Community radio responds to the needs of the community it serves, contributing to its development within progressive perspectives in favour of social change. Community radio strives to democratize

3

communication through community participation in different forms in accordance with each specific social context," according to World Association of Community Broadcasters (AMARC).

Fairburn and Rukaria (2009), in a study of community radio stations in Kenya, found that most community radio stations in Kenya were vulnerable to political interference, unformed and under skilled governance structures, absence of a sense of their own identity, were out of touch with their audiences and had neither conducted any audience surveys nor involved their target communities at inception. The stations also suffered from poor audience research skills, limited programming skills and formats, and are faced by high turnover of personnel. They similarly have poor financial controls and lack of financial transparency.

They were also not conducting regular surveys to determine the unmet information needs of their audiences and had adopted a commercial format akin to that of national radio stations. Koch FM, one of the better performing community radio stations, for example, does an exploratory audience survey once a year, over three days, during which staff and volunteers go out into different parts of Korogocho. Other radio stations rarely went out to the field. These indicate that community radio stations might not have been achieving their objectives.

Certain key factors were known to influence the effectiveness and impact of community radio in influencing social change and quality of cultural life. Radio Ada, for example, is a development-oriented community radio station supporting the development aspirations amongst the Dangme fishing community with great impact.

Research, a systematic investigation on a subject matter with the aim of uncovering new information and, or interpreting relationships among the subject parts (Kanne, 2004), was needed to quantify and verify how much the community objectives were related to the objectives of individual community radio stations, their levels of community participation, accessibility to the radio, their knowledge, and the overall impact on their lives. Some of the probable causes of dissonance between community goals and the station were; that there may have been limited involvement of the communities at inception of the station and that there may be not enough current participation by the audiences in identifying problem priorities; also that there was limited participation in the stations as well as in monitoring, evaluating and coming up with new programmes and initiatives. Similarly, most of the community radio stations may have adopted

4

the broadcasting style of commercial radio stations which is more linear rather than cyclic. These might not have been deliberate, occurring because of ignorance and may improve with better knowledge and experience on how a community radio station is supposed to operate. There was need to establish whether there is adequate correspondence between community objectives and information needs and the attendant interpretations on the one hand, and the goals and objectives that established the radio, on the other hand.

This study sought to find out how particular Kenyan community radio stations compared with the level of impact of Radio Ada, for example. Interviews were conducted among the audiences of two community radio stations, i.e., Korogocho (Koch FM) and Multimedia University (MMU 99.9 FM). KOCH FM broadcasts around the Korogocho peri-urban slums of Nairobi in an area sufficiently populated and exposed to many other radio signals. MMU FM was established on October 2009 and broadcasts within a radius of 2 Km around the Mbagathi, Rongai, Ngong hills and Kiserian region also in the outskirts of Nairobi.

A semi-structured questionnaire was administered in which questions were asked of audiences on their levels and types of participation as well as their perceptions with a view to making recommendations that could help put the existing community radio stations on track and provide solid recommendations for those seeking to establish community radio stations as well as for donors and organizations that support the stations. It was to be established whether community needs were being met by the community radio stations through analysis of their problems, discussion and consensus building and resolutions reached; how the radio station worked with the community and its level of involvement and inception, implementation and in monitoring and evaluation. Ultimately, the study was to establish whether the community radio stations failed to achieve their overall objectives based on how they mobilized and engaged with their communities.

1.2.1   Research Questions

The study set out to investigate fundamental weaknesses in the achievement of objectives of community radio. These include; limited involvement of community members at inception and loss of opportunity to comprehend met and unmet information needs; lack of harmony between interpretation of community goals and the broadcast content;   levels and influences on

participation by members, also in preparing content and ensuring sustainability and continuity; and issues of access, ownership, funding, editorial independence, representation and inclusivity:

To what extent have the community radio stations involved members of the community at inception, during programming, monitoring and evaluation of the community radio stations?

Do the radio stations conduct regular audience information needs research? Is the radio station meeting the information needs of the community? Is the community radio station achieving its and their objectives? What are the reasons why this is not happening?

1.3   Objectives of the Study

1.3.1   General Objective

The broad objective of this study was to examine the effectiveness of community radio as a participatory communication tool in selected audiences in Kenya.

1.3.2   Specific Objectives

1. To establish the involvement of community members at the inception and continued running of the community radio stations

2. To establish whether and how the audience information needs have been understood and are sought regularly.

3. To determine the knowledge and participation patterns within communities in the broadcasting areas.

4. To establish the factors affecting knowledge and participation of community in broadcasting.

5. To examine the effort of the community radio stations to mobilize communities to participate in their stations.

6. To establish the perceived relevance and impact of the community radio stations in meeting their objectives and those of the community.

1.3.3   Hypothesis

Community radio stations in Kenya have not been effectively mobilizing communities to participate in identifying their problems and through a communication process building consensus to create change and development through involvement of the communities.

1.4   Scope of the Study

This study was descriptive in nature and sought to determine, rather than explain the problems faced by community radio stations from the point of view of two community radio station audiences. The study did not intend to investigate structural and technical problems facing community stations but only made reference to them in passing especially in as far as it affected the audiences. Due to limited time and resources, the study was confined to the sample universe served by the two community radio stations in Nairobi's peri-urban regions of Korogocho and Ongata Rongai i.e. Koch FM and MMU radio stations.

1.5   Justification of the study

First, community radio stations play a unique role, by definition, from the mainstream media. The social benefit of community radio stations in any developing country including Kenya—they allow for the retention of focus exclusively only on what should be relevant to a particular community; they meet the need to cover what profit making and public or state-controlled commercial broadcast media will tend to ignore. Hence the need to comprehend the multifaceted interrelationships between community radio stations, their audiences and their goals and unmet needs.

Secondly, Kenya is pursuing various national goals while at community levels, people are grappling with various problems that community radio stations could contribute tremendously towards resolving if they can serve communities effectively. Communities are faced with high unemployment levels, alcohol and drug abuse, harmful traditional cultures such female genital mutilation, domestic violence, and environmental pollution, high levels of corruption, poor school enrolment rates, and drought among others.   Community radio stations can play a big role in engaging communities on some of these issues towards realizing solutions.

Nationally, Kenya is implementing a national policy, the *Vision 2030* blueprint for 2008- 2030 which seeks to make Kenya a newly industrializing middle income country providing high quality life for all its citizens by the year 2030. The three pillars of Vision 2030 constitute the Economic, the Social as well as the Political pillars. Similarly, Kenya passed a new Constitution in 2010 with an ambitious devolution plan amongst which objectives include giving powers of self governance to the people and enhancing the participation of the people in the exercise of the

7

powers of the state; and in making decisions affecting them; to promote the interests and rights of minorities and marginalized communities and to ensure equitable sharing of national and local resources throughout Kenya, amongst others. Given these needs at the grassroots and the various national goals requiring community and grassroots mobilization and participation, there is need to understand how effective community radio stations have been working in order to gauge their potential and challenges. With feedback on the shortfalls of community radio stations, there can be improvements that would enhance future engagement and the stations can make a contribution in bringing about the much required social change as well help in fulfilling national aspirations at community level as community radio stations have been proven to play a key role in the communication process for change. The academic value of information-sharing, broadcast content management and participatory or feedback mechanisms in mass communication theory and practice; the findings of this study, along with others, will help organizations and sponsors as reference for the establishment of new radio stations.

The findings of the study are expected to provide useful lessons to communities, individuals, civil society organizations, and all organizations working with community radio stations as well as the radio stations themselves. Through studying the levels of community participation, it will be possible to pick out what has undermined the realization of the would-be envisaged change in the communities that these radio stations have operated in. The study could therefore give an indication to donors, NGOs and the government and all stakeholders on the direction the stations should take and the priority areas that would require funding such as the types of trainings to be undertaken in the near future. Schools of journalism as well as institutions offering trainings to players in the community radio stations will also have feedback which can be useful in how the trainings are designed in order for it to be relevant to those in the community radio stations.

1.7   Study Assumptions and Limitations

1.7.1   Assumptions of Study

According to Mugenda and Mugenda (2003), "an assumption is any fact that a researcher takes to be true without actually verifying it" (p28). The researcher assumed;-

8

1. That the community radio managers, volunteers, listeners will freely participate in the study and that they will give a true illustration of how much they as communities have been involved and mobilized to participate in the community radio stations under study.

2. The existing community radio stations and prospective community media owners would be interested in incorporating some of the findings of the study in their engagement with the communities and audiences they serve.

1.7.2 Limitations of study

1. Due to limited time and resources, it was not possible to visit all the existing community radio stations in Kenya or a greater variety representative of the types of community radio stations i.e. language, geographic location, focus on issues etc.

2. The study was conducted amongst audiences of Koch FM and Multimedia University around Korogocho, Baba Dogo and Mbagathi and Rongai respectively and thus the findings though representative may not be generalized for other audiences of community radio stations nationally as they may be affected by other demographic factors. However, effort was made to select stations which will best represent the types of community radio stations and their audiences that exist nationwide.

3. The study was limited to looking at issues surrounding community stations that relate more with audiences and does not include a study of technical challenges facing the sector such as equipment, funding, governance etc though acknowledging that some of the issues may have a bearing on the audience participation.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL PERSPECTIVES

2.0   Introduction

In the following chapter, the concept and history of community radio is reviewed; beginning with its first appearance in South America, its application in Africa and rest of the world, its current work in Kenya as well as studies on community radio in the world. The special objectives and impact of community radio, and its critical success and failure factors are reviewed from the literature. Theoretical perspectives relating to media and audience studies as well as on participatory communication for development are reviewed. Concepts and variable attributes for this study are derived.

2.1   Theoretical Perspectives on Community Broadcasting

Community broadcasting as an option challenges the previous models of communication used both by public service and commercial forms of broadcasting. The study of communication and mass media dates back many years and has led to the formulation of many theories: The earliest theories were those propounded by Western theorists **Siebert, Paterson and Schramm** in their book *Four Theories Of the Press* (1956). These were termed "normative theories" by **McQuail** in the sense that they "mainly express ideas of how the media ought to or can be expected to operate under a prevailing set of conditions and values." Each of the four original or classical theories is based on a particular political theory or economic scenario.

2.1.1   Social Responsibility Theory

Of great significance to community radio is the Social Responsibility Theory. This theory can be said to have been initiated in the United States by the Commission of The Freedom of Press, 1949. The commission found that the free market approach (Libertarian) to press freedom had only increased the power of a single class and had not served the interests of the less well-off classes. The emergence of radio, TV and film suggested the need for some means of accountability. Thus the theory advocated some obligation on the part of the media to society. A judicial mix of self regulation and state regulation and high professional standards were imperative. This is as opposed to the Authoritarian or Libertarianism, where the latter's movement was based on the right of an individual, and advocates absence of restraint. The basis

of this theory dates back to 17th century England, when the printing press made it possible to print several copies of a book or pamphlet at cheap rates. The State was thought of as a major source of interference on the rights of an individual and his property. Libertarians regarded taxation as institutional theft. Popular will **(vox populi)** was granted precedence over the power of State.

Advocates of this theory were **Lao Tzu**, an early 16th century philosopher, **John Locke** of Great Britain in the17th century, **John Milton**, the epic poet (*"Aeropagitica"*) and **John Stuart Mill**, an essayist (*"On Liberty"*). Milton in *Aeropagitica* in 1644, referred to a self righting process if free expression is permitted "let truth and falsehood grapple." In 1789, the French, in their Declaration of the Rights of Man, wrote *"Every citizen may speak, write and publish freely."* Out of such doctrines came the idea of a "free marketplace of ideas." George Orwell defined libertarianism as "allowing people to say things you do not want to hear". Libertarians argued that the press should be seen as the *Fourth Estate* reflecting public opinion. What the theory offers, in sum, is power without social responsibility.

According to the Authoritarian theory, mass media, though not under the direct control of the State, had to follow its bidding. Under an Authoritarian approach in Western Europe, freedom of thought was jealously guarded by a few people (ruling classes), who were concerned with the emergence of a new middle class and were worried about the effects of printed matter on their thought process. Steps were taken to control the freedom of expression. This theory stemmed from the authoritarian philosophy of **Plato** (407 - 327 B.C), who thought that the State was safe only in the hands of a few wise men. **Thomas Hobbes** (1588 - 1679), a British academician, argued that the power to maintain order was sovereign and individual objections were to be ignored. **Engel**, a German thinker further reinforced the theory by stating that freedom came into its supreme right only under Authoritarianism.

2.1.2 Linear or Transportation Models

Alumuku (2006) points out that the earlier models of communication took for granted that communication was a linear, one way, process from sources to destination as the Mathematical model of communication (Shannon and Weaver 1949) would appear to indicate. Through the linear or transportation model, a sender encodes a message and sends it via a medium to a

receiver who decodes the message. When the receiver decodes the message more or less as the sender sent it, and gets the meaning that the sender wanted to send, we say there has been effective communication, which is the transfer of information without significant distortion. This transfer of meaning or information is what is referred to as the "transportation" model of communication. (Moemeka, 1996) notes that communication is the exchange of ideas adding that development communication is the application of the processes of communication to the development process. As McQuail (1993) points out, recent research has led to the recognition of interaction, feedback and interpretative features in human communication as well as the significance of the social context.

2.1.3 Ritual View of Communication (Communion)

The Transportation Model was challenged by James Carey, a Cultural theorist, who argued that the main characteristic of this model is the transmission of symbols over distance for purposes of control. (McQuail and Windahl, 1993) notes that this one directional flow was considered inefficient for effective communication to take place. Carey points to the alternative view of communication as a "ritual" according to which communication is linked to such terms as sharing, participation, association, fellowship, and the possession of a common faith. The view is not directed towards the extension of messages in space, but the maintenance of society in time, not the act of imparting information but the representation of shared beliefs. The ritual model depends on shared understanding and emotions. It is celebratory, participatory and decorative rather than utilitarian in aim and it often requires some element of performance for communication to be realized. Carey says the act of reading a newspaper has less to do with sending or gaining information and more to do with attending a religious mass – a situation in which a particular view of the world is portrayed and confirmed. As White (1983) points out, this communion or ritual model of communication is not directed toward the extension of messages in time and space in order to influence, but toward the creation, representation and celebration of shared beliefs. If a transmission model of communication centers on the extension of messages across geographical space for purposes of control, a communion view centers on the imagery of the sacred ceremony that draws persons together in fellowship.

12

2.1.4 Limited Media Effects Model

Tankard and Severin (2001) notes that even with changes taking place in the media environment, the effects of mass communication are still a major concern of mass communication researchers and theorists. Early thinking of Media Effects pointed towards maximum influence (Bullet theory or Hypodermic Needle theory) where audiences were isolated from one another and were vulnerable targets easily influenced by mass communication messages. After a period of years and some research, thinkers about mass communication decided that the Bullet theory was not accurate. The new conceptualization grew primarily out of election studies during the 1940s in the books; *The People's Choice* (Lazarsfeld, Berelson and Gaudet, 1944/1968) and *Voting* (Berelson, Lazarsfeld and Mc Phee, 1951) showed that few people were influenced by mass communication in election campaigns. Hovland's army studies showed that orientation films were effective in transmitting information but not in changing attitudes.

A major statement of the Limited – effects model was presented by Joseph Klapper (1960) in his book *The Effects of Mass Communication.* Klapper presented five generalizations about the effects of mass communication of which the first two are the following;-

1. Mass Communication ordinarily does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences.
2. These mediating factors are such that they typically render mass communication a contributory agent, but not the sole cause, in a process of reinforcing the existing conditions.

The mediating factors that Klapper was referring to include the selective processes (selective perception, selective exposure and selective retention), group processes, group norms and opinion leadership.

a) **Selective exposure** is the tendency for individuals to expose themselves to those communications that are in agreement with their existing attitudes and to avoid those communications that are not. The notion of selection exposure follows nicely from Festinger's Theory of Cognitive Dissonance which suggests that one way to reduce dissonance after making a decision is to seek out information that is consonant with the decision.

13

b) Selective attention – is the tendency for individuals to pay attention to those parts of a message that are consonant with strongly held attitudes, beliefs or behaviours and to avoid those parts of a message that go against strongly held attitudes, beliefs, or behaviours.

c) Selective retention – is the tendency for the recall of information to be influenced by wants, needs, attitudes and other psychological factors. Some evidence for selective retention comes from studies of rumor transmission by Allport and Postman (1947), in which they found that details were frequently left out when people passed on stories or descriptions of pictures.

2.1.5 Stair Step Model of Communication

According to Lavidge and Steiner communication process can produce different effects, especially on knowledge, attitudes and behavior. These include;

- Cognitive — the realm of thoughts, messages provide information and facts.
- Affective — the realm of emotions, messages change attitudes and feelings
- Connative – the realm of motives, messages stimulates or direct desires and behavior towards things.

In community media programming, one might, like a reporter, be interested depending on the type of programming to have the whole range of effects, i.e. inform, change attitude as well as affect behaviour towards development.

2.1.6 Development Communication Theory

The underlying fact behind the genesis of this theory was that there can be no development without communication. Under the four classical theories, capitalism was legitimized, but under the Development communication theory, or Development Support Communication as it is otherwise called, the media undertook the role of carrying out positive developmental programmes, accepting restrictions and instructions from the State. The media subordinated themselves to political, economic, social and cultural needs, hence the stress on "development communication" and "development journalism". There was tacit support from the UNESCO for this theory. The weakness of this theory is that "development" is often equated with government propaganda. Moemeka, (1996), states that development communication is the application of the

14

process of communication to the development process. It is the use of the principles and practices of exchange of ideas to development objectives.

2.1.7 Democratization/Democratic Participant Media Theory

This theory vehemently opposes the commercialization of modern media and its top-down non-participant character. The need for access and right to communicate is stressed. Bureaucratic control of media is decried.

2.1.8 Knowledge Gap Hypothesis

Tankard and Severin (2001), Knowledge like other kind of wealth are also not equally distributed throughout society. People who are struggling with financial poverty are also often information-poor. "There are the haves and have-nots with regard to information just as there are haves and have-nots with regard to material wealth". Tankard and Severin add that information is important in our society because democracy depends on well informed citizens. People elect public officials to run the government, and citizens vote on specific issues such as whether or not a city should participate in a nuclear power plant project. One must be well informed to vote intelligently on such matters. "It appears certain that information will be even more important in the future, as we move into an increasingly technological age. Many contemporary problems, including environmental pollution, nuclear power, the dangers from various food additives, and the risk of nuclear war, will require information and an informed public for their solutions. One of the great promises of mass communication is that it might be able to help alleviate many of these problems by providing people with the information they need. Mass communication has the potential of reaching people who have not been reached by other means, including the poor in big cities and rural areas of America and people leading difficult lives in many underdeveloped countries in the world.

The attempt to improve people's lives or make democracy work better by increased quantities of information from the mass media might not always work the way planners would hope, however. An unexpected and undesired possibility is that mass communication might actually have the effect of increasing the difference or gap in knowledge between members of different social classes. This possibility called the knowledge – gap hypothesis was first proposed in 1970 in an

article titled "Mass Media Flow and Differential Growth in Knowledge" by Tichenor, Donohue, and Olien. The authors stated the knowledge gap hypothesis this way;

> "As the infusion of mass media information into a social system increases segments of the population with higher socio-economic status tend to acquire this information at a faster rate than the lower status segments, so that the gap in knowledge between these segments tends to increase rather than to decrease..." (pp 159 – 160).

For purposes of testing, Tichenor, Donohue, and Olien (1970) say the knowledge gap hypothesis can be stated in the following two ways.

1. Over time, acquisition of knowledge of a heavily publicized topic will proceed at a faster rate amongst better educated persons than among those with less education.

2. At a given time, there should be a higher correlation between acquisition of knowledge and education for topics highly publicized in the media than for topics less highly publicized.

Tichenor et al (1970) present evidence supporting both the operational forms of the hypothesis. First, they present some time-trend data gathered by the American Institute of Public Opinion at several times. In four different polls, respondents were asked whether they believed man would reach the moon in the foreseeable future. The increasing gap between educational levels is readily apparent, with acceptance of the belief going up much more rapidly for college educated respondents that for persons with less education. The researchers also present data supporting the second form of the knowledge gap hypothesis.

2.1.9   Possible Reasons for a Knowledge Gap

Why should the knowledge gap hypothesis be expected to be true? Tichenor, Donohue and Olien (1970) present the following reasons;-

1. There is a difference in communication skills between those high and low in socio-economic status. There is usually a difference in education, and education prepares one for such basic information processing tasks as reading, comprehending and remembering.
2. There is a difference in the amount of stored information or previously acquired background knowledge. Those of higher socioeconomic status might already know of a topic through education, or they might know more about it through previous media exposure.
3. People of higher socio-economic status might have more relevant social contact. That is, they might associate with people who are also exposed to public affairs and science news and might enter into discussions of such topics with them.

16

4. The mechanisms of selective exposure, acceptance, and retention might be operating. Persons of lower socio-economic status might not find information concerning public affairs or science news compatible with their values or attitudes, or they just might not be interested in such information.

5. The nature of the mass media system itself is that it is geared toward persons of higher socio-economic status. Much of the news of public affairs and science appears in print media, and print media are oriented towards the interests and tastes of higher status persons.

2.1.10 Knowledge Gap in Public Affairs

The knowledge gap hypothesis is also supported by a number of other types of evidence gathered by other researchers. One prediction from the knowledge gap hypothesis is that people of higher socio-economic status are more likely to be exposed to certain types of information (particularly that dealing with public affairs and science) than of lower socio economic status.

A study of the presidential speech by Roosevelt shows a breakdown in socio-economic status of an audience for a major address by President Roosevelt. Persons of lower socio-economic status were less likely to listen to the speech and therefore, would be less likely to know the information that was contained in the speech.

However presidential debates such as those in 1996 between presidential candidate Bill Clinton and Bob Dole or between vice presidential candidates Al Gore and Jack Kemp, are often among the high points of a presidential election campaign because of their drama, excitement and uniqueness, the debates offer the possibility of overcoming barriers of selective exposure and apathy that keep many citizens from participating in a campaign. The debate might have many effects, but one of the simplest would be to increase viewers' knowledge of the positions of the candidates on various issues. Research on the 1976 presidential debates, however suggests that the people most likely to watch the debates are those more politically involved in the first place and that, furthermore, those people tend to be the ones of higher education (Bishop, Oldendick, and Tuchfarber, 1978). The findings suggest that the result of the debates was that the knowledge-rich got richer and the knowledge-poor got poorer. In other words, the results suggested widening of the knowledge gap.

Evidence of a knowledge gap on the energy issue showed up in a panel study in West Allis, Wisconsin, conducted by R.J Griffin (1987). This researcher found that knowledge of energy was related to reading of newspaper energy stories by the more educated but to viewing televised

17

energy commercials among the less educated. This finding suggests that the planners of information campaigns dealing with energy or similar complex issues might need to choose different media to reach different audience sectors.

2.1.11 Sesame Street

Sesame Street is an example of an effort to use mass communication to provide information to the disadvantaged through televised educational programming. The first year report on Sesame Street states that the prime target of the program was the disadvantaged inner city child Ball and Bogatz, (1970) and also stated that it helped bridge the gap between advantaged and disadvantaged children. Others who examined the result challenged the conclusion. Researcher Thomas Cook in Sesame Street Revisited (Cook et al, 1975) based their challenge in extensive reanalysis of the evaluation data gathered by the producers of Sesame Street. One set of data dealt simply with how much Sesame Street was watched in households in which the heads of the households had varying amounts of education. Results showed that some 1971 data concerning the percentage of households where Sesame Street was viewed at least once a week in the preceding three months, according to the education of the head of household. The figure showed a regular pattern. The higher the level of education of the head of household, the more likely it was that Sesame Street would be watched. On the basis of this and other studies Cook and his colleagues concluded Sesame Street would have great difficulty in narrowing any achievement gaps between groups of different income or education levels. Other data examined on the effects of viewing showed the achievement score results of advantaged children was better than those of disadvantaged children

In response to the criticisms of Cook and others the creators of Sesame Street have said that the programme was not intended to reduce the gap between the advantaged and disadvantaged children rather, the goal was to bring all children up to a basic level of preparation for doing well in school. Sesame has continued to be successful with millions of US households watching it every week and with 83 countries now having their own version of the show.

2.1.12 Refinement of Hypothesis

In later study, Tichenor, Donohue and Olien (1975) explored some of the conditions under which a knowledge gap might be reduced or eliminated.

2.1.13 History and Importance of Community Radio

Alumuku (2007), reports that the first community radio stations made their appearance in Latin America at the end of the 1940s and in the early 1950s. Fraser & Estrada (2001) add that poverty and social injustice were the stimulus for those first experiences for Miners radio and Radio Sutatenza in Bolivia and Colombia respectively. Since then, the region has developed probably the most dynamic and diverse radio environment in the world while the fastest growing area for community radio has been Europe.

Internationally, there is a general agreement on four principles that are seen as pillars of community broadcasting. These are: Community Ownership and Control; Community Service: Community Participation; A Non-profit Business Model and this is the model that has largely been adopted by stations in Kenya. According to Arnaldo (1998), "Community radio is a social process or event in which members of the community associate together to design programmes and produce and air them, thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighbourhood, or a community-wide campaign on how to use clean water and keep it clean, or agitation for the election of new leaders. The emphasis is on the ownership of democratic and development efforts by the members of the community themselves and the use of media, in this case radio, to achieve it."

"In every sense, this is participatory communication (not programmes made about them by somebody else!). It is above all a process, not a technology, not merely a means, because the people are part of that means, and so is the message and the audience. Community radio is most relevant to a group of people, who live and act as a community, and this could be several families, several neighborhoods, or even several villages or communities, but the important thing is that they interact. That is why I think of community radio as the community speaking to each other and acting together for common goals," he adds (Fraser and Estrada 2001).

Alumuku (2007) concurs adding that when a community radio takes off, it is important that it is owned and democratically controlled by the local community. "A deliberate design can be made

to avoid control of any community station falling into other hands other than those of the community in a democratic process. Steps also need to be taken to ensure that the radio does not become the property of any small groups of rich or powerful individuals in the community". He adds that the core of the democratic process is the ability of people to hear and make themselves heard and community radio provides the forum for that to happen.

2.1.14 Experiences of Community Radio around the World

Community radio has flourished most in those societies which have a strong tradition of freedom of speech, diversity and creativity in public forum and openness to the views of the ordinary people (Alumuku, 2007). Almost always, community radio has had to struggle to keep alive financially, politically and culturally. Community radio, because it often exists at the margins of the more dominant, institutionalized systems of broadcasting, is often "disturbing" to hegemonic cultural formations. To some people, it may seem utterly idealistic, to others, trivial and somewhat boring, and still to others, threatening.

2.1.15 The World Association of Community Broadcasters (AMARC)

AMARC, founded in French speaking Quebec in 1983, and known by its original French acronym, *Association Mondiale des Radio Diffuseurs Communautaires,* has made a major contribution toward establishing a clear idea of what' community radio is worldwide and establishing community radio as one dimension of national broadcasting systems.

The 1983 meeting of organizing AMARC, by the community radio association of Quebec, attracted more than 600 community broadcasters' from 36 countries. The second conference in Vancouver, Canada in 1986 led to setting up a permanent organization and AMARC was officially organized in the conference in Managua, Nicaragua in 1988. The conference in Dublin, Ireland in 1990 and in Mexico City in 1992, with representatives from 50 countries, consolidated AMARC's organizational structure and guiding principles. The 1995 conference in Milan, Italy consolidated the links to UNESCO, to the European Union and to other major organizations. The world central office of AMARC is in Montreal, Quebec.

AMARC claims more than 3,000 members worldwide. AMARC's most active members are the national associations in various continents, but include community radios, production groups and interested individuals. AMARC is mainly a networking and information exchange facilitator, and has numerous publications, newsletters and training programmes and has made a clear statement that community radio represents a move toward a new world information order defending the right to communicate, especially for women and other minority groups, and attempting to redefine communication as horizontal interaction and participation.

A major aim is to gain political and cultural acceptance for community broadcasting as an integral part of broadcasting systems. To further this goal AMARC now has UNESCO, the European Union and other media policy and regulatory agencies and the community media Charter developed by AMARC-Europe is now a common reference point for legislation and policy in Europe.

2.1.16 Australia's Community Radio Sector

Australia's community radio sector which is over thirty years old, is far bigger than the commercial radio sector which, by 2007, had 274 licenses compared to community radio's 361 radio licenses and 79 indigenous community television licenses, and four permanent community television stations. The McNair Ingenuity quantitative research revealed that 47 per cent of Australia (7 million) tune in on a monthly basis to community radio stations and about one to six are exclusively community radio listeners.

Provision of alternative sources of local news and information is one of the key reasons given by Australian audiences for use of community radio services in a study by Meadows *et al*. The Griffith University study which was a national qualitative research study, *An Audience Study of the Australian Community Broadcasting Sector,* found that audiences used Community Radio for it offered diverse music program formats and styles. They also enabled community members to connect either socially or by engaging with radio programming – thus creating "communities.". Finally; it more accurately represents Australian social and cultural diversity than other media outlets

The project was a qualitative audience study and as such did not produce 'numbered' statistical data. Rather, it focused on providing depth to statistical and quantitative data that had already been made available by two studies of community broadcasting audiences conducted by the McNair Ingenuity research group. These quantitative surveys, conducted in 2004 and again in 2006, were designed to provide information to the sector about the proportion of Australians listening to community radio or watching community television, and also to identify reasons 'why' they watched or listened (McNair Ingenuity 2004; McNair Ingenuity 2006).

2.1.17 Community Radio Experience in Kenya

A Kenyan Caucus formed during the Community media workshop for East and Southern Africa in Nairobi in 1995 announced the formation of the Kenya Community Media Network, (KCOMNET). KCOMNET attracted Communications, Training and Research institutions, NGOS involved in community development, other civil society groups, interested individuals and media practitioners. The immediate objectives were to encourage appreciation and use of community based media for community participation in the media and also in decision making process of development. KCOMNET was also to pursue policies and legal processes.

Within the Kenyan context, there have been limited academic studies on community radio and in particular those that relate with audience studies or community participation in the CR stations which are less than 20 years old. Fairburn and Rukaria (2009) in a study *Poised for Growth Community, Radio in Kenya,* in their findings acknowledged as a key strength the staying on air by more than 10 community stations in Kenya for periods ranging from two to five years despite great difficulty. They noted that the stations faced numerous challenges including;-

- Absence of a sense of their own identity, or niche, as community radio stations resulting in a tendency to imitate commercial stations;
- Poor audience research skill;
- Limited programming skills and formats – stations broadcast mostly a mix of call-in programmes, music and news as commercial sector does;
- Misconceptions in communities and in Kenyan society more broadly about what community radio stations are, and what they can and should achieve.

Others challenges facing the stations are - unformed and under skilled governance structures; Lack of management, business planning and marketing capacity; High turnover of personnel – stations cannot afford to pay staff and must use volunteers, who use the stations as stepping stones to other jobs; Vulnerability to political control and influence in a media environment where this is common; 'Poor financial controls and lack of financial transparency and insufficient equipment to reach their allotted broadcast areas or to produce high quality programming.

Fairbairn and Rukaria (2009) also found that commercial privately owned local language radio stations are loosely referred as community radio stations. Bulala FM located in Budalangi division, Bunyala district of Western province is one of the three stations run by Kenya Metrological departments, (KMD) RANET – Kenya project, which set up communications infrastructure to inform communities about the weather and the environment. The aim of the station is to mitigate the effects of climate change and extreme weather through programming. The listenership lives in villages on the shores of Lake Victoria and in the surrounding area. In addition to poverty, key issues are HIV/AIDS as many economically active people go to town to seek work. Most staff of the station, however, had not had any training, apart from KMD trainings for committee members. By the time of research, the programme schedule was being finalized and programming was music and news. There were plans to build a schedule around issues on environment, health, culture and other development issues. Neither had the station conducted any formal community needs nor audience research, while reach was gauged by the callers. Although the station states its mission and goals, it is not clear whether the communities were involved in the formulation. Ghetto FM (99.9) started in July 2007 and targets primarily slums and shares 99.9 FM with Pamoja FM and Koch FM. The programming was reported to be mainly call-in programmes and music. Kangema FM 106.5 "Ceceni haha lowa haha" "Our station is right here."

Mbeke, et al (2010) notes that community media in Kenya face an uncertain future due to financial sustainability challenges as well as political interference from representatives in the constituencies where the community media outlets are sited. They also state that the umbrella body KCOMNET which has existed for more than a decade and a half faces funding challenges that have reduced program activities.

23

2.1.18 Case Study of Radio Ada in Ghana

Alumuku (2007) cites Radio Ada, Peace radio and Radio Progress of Ghana as success stories of community radio broadcasting in Africa. Radio Ada is a development-oriented community radio station situated in the rural Tetsonya village in Big Ada, close to the sea in the Dangme East District of the Greater Accra region. Ada is located on the coast of the Atlantic Ocean and fishing is the primary occupation of its inhabitants. The inland is fertile and so farming is also a major activity in the area. Radio Ada's philosophy is aimed at strengthening a sense of community and local cultural climate through relevant, entertaining and informative community radio broadcasting. The station is operated by Ghana Community Broadcasting Services – a registered non-profit organization – has among its objectives;

- To support the development aspirations and objectives of the Dangme people in every sphere of life.
- To give a voice to the voiceless in every context and at all levels.
- To sustain the dynamic growth of Dangme culture within the national and global family.
- To encourage, promote and contribute to informed dialogue and reflective action

Jointly initiated by Alex and Wilma Quarmyne, both broadcasters and UNESCO experts from Ghana, prior to the first broadcast, the station undertook a survey in January 1996. This was to ascertain whether a radio station would be viable and feasible and if so, what the needs were.

The Dangme who are a fishing community were from inception made conscious of the fact that Radio Ada belonged to them. The Quarmynes felt that it is impossible to run a community radio without volunteers but were quick to acknowledge that the its proper set important and could be time consuming. To build skilled personnel specialized in participatory approach to community takes time, they noted. They have shared that at first radio Ada volunteers did not receive financial assistance which proved none functional. They share that volunteers from Africa are different from those of Europe who either have a job or are retired and have some income. In Africa volunteers although qualified in some field have no jobs. This compelled Radio Ada to begin payment of remunerations to volunteers made up of farmers, teachers, masons, students, traders and community development workers.

24

In terms of programme production, the community radio production offers the community a unique focus on issues concerning them and their own interest. For example local market activity is collected and broadcast on market days. It also carries selected national and foreign news, agency reports, rewritten for relevance to its audience and a daily eleven minute magazine programme to bring the world into the villages. Other weekly programmes broadcast on Radio Ada are on environment, health, literacy, culture, community debates, religious issues and services, childrens programmes, inter-school quizzes, tradition music, traditional story telling and jokes as well as dramas are also featured. Ghana high life music is treated with importance as well as rap, funky music and gospel music. The station broadcasts from 5am to 10pm.

Since it is a fishing community the fishermen produce a programme known as *Ahooje* or "pulling time" while the women have a programme known as *La Siku wumibe* which means smoking time. The title of the programme became an instant hit with the level of women's participation and involvement in the programme being very high and the programme itself generating a lot of interest. The programme is light hearted and entertaining: groups of women singing joyfully, popular local songs or telling stories. The women speak about their trade of dressing and smoking fish from the sea shore to the kitchen and eventually to the market. The programme also discusses home management, the relationship between their children and their husbands. Also issues such as the lack of time dedicated to the family due to their business which creates misunderstanding.

It supports the development aspirations and objectives of the Dangme people giving a voice to the lower status people of the community, sustaining the growth of Dangme culture and encouraging, promoting and contributing to informed dialogue and reflective action. As a result, the Dangme who are a fishing community has witnessed an improvement in their local environment, community members have been encouraged to enroll in adult education classes, community members have been mobilized to carry out activities which help bring about progress in the area stimulating economic development. For example it is reported that some business companies are also cashing in on the presence of the radio to initiate new projects and encourage in some cases the growth of crops they need in the industries.

The Fraser and Estrada (2001) cites the Miners radio in Bolivia which were trade union responses to appalling conditions of workers in the mines, most of which were owned and operated until 1952 by a few 'rapacious' and 'fabulously rich' families, the 'tin barons.' The radios helped to unite the miners in the struggle for betterment and provided them with news and information that countered the negative propaganda against their interests that was being put out by most of the mainstream media. It is noteworthy that, indeed, the miners were the ones who initiated the massive strike in 1981 that finally led to the end of dictatorship in Bolivia.

2.2   Community Radio as a Participatory Development Tool

2.2.1   Essential Features of Community Radio

Community broadcasting is a non-profit service that is owned and managed by a particular community, usually through a trust, foundation, or association. Its aim is to serve and benefit that community. It is, in effect, a form of public-service broadcasting, but it serves a community rather than the whole nation, as is the usual form of public broadcasting described above. Moreover, it relies and must rely mainly on the resources of the community (Fraser and Estrada 2001).

Over the years, community radio has become an essential tool for community development. People can recognize themselves and identify with community radio, in addition to communicating among themselves.

Alliance des Radios Communautaires du Canada (ARC) note that community radio is an element of closeness, a bridge, a step toward the other, not to make the other like us, but to have him become what he is. It is not a question of having more, but of being, that is the real mission of community radio stations in Canada..

VOICES India, aver that Community Radio is characterized by the active participation of the community in the process of creating news, information, entertainment and culturally relevant material, with an emphasis on local issues and concerns. With training, local producers can create programmes using local voices (Community radio in India; A guide for the media).. The community can also actively participate in the management of the station and have a say in the scheduling and content of the programmes. It is essentially a non-profit enterprise. In these days

26

of highly commercialized broadcasting, the ethos of community radio remains independence and responsibility to serve the community, not the advertiser. As the station is owned by the community, it also maintains some responsibility in the running of the station. Thirdly, community radio programming is designed by the community, to improve social conditions and the quality of its cultural life. The community itself decides what its priorities and needs are in terms of information provision.

According to Fraser & Estrada (2001), any community can start its own radio station. They feel that there are enough experiences around the world that prove that community radio is within the reach of almost any community and "it is not as complicated and expensive as many people think." There must be willingness for cooperative work and to pool resources and enthusiastic consensus that the people want their own radio in order to advance their community.

Fraser and Estrada (2001) and Alumuku (2007) enlist the various essential features of a community radio station to include the following;-

i) Audience as Protagonists.

Community radio, though a form of public service broadcasting, has an approach that is different from conventional broadcasting. Its focus is to make its audiences the main protagonists, by their involvement in all aspects of its programme production and by providing them with programming that will help them in the development and social advancement of their community.

ii) Principles of Public Access and Participation;

The citizens have a democratic right to reliable, accurate and timely information. Based on this right, it is a public interest of broadcasting that it should incorporate the principles of access and participation. Access implies the availability of broadcasting services to all citizens; participation implies that the public is actively involved in planning and management, and also provides procedures and performers. In concrete terms for community radio, these concepts mean that;

- A community radio's broadcast pattern reaches all members of the community it aims to serve;

- The community participates in formulating plans and policies for the radio service and in defining its objectives, its principles of management, and its programming;

- The community participates in decisions concerning programme content, duration and schedules. People select the types of programmes they want, rather than having them prescribed by the producers;

- The community is free to comment and criticize;

- There is continuous interaction between producers and receivers of messages. The radio itself acts as a principal channel for this interaction, but there are also mechanisms that allow easy contact between the community, the programme producers, and the management of the radio station;

- There are unrestricted opportunities for members of the community, as individuals or groups to produce programmes, and be helped by the radio station staff, using the technical production facilities available;

- The community participates in the establishment, management, administration and financing of the radio station.

iii) Ownership:

The facilities of community radio are almost invariably owned by the community through trust, foundation, cooperative, or some similar vehicle. There could be cases where formal ownership was in the hands of a body external to the community, but which has passed the facility to the community for its independent and exclusive use. Management, irrespective of formal ownership, the station's policies, management and programming must be the responsibility of the community in order for it to be considered a true community radio. There will usually be a representative community committee, or board of directors to set overall policies, while day to day administrative and operational decisions are left to a station manager selected by the community.

iv) Funding:

A community radio service is set up and run as a non profit organization. It relies on financial support from a diversity of sources, which may include donations, grants, membership fees, sponsorship advertising. A combination of these is the most desirable in order to ensure

independence. Many community radios also organize fund- raising events among their audience. The overall aim is always to reach a state of financial self sufficiency.

v) Editorial Independence and Credibility

Community radio is editorially independent of central and local government, of political parties, and of commercial and religious institutions in determining its policies and programming. Overall policy is set by the aforementioned representative community-level committee, but with day to day operational decisions about programming taken by the station manager, his or her role as a credible and non partisan person becoming crucial.

vi). Representation of different groups and interests in the Community

Communities are inevitably made up of different groups and interests. Community radio broadcasts programmes that cater to these and also encourages them to express themselves on air. Programme and time allocation are approximately proportional to the size of any particular group or interest in the community, taking into account any special circumstances or needs.

vii)   Inclusion of Minority and Marginalized Groups

Community radio includes minority and marginalized groups on equal terms rather than giving them an occasional voice, as in the case of many public broadcasters. Its programming ensures a wide diversity of voices and views from marginalized groups such as women and youth, and it promotes and protects the interests, culture, and linguistic diversity of ethnic minorities in the community.

2.2.2   Objectives and Functions of Community Radio

Community radio serves those whose interests rarely get attention from the mainstream media. Githaiga (2011). According to Alumuku (2007), community radio aspires to make a local community a caring community and to increase the awareness among its audience to participate actively in their social, economic and cultural development. Simply put, he adds community radio aims at improving the living standards of the people and finding solutions to their local problems. There is wide acknowledgment of the significant role community radio can play in communities in terms of consensus building on issues affecting the community. Thus some of the objectives of community radio include;-

29

- Promote and reflect local culture, character and identity;
- Assist in creating a diversity of voices and opinions and encourage individual expression;
- Increase access to diversity in broadcasting ownership;
- Be responsive to the needs of their community;
- Contribute to human resources development for broadcasting and where appropriate to job creation;
- Encourage members of the relevant community to participate in programming and production matters;
- Encourage innovation and experimentation in programming.

i) Promotion of local identity, character and culture

Community radio provides programming that is particular to the community's identity and character. Thus it relies principally on local content but also includes outside news and events that have a special interest or implication for its audience. It also focuses on local culture. In many African countries, although people use their local languages for every day life, foreign languages are used for education, governance and in mass media communication. The constitutions, laws and institutions of governance are all in foreign languages. This creates a situation in which the people are not conversant as they should be with the laws by which they are governed. Culture is language, Fraser and Estrada (2001). Local languages and expressions are the raw material that feeds community radios. They are the cement of cultural diversity, which is as important for the successful future of humanity as biological diversity. An essential characteristic of community radio is that they communicate in the people's own languages. Community media are critical in responding to the language question precisely because much of indigenous wisdom, knowledge, philosophy and science being underwritten is embedded in the language of the people. Development of the language could open up a new treasure of science and technology. Secondly, community radio can assist in introducing minority, remote or marginalized languages into the public domain. They can assist in their development and growth which enhance the dignity and self confidence of the speakers. Community radio also has artistic expression especially through local music, dance, poetry, and theatre, story-telling and so on. Local performers are encouraged to go on air, uninhibited by considerations of the

professional standards they may have acquired from the mainstream media (Fraser and Estrada 2001, Alumuku 2007).

Farren Niamh (2007), undertook a qualitative approach with quantitative data. The research was preoccupied with defining quality within community radio with a structured questionnaire. The variables included representation of programme, formats, program content, culture of production and participation. The study sought to look at the seven most important characteristics of community radio. It was found that the station assigned importance to the issues of participation, relevance and empowerment of the community. The importance assigned to building community identity was quite low. The study also looked at the measures adopted by the stations to improve standards and quality. Feedback during the study for example saw quality as an ongoing process involving the development of both the individual and the collective. Another group described as quality as stemming from the CR having a clear vision for the station and the ability to implement that vision with a plan that is clearly defined to ensure the ongoing process and development of the radio as a provider of service to the community is of the highest standard possible.

ii) Create a diversity of Voices and Opinions

Through its openness to participation to all sectors and people, community radio creates a diversity of voices and opinions on the air. Some discord is present in all communities; they are not the peaceful, harmonious groupings that outsiders may idealistically imagine. Discord may be caused by differing interests, by differing ethnic, linguistic or religious backgrounds or even by some ancient feud. A function of community radio is to try and air all sides of a discussion objectively, without taking sides.

The principle of freedom of expression, among other things implies the freedom to impart information freely. This freedom requires governments to ensure opportunity for citizens to express their opinions without hindrances. Community broadcasting derives partial justification from this principle which in turn involves the concept of pluralism.

iii) Promote Good Government and Professional Responsibility

In many poor countries, local authorities and politicians fail to provide the necessary infrastructure needed for social and economic progress. These politicians also easily take advantage of citizens, either individually or as a group. Community radio helps people to obtain their just rights by giving them a platform to air their grievances. By playing watchdog role, it makes local authorities and politicians conscious of their responsibilities. Broadcasting discussions or questions and answers, between members of the community and local authorities, about some issues that is vexing them is a technique that is often used. Another technique is to broadcast live discussion of local meetings.

Others functions of community radio are; providing missing communication services. In poor rural areas, where telephones hardly exist, community radio places then to an important extent by broadcasting messages. It could for example announce information on dates and venues of naming ceremonies of newly born babies or funerals for a relative amongst others. It also promotes civil societies who raise awareness about people's rights. The community radio also promotes literacy, health, development and social change.

2.3   Effectiveness and Impact of Community Radio

In this study, a community is considered to be a group of people who share common characteristics and/or interests. The commonality of interests may be based on:

- The sharing of a single geographical location, that is to say those living in a specific town, village, or neighborhood;
- The sharing of economic and social life through trade, marketing, exchange of goods and services.

a) **Public service broadcasting** refers to media services provided by a statutory body, usually state-funded but publicly owned, run independently from the government and its budget is determined through Parliament. Its broadcasting policies and programming are often controlled by a public body, such as a council or a legally constituted authority. This body ensures that broadcasting operates to provide information, education and entertainment to the citizens and society in general and independently of government, party politics and other interests.

b) Commercial broadcasting – commercial or private broadcasting provides programmes designed primarily for profit from advertising revenue or is owned and controlled by private individuals or by commercial enterprise.

c) Community broadcasting is referred to as a form of broadcasting, not for profit, owned and controlled by a particular community under and association, trust or foundation. In some cases, it is owned by a non-governmental organization working in the community.

When radio fosters the participation of citizens and defends their interests; when it reflects the tastes of the majority and makes good humour and hope its main purpose; when it truly informs; when it helps resolve the thousand and one problems of daily life; when all ideas are debated in its programs and all opinions are respected; when cultural diversity is stimulated over commercial homogeneity; when women are main players in communication and not simply a pretty voice or a publicity gimmick; when no type of dictatorship is tolerated, not even the musical dictatorship of the big recording studios; when everyone's words fly without discrimination or censorship, that is community radio (Vigil, 1997).

The historical philosophy of community radio is to use this medium as the voice of the voiceless, the mouthpiece of oppressed people (be it on radial, gender, or class grounds) and generally as a tool for development.

Community radio is defined as non-profit making, under community ownership and control, and run through community participation. It should be made clear that community radio is not about doing something for the community but about the community doing something for itself, i.e. owning and controlling its own means of communication (AMARC, 1998).

In Latin America, there are approximately one thousand radio stations that can be considered community, educational, grassroots or civic radio stations. They are characterized by their political objectives of social change, their search for a fair system that takes into account human rights, and makes power accessible to the masses and open to their participation. They can also be recognized by the fact that they are non-profit. This does not prevent them from growing and seeking a place in the market

Community and civic radio is defined by the community of shared interests it represents and by the coherent political-cultural, communication and business objectives of these same interests. It incorporates new languages, new formats, other sounds, types of music, voices. It brings other ways of talking, new relationships with listeners, ways of asking and answering questions, ways of making demands and pressuring the authorities (Lamas 1998).

2.3.1 Participatory Development Communication

Alumuku (2007) observes that in today's world, it is knowledge gap rather than income gap that is likely to be the most critical determinant of the fortunes of countries across the world. At the beginning of the third millennium, knowledge constitutes the road to development and liberation, especially in a world of intensive globalization. He notes that the acquisition of information and has great value in terms of human development since it builds human capacity. In economic terms, development meant the capacity of a national economy whose initial economic condition has been more or less static for a long time to generate and sustain an annual increase in its Gross National Product (GNP) at rates of perhaps 5-7 or more.

"Internationally, emphasis is being placed on the challenge of sustainable development, and participation is increasingly recognized as a necessary part of sustainable development strategies." Meaningful participation cannot occur without communication. Unfortunately, too many development programs, including community-driven ones, seem to overlook this aspect and, while paying attention to participation, do not pay similar attention to communication, intended as the professional use of dialogic methods and tools to promote change. To be truly significant and meaningful, participation needs to be based on the application of genuine two-way communication principles and a practice says (Mefalopulos, 2008). Goulet (1971) defines development as the sustained elevation of an entire society and social system toward a better and more humane life.

Mefalopulos (2008) adds that that is why communication is increasingly considered essential in facilitating stakeholders' engagement in problem analysis and resolution. Similarly, there is an increasing recognition that the old, vertical, top-down model is no longer applicable as a "one-size-fits-all" formula. While acknowledging that the basic principles behind the Sender-Message-Channel-Receiver model can still be useful in some cases, development communication

has increasingly moved toward a horizontal "two-way" model, which favors peoples' active and direct interaction through consultation and dialog over the traditional one-way information dissemination through mass media. Many past project and program failures can be attributed directly or indirectly to the limited involvement of the affected people in the decision-making process. The horizontal use of communication, which opens up dialog, assesses risks, identifies solutions, and seeks consensus for action, came to be seen as a key to the success and sustainability of development efforts. There are a number of terms used to refer to this emerging conception (Mefalopulos 2003); some of the better known are "another development," "empowerment," "participation," and "multiplicity paradigm."

2.5   Summary of Literature Review

The historical importance and theoretical benefit of community radio has been contextualized in the literature review. The challenges associated with community radio have been considered from previous studies and reports. The successes of community radio are related to good mobilization and community and audience participation including initial consultation at the inception of the radio stations. This study will investigate the extent to which two, out of over ten community radio stations in Kenya will conform to the essential definitions in the review. Though the stations hold the name of community radio, it may be that they have not cultivated proper participation. A closer look at the stations programming does not suggest proper community involvement as well as programmes geared at addressing the most critical issues affecting that particular community

These stations should always have the four essential pillars of community radio, namely; community ownership and control; community service; community participation; non-profit business model. "Community radio is a social process or event in which members of the community associate together to design programmes and produce and air them, thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighbourhood, or a community-wide campaign on how to use clean water and keep it clean, or agitation for the election of new leaders. The emphasis is on the ownership of democratic and development efforts by the members of the community themselves and the use of media, in this case radio, to achieve it" (Arnaldo, 1998)

35

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

The study will use both qualitative and quantitative methodology. Six personal face-to-face interviews will be done with key informants in the community and a semi-structured questionnaire will be administered to the two sample radio audiences to establish the levels of audience knowledge, participation and the overall relevance and effectiveness of the radio stations.

3.1 Study Area

Two separate samples will be purposively selected from Koch FM community audience in Korogocho community in city of Nairobi, and from the Multimedia University MMU FM community radio audience within the suburbs of Nairobi.

3.2 Data Sources and Collection Methods

A three-part pre-coded semi-structured questionnaire will be administered to the two samples drawn from Koch FM and MMU FM community radio audiences. Rating scale and anticipatory structured questions will be used. In-depth protocol will be administered to respondents who will be found to be engaged in administration and production at the stations. These will provide specific data on aspects of the radio station that would otherwise be unavailable to the audiences.

3.3 Sampling

A total sample size of .n=150 for both samples is expected to be used in the quantitative survey. The study sample will be selected purposively from within the two communities which are well-populated. A selection question will be used to confirm audience knowledge, access and participation.

3.4 Methods of Analysis

Data will be analyzed through the Statistical Package for the Social Sciences (SPSS) Version 16.0, which offers sufficient adaptability for comparative analyses of frequencies, means, and simple cross tabulations which will be used in this study. Relationships across variables will be done through bi-variate cross tabulations of percentages and means.

Variables will be measured for knowledge, audience participation, relevance, importance of certain changes, impact and effectiveness of radio communication, and met and unmet local audience information needs. Outputs will be presented through tabulation and comparison matrix. A narrative analytical framework for the in-depth interviews will be developed and its results will constitute the first part of this report. Frequency tables and charts will be used to present the data.

3.5   Variables and their Measurement

Questions were asked to determine variable attributes: Personal characteristics were respondents' area of residence (study area), age, sex, education, occupation, and approximate monthly income. The variables that were tested included the following: knowledge, access and accessibility to community radio among community members; listenership and involvement of audience with the local community radio; patterns of audience participation; understanding of community needs and goals by community radio station; involvement of the community in planning and managing station; harmony of unmet community needs versus radio broadcast content; achievement of community radio station goals; audience perceptions on the Relevance (operationally defined as audience's perception of importance of relative expected change) and Impact (operationally defined as perceived extent of actual attainment of relative change) as of community radio in solving critical social issues.

The concept of knowledge in this study of the radio audience was defined operationally as the respondents' knowledge on the radio station's broadcasters, programmes and objectives. Audience participation was defined variously as; all the identifiable forms of engagement of audience with the radio station, including involvement at inception, planning and startup of station; regular role in designing and producing or broadcasting programmes listenership, engagement as guest speaker, volunteer, or as committee member.

CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSION

4.0 Introduction

This study set out to examine community radio in Kenya, by conducting personal interviews and incisive audience surveys in two localities served by two such radio stations, KOCH FM and MMU FM, with consideration given to various attributes of the role of community radio in participatory communication, and in recognition of their different objectives in Nairobi. In this section, findings from both qualitative and quantitative investigation are presented.

The aspects that the study set out to examine in the audience were patterns of knowledge and participation in local community radio; overall objectives, role and effectiveness of the community radio in catering to the respective audience. The analysis of different forms of data that were collected from both audiences is detailed and presented in tables and charts in this chapter. Discussions on implications of the findings for this study are also summarized herein.

4.1 Findings from Personal Interviews

To meet the study objectives of investigating some complex issues involving the objectives and operations of the community radio stations in relation to their audiences, several personal interviews were conducted for both the KOCH and the MMU FM stations.

4.1.1 Profiles and objectives of KOCH and MMU FM stations

4.1.1.1 KOROGOCHO FM (KOCH) FM

Korogocho FM, known as Koch FM, started in 2006, is on a frequency range of 99.9 and has a geographical reach of 3-kilometer radius. The station broadcasts for 24 hours in Kiswahili and *Sheng* and is owned by a community-based organization. Its vision is "*An empowered community that celebrates its diversity and actively participates in its development*". The mission is "*to provide a platform for the community to address their issues through information sharing, education and communication, to promote their social, political and economic wellbeing*".

38

4.1.1.2   Objectives of the KOCH FM station

I.   To promote popular participation in local and national socio-economic and political processes

II.   To promote peace and encourage peaceful co-existence amongst our diversified backgrounds.

III. To equip Korogocho youths with knowledge and skills on radio presentation and broadcasting.

IV.   To educate and entertain.

V.   To create employment

The initiators of the radio were a group of young people from Korogocho who were born and raised in Korogocho whose motivation were the issues happening in the area. The young people felt that mainstream media turned down all the invites by any of the very many community initiatives and which were by large very positive. "Instead the mainstream media could only come to the area when there was a negative event like rape, murder etc giving the area negative publicity which gave a negative perception and attitude toward the populace of the area." People sought to live in self-denial and even to change the name of Korogocho Primary School to St Daniel Comboni Primary School to conceal the identity of the children who were graduating from the school and who were facing discrimination in secondary schools outside Korogocho due to the poor perception about the area. They were deemed as bad children due to the negative publicity. Levels of awareness in the community were also low, which led to abuse of peoples' rights by the local administration and the police. Local Chiefs took advantage, for example, of peoples' ignorance and extorted monies from the communities in the name of repair fees. This was paid legally by anyone who wanted to repair their house.

4.1.1.3   MULTIMEDIA RADIO (MMU) FM

Multimedia Radio (MMU radio) with frequency at 99.0 MHz, broadcasting around Rongai, Kiserian and parts of Ngong for 17 hours a day, is owned by Multimedia University (formerly Kenya College of Communication and Technology (KCCT)) has the vision; *"To be a world class community station of excellence in the dynamic society and technologically changing world."*

Its mission is *"To connect community through education, technology and participation while providing training that drives the development agenda within the nation and beyond."* It was

started as a result of a call by the student population, on 19 November 2009, although programming started in March 2010.

4.1.1.4 Objectives of the MMU FM station

I. Develop human resources for the broadcast industry with community media and communication at heart.

II. Promote social change through use of education and technology to connect to community.

III. Facilitate a participatory training and development that reflect the needs and preferences of the community and the neighborhood in order to achieve integration and cohesive society to achieve social and economic goals.

4.1.2 Participation and Achievement of objectives in KOCH and MMU RADIO

Managers from both KOCH FM and MMU radio reported that community members were involved at the inception of each of the stations. Before Koch FM went on air, word was sent around that the station would be starting and there were posters announcing the inception of the station. For MMU community members involved were mainly the student population, while a group of Korogocho youth started the Koch FM.

The MMU radio attributes to the existence of the radio station, the improved security situation around Ongata Rongai region and its surroundings, as well as the development of local talent and opening up of democratic space (political freedom). At KOCH FM, station programming is done weekly and is reviewed on a yearly basis usually by the KOCH crew, management and partners such as local community based organizations.

According to Laban Frezier, a Multimedia University lecturer who works closely with the students in the MMU radio, the programme, topics and agenda are formulated by the community, mostly the student community as well as the neighbours, and the station merely facilitates their production. The content is done by mainly the university's communication students who get a chance to work in the station for some months while neighbours have slots of programmes that they run. These include business-oriented programmes such as "*Jitihada Kazini*" and "Mtandao *wa Kazi*". The "*Link*" is dedicated to upcoming artists in the area. The

40

religious programmes have neighbours featuring, for example, the 'Voice of Prophecy' is run by Karengata Seventh Day Adventist (SDA) church on Saturday mornings while 'Sunday Ablaze' is dedicated to the Pentecostal churches on Sunday mornings. There is a youth empowerment programme which is dedicated to youth groups and youth movements. Nazarene University students have had a gospel magazine programme, "The Call", on Saturday night. A non-governmental organization, Sowed, also run a programme dealing with gender issues mainly women issues and development and other NGOs, such as the Association of Media Women in Kenya (AMWIK), are also invited to the station to discuss various issues The station has education programmes, such as a feature programme on Vision 2030; the 'Neighbourhood Watch' which focuses on environment and security; a health programme "Your Health" "*Afya Yako*," as well as a technology programme.

For sustainability in its operations, the MMU radio relies fully on support from the Multimedia University administration. There is also a partnership from *Safaricom Ltd*, Kenya's largest mobile phone service provider company under the Community Social Responsibility (CSR) programme.

4.1.2.1 Audience Information Needs

Both stations report efforts to get community information needs. According to Frezier the MMU broadcast content is formulated by the community mainly the student population. The listeners also bring requests to the stations, come and bring ideas adding that the station has made efforts to make the station accessible. Koch FM report that they conduct community forums and get information through SMSs. In terms of issues that have elicited great response, MMU has broadcast issues on insecurity in Rongai, land grabbing, environmental challenges, Investment opportunities. At Koch FM social issues programmes such as voluntary male medical circumcision (VMMC) and campaign on registration of birth certificates. These programs attracted huge participation and calls

Feedback from Koch FM is that audiences respond very well to musical programmes thus efforts to seek to inform and education within the musical programmes. Koch has programmes such as Shiko Mabeste and Msani musical programmes. The programming also includes news programmes. They report that some of their programmes with the greatest impact include the

41

Early bird programme – whose impact resulted in street lights, Zamia kale also did programmes on insecurity in Dandora. Radio managers of Koch say they had to tackle insecurity as levels of theft were very high and families had to get relatives to stay with their daughters. The frequency of girls being raped has reduced although they still acknowledge that insecurity remains an issue which they attribute to unemployment and frustration especially by the youth who target to steal mobile phones and money and other valuables from passers by including people they know and have lived with. The managers as well as personal interviews with listeners for both Koch FM and MMU identify issues of insecurity and unemployment as priority for the radio stations to continue broadcasting on. A community member revealed that in the month of August 2011 alone at least four young men were gunned down, saying young men of nine to 12 years of age drop out of school to join crime. "The people who steal from you know your name, even in rape cases the rapists know their victims by their names. People fear reporting including discussing these issues on the radio station," a volunteer with Koch FM revealed. In the case of MMU and listener from Ongata Rongai said after 8.00pm it is not advisable to walk outside in possession of money or your cell phone.

4.1.2.2 Factors affecting Knowledge and Participation

Stations engage volunteers in broadcasting; MMU offers incentives in form of daily allowances, while Koch FM has a management team earning monthly allowances and volunteers, who are not paid but offered incentives such trainings. There are efforts to offer incentives.

Koch FM has a board of five people, with a management team of seven and 10 interns. The Chair of the Koch FM board Nyagah Kamau also does some programmes. A personal interview with one of the listeners of MMU he cited presenters who had visited them to conduct a survey as his favourite. However the presenter had already left the station as the student volunteers leave and give room to others. The listeners said sometimes they do not hear the presenters they are used to. Koch FM organizes community outreach, forums and outreach activities on various issues such as the environment as well LATF. Koch FM recalls Free play at one time distributed some radio to members of the community to boost listenership and access to the radio station programmes. During musical programmes offering opportunities for calling both station reported receiving very many calls. Charles Kimani a producer and Marketing Manager at Koch FM says

42

when you take a national issue and try and domesticate it, listeners do not call as much as during for example reggae time when they are sending greetings to each other and discussing a local issue as well. During the survey Koch FM reported that they had the best team of presenters ever and the station was also training a new team of presenters incase the current ones leave for other opportunities. One of the challenges the station faced was when electricity goes off and the station only puts the generator on if it's a critical programme otherwise they go off air. Both station reported that their signals could do with boosting since some listeners go off air. For Koch FM presenter Catherine Wanjiku because she is a community members and lives in Korogocho she is able to generate debate or discussion issues from friends, neighbours and family members as she mingles with them. She feels based on the fact that community members know them this has greatly helped them in their work. Some of listeners of both stations said they sometimes loose the frequency.

4.1.2.3 Perceived Relevance and Impact of Community Radio

According to the Koch FM, Managers Tom Mboya and Presenter Catherine Wanjiku governance of Korogocho has changed from handpicked village elders to elected village leaders. Illegal levies like the "repair fees" and pesa ya uwanja which was levied against the small scale/petty traders by the chiefs and the village elders is now history The residence committee to oversee slum upgrading sponsored by the Italian Cooperation have also been elected by committee members. Former MP for Kasarani is on record as having said that Koch FM greatly contributed to the loss of his parliamentary seat due to the awareness raised on the management and the use of CDF. Another listener says they found their lost niece after it was announced on Koch FM.

Both MMU radio and Koch FM stations cite the issue of security as one that they have tackled and seen improvement. However listeners still identify security as a major issue. At Koch FM social issues programmes such as voluntary male medical circumcision (VMMC) and campaign on registration of birth certificates registered huge participation and calls. Similarly they have impacted the society with station managers saying hospitals which partnered in the programmes registered increased number of men demanding for VMMC. For MMU a major outcome is that many students have gained skills radio broadcasting. MMU has also tackled environmental issues as well as business ideas which has greatly impacted the community

43

4.2 Findings from Audience Survey

4.2.1 Response Rates

An 87 % response rate was observed with both audience samples each returning exactly 65 filled questionnaires (total n=130) against the proposed anticipated total of 75 (total n=150).The social, economic, and demographic profile of both radio audiences is given in tables in the next subsection 4.2.2.

4.2.2 Respondent Profile by Sample Characteristics

Table 4-1 Respondent Profile by Gender and Study Area

Sex	KOCH FM %	MMU FM %	Total %	Total N
Male	32	15	47	61
Female	18	35	53	69
Total	50	50	100	130

Table 4-1 shows the respondent profile by gender at 53% female and 47% male. The distribution is further split to show that more respondents in MMU FM tended to be female (35 % of both sample total) while most of those in KOCH FM tended to be male (32 % of total sample).

Table 4.2 Respondent Profile by Age Group

Age group	Frequency	Percent	Cumulative Percent
17 to 25 years	95	73.1	73.1
26 to 35 years	21	16.2	89.2
36 to 45 years	12	9.2	98.5
46 years or more	2	1.5	100.0
Total	130	100.0	

As shown in table 4-2, quite a large percentage, 73%, of the respondents who come from both KOCH FM and Multimedia Radio audiences is aged between 17 and 25 years of age.

44

Table 4-3   Respondent Profile by Level of Education

Level	Frequency	Valid Percent	Cumulative Percent
Primary	32	24.6	24.6
Secondary	38	29.2	53.8
College/Tertiary	31	23.8	77.7
University	27	20.8	98.5
None	2	1.5	100.0
Total	**130**	**100.0**	

The Table 4.3 shows that the respondents are almost evenly distributed across the progressive levels of education, with most of them (calculated at 74%) having attained post-primary education. This should give a higher likelihood of informed questionnaire responses during the survey.

Table 4-4   Respondent Profile by Occupation

Occupation	Frequency	Percent	Cumulative Percent
Student	39	30.0	30.0
Unemployed	28	21.5	51.5
Employed	16	12.3	63.8
Self-Employed	30	23.1	86.9
Contractual/ Other	17	13.1	100.0
Total	130	100.0	

In Table 4.4, it can be seen that half the number of respondents is not directly employed, and that 23% of the respondents are in business, or are self employed. More respondents are either students or unemployed. This is expectedly because one of the community radio stations under study in the project, MMU FM, caters to a large body of students in the Ongata Rongai, Ngong areas of Nairobi.

Table 4-5   Respondent Profile by Approximate Monthly Income

Approximate Income	Frequency	Percent	Cumulative Percent
Less than KShs 5,000	29	22.3	22.3
KShs 5,000 up to KShs 15,000	30	23.1	45.4
More than KShs 15,001	3	2.3	47.7
Undetermined	68	52.3	100.0
Total	130	100.0	

Many of the respondents 52% were unable to accurately estimate figures for their monthly incomes due to various factors, including the fact that part of the actual target samples of the active community audiences largely constitutes students, self employed and informally employed persons. Twenty-two percent and 23% estimated their income at up to 5,000 and 15,000 Kenya shillings respectively.

Table 4-6   Respondent Profile by Current Marital Status

Marital status	% of Respondents	Cumulative %
Single	74	74
Married	23	97
Widowed	3	100 %
Total	**100 %**	

Most of the respondents in the study were unmarried and this is reflected in table 4-6, whereby 77% of all respondents were ever married. Only three respondents were widowed.

4.2.3   Knowledge Patterns about Community Radio Station

The importance of how information travels about the operation of a community radio station was considered in the review to be a key factor in the effectiveness of the radio station. A question was therefore asked about the respondent's first source of information about the local community radio. Table 4-7 below shows that a significant 38% of all respondents had received the information on their own radio sets, 17% had received the information from a friend, 15% had learnt of the station from a family member, while at least 22% had heard about it on a different radio set from their own.

46

Table 4-7   Distribution of Respondent by First Introduction to Community Radio Station

Source of information about local community radio	% of Respondents	Cumulative total %
From a friend (FRIEND)	17%	16.9
From a family member (FAMILY)	15%	32.3
Heard it on own radio (OWN RADIO)	38%	70.0
Listened on somebody else's radio (OTHER RADIO)	8%	77.7
Radio Station advertised itself (ADVERT)	14%	91.5
Others (OTHER)	8%	100.0
Total	100.0	

At least 52% (38+14%) of respondents first heard about the radio station from their own radio, suggesting an average level of accessibility to radio service for respondents in this study

Table 4-8   Distribution of Respondent by Current Knowledge on Community Radio Station

Percentage of respondent by Knowledge about local Community Radio station %					
	Three and more	At least two	At least one	Do not know any	Total
Broadcasters	45	22	20	13	100.0
Radio programmes	35	20	25	20	100.0
Station objectives	28	17	20´	35	100.0

Figure 4.1   Respondents' Knowledge Patterns on Community Radio attributes

47
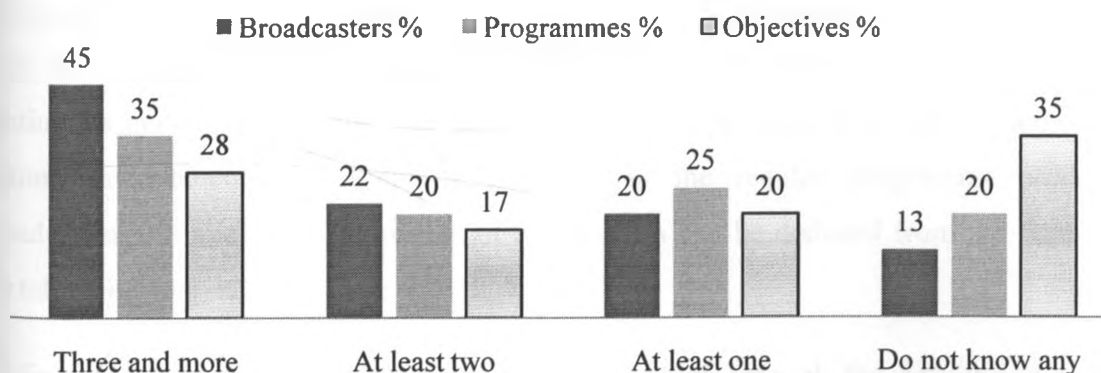
Three questions were used in the questionnaire to determine knowledge patterns of respondents in regard to their local community radio station. The rationale was derived from the assumption that listeners were likely to be able to accurately remember the identities of broadcasters, the names of some programmes and at least some of the objectives if the local community radio station was operating as effectively. These results are given in Table 4-8 and illustrated in Figure 4.1. Forty-five percent of all respondents knew three or more broadcasters, 22% knew at least two broadcasters, and only 13% reported that they did not know any broadcaster. Thirty-five percent of all respondents reported that they knew at least three or more radio programmes while 20% knew at least one or none. With regard to the objectives of the radio, 35% reported that they did not know any, 25% knew at least one and 28% knew three or more of the objectives. Due to the theoretical importance of knowledge patterns, a more thorough comparative analysis of the knowledge variable across background characteristics was conducted in this study. The results are given in **subsection 4.3** and **Table 4-19**.

4.2.4 Levels of Listenership and Participation of audience in Community Radio

How members of the community directly engaged with the local radio station was investigated through a set of variables, under the wider concept of audience participation, which was operationally defined as the levels of listenership; how members performed in the station; how far some members were involved at committee level or as guest speakers or volunteers. Respondents ranked their respective levels of participation for each of these attributes for both radio stations.

Other critical aspects of audience participation that were outlined in the definition of this study were the involvement of the community members in the planning and setting up of the station; continuous involvement of the members in identifying problems that will be addressed by the station; involvement of community members in the regular programme production and broadcasting; as audience The results of the analysis can be deduced from the figures given in the tables 4-9 to 4-12 and Figure 4.2 below.

Audience participation was also examined in the study through the description of individual listenership in the community, also separately as an accurate indicator for concepts of reach and

relevance of the community radio station in the community. The analysis of respondent profiles of listenership, (which is confirmed as high in Table 4-9), is given in the tables 4-13 to 4-14C.

Table 4-9   Percent distribution indicative of Respondents' Participation

Attributes	Indicative Participation Level (% of Respondents')					
	As Listener	As Performer	Committee Member	Guest Speaker	As Volunteer	As Others
High	48%	10%	9%	3%	12%	2%
Moderate	38%	4%	4%	6%	3%	2%
Low	14%	7%	2%	9%	6%	0%
None	0%	79%	86%	82%	79%	96%
Total	100%	100%	100%	100%	100%	100%

Source: Primary Survey Data

With regard to the level at which the audience was found to engage with the radio station, most of the respondents (high + moderate = 86%) in this study reported that they were regular listeners to their respective local Community Radio station, i.e., KOCH and MMU FM. Respondents reported limited engagement with the station when they were asked about having been active as performer (10%), as guest speaker (3%), as volunteers (12%), and only 9% reported a high engagement as committee member for the radio station. This information is illustrated in the two-dimensional bar chart in Figure 4.2 below:

Figure 4.2   Bar chart showing level of respondents' engagement with community radio

49
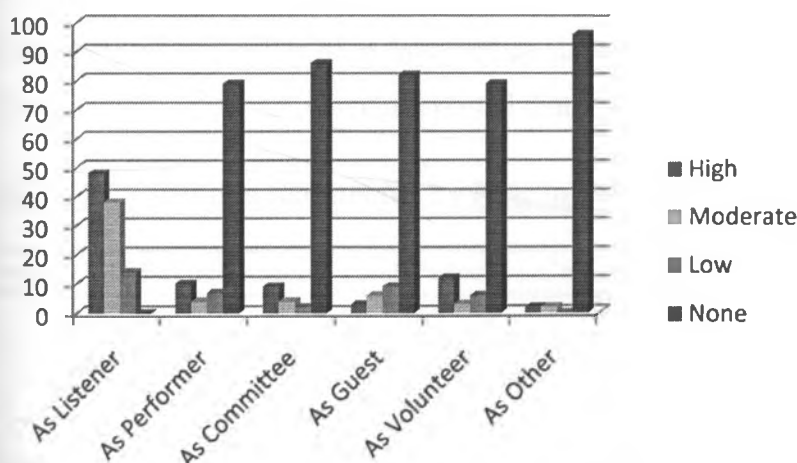
Table 4-10   Involvement in Planning and Startup of Radio Station

Involvement attribute	Frequency	Valid Percent	Cumulative Percent
Respondent was deeply involved	9	6.9	6.9
Many known to respondent were involved	63	48.5	55.4
Respondent was not involved	38	29.2	84.6
None of those known to respondent were involved	20	15.4	100.0
Total N	130	100.0	

Involvement of community at inception, planning and starting of the community radio station was measured in the survey. In Table 4-10 above, only 7% of respondents reported being deeply involved at the inception of the radio, but 48% of the respondents reported knowing people who were involved at the inception. Twenty-nine percent (29%) of respondents were not involved at all, in the inception, planning and starting up of the station.

Table 4.11   Respondent Profile by Role in identifying problems for local Radio Station

Respondent Role	Frequency	Valid Percent	Cumulative Percent
Never	21	16.2	16.2
Once	24	18.5	34.6
Often	38	29.2	63.8
Rarely	47	36.2	100.0
Total N	130	100.0	

To examine how the respondents were continually engaged with radio station, respondents were also asked to rate how far they had identified problems to be solved by their local radio station. Sixteen percent had never been involved at all, but 29% had often been involved in identifying such problems. Thirty-six percent reported that they were rarely involved (in Table 4-11).

Table 4-12   Respondent profile by Role in Programme Production and Broadcasting

Frequency of Participation	Valid Percent	Cumulative Percent
Very often	28.5	28.5
Rarely	28.5	56.9
Never	43.1	100.0
Total	100.0	

Community radio was always about the community doing something for itself, i.e. owning and controlling its own means of communication (AMARC, 1998). Respondents were also asked to rate their level of participation in ever producing or broadcasting on the station; 43% had never taken part in programme production or radio broadcasting activities. Thus low audience participation is reflected in a total of 72% either rarely or totally uninvolved (in Table 4-12).

Table 4-13   Respondent Profile by Most Preferred Radio Station

Radio Service	Valid Percent	Cumulative Percent
Local Community radio station	47.7	47.7
Vernacular radio station	9.2	56.9
The national broadcaster	18.5	75.4
Commercial radio station	24.6	100.0
Total	**100.0**	

With regard to listenership preferences, Table 4-13 above shows that 48% of interviewees preferred the local community radio station, while 25% preferred the commercial radio station, during their favourite listening times.

Table 4.14   Respondent Profile by Listenership to Local Community Radio

Listenership Frequency	Valid Percent	Cumulative Percent
Occasionally (once a week)	28.5	28.5
Everyday	57.7	86.2
Rarely	13.8	100.0
Total	100.0	

In Table 4-14 above, while about 58% of respondents reported that they listened to their local station every day of the week, the remaining 42% (28+14) reported either occasionally or rarely listening to their local community radio, in spite of overall high reported radio listenership.

Table 4.15   Respondent Profile by Usual Listening Times

Listening Times	Frequency	Valid Percent	Cumulative Percent
Early Morning; 5.30am to 9.00am	44	33.8	33.8
Mid-morning; 9.00am to 12.00 noon	27	20.8	54.6
Afternoon; 12.00 noon to 4.00pm	22	16.9	71.5
Evening; 4.00pm to 7.30pm	17	13.1	84.6
Nighttime; 7.30pm to 12.00 midnight	14	10.8	95.4
Whole day	6	4.6	100.0
Total N	130	100.0	

As part of their listenership profile, respondents indicated their favourite radio listening times, whereby 34% listened most during the early morning between 5.30 am and 9.00 am, 21% listened during the mid-morning between 9.00 am and 12.00 noon, 17% listened during the afternoon between 12.00 noon and 4.00 pm, but about 5% listened during the course of the whole day; as indicated in the Table 4-15 above.

Table 4.16   Reported Factors hindering Respondents' Radio Listenership

Hindrance	Frequency	Percent	Cumulative Percent
Being at work	57	43.8	43.8
Family members listening to other programmes	28 ,	21.5	65.4
Radio frequency is not received	12	9.2	74.6
Watching Television	4	3.1	77.7
Engaged in household chores	16	12.3	90.0
Lack of batteries	7	5.4	95.4
Children studying	1	.8	96.2
Others	5	3.8	100.0
Total	**130**	**100.0**	

Consideration was given to the factors that may hinder the radio listenership of members of the communities in which this study was conducted. A question anticipated such factors and asked the respondents to indicate which of them most affected their listenership. Table 4.16 shows that being at work was the most reported hindrance to radio listening, at 44%, while family members listening to other programmes (21%) and engagement with household chores (12%) were also reported.

4.2.5 Role and Effectiveness of KOCH and MMU FM Community Radio Services

The study also set out to seek information indirectly from the respondents on the issues of effectiveness and the part played by their station in improvements in conditions in the community since the beginning of operations. A list of such problems and changes were anticipated from review and respondents prompted to qualify them from their observation. Results are given in the tables 4-17 and 4-18 below.

Table 4-17   Respondents by Radio Station's Contribution to Problem Awareness

Extent of contribution	Valid Percent	Cumulative Percent
Greatly	61.5	61.5
Reasonably	18.5	80.0
Not at all	3.1	83.1
Cannot determine	16.9	100.0
Total	100.0	

Respondents indicated the extent to which they felt their station had made community members more conscious of the problems that were endemic in the community. The table 4-17 shows that about 62% of respondents felt that the radio station had greatly contributed to such awareness of community problems; about 18% felt that the station had reasonably, but about 17% felt that they could not determine, while 3% felt that the station had not contributed at all.

As shown in Table 4.18 below, a list of observed changes as a result of the operation of an effective community radio station was compiled from the review of experiences from other parts of the world. Respondents were simply required to agree with the statements as they were given in the questionnaire, therefore they were asked to qualify by ticking on this list whichever such issues they thought had changed in their area as direct impact of their local community radio station. Respondents were not confined to a definite 'yes' or 'no' measurement response, and the analysis considers only those changes that were ticked by the respondent. The results are shown in Table 4-16 above; the changes that respondents most acceded to have come from operation of the radio station were improvement in education (75% agreed); improvement in HIV/ AIDS awareness (75% agreed); focus on business skills improved (68% agreed); improvement in security issues (64% agreed); address of gender-based violence issues improved (60% agreed);

address of child protection issues improved (60% agreed); improvement in the recognition and promotion of local artists and their music (59% agreed).

Table 4.18   Observed Changes resulting from the Community Radio

Actual Observed Changes	% No. of Respondents Agreeing
a. Education issues were improved	75%
b. Governance and leadership issues improved	36%
c. Gender based violence issues were addressed	60%
d. HIV/AIDS awareness rose, related issues were addressed	75%
e. Child Protection issues were addressed	60%
f. Entrepreneurial/ business skills improved	68%
g. Women's rights, related issues were addressed	49%
h. Community events and functions got coverage	52%
i. Community members acquired broad perspective to life	42%
j. Religious awareness was raised	42%
k. Job opportunities were addressed	35%
l. Environmental challenges were addressed	52%
m. Student and Campus challenges were addressed	22%
n. Local artists and music were recognized/ promoted	59%
o. Community members and students got access to radio and acquired programming and broadcasting skills	25%
p. Security issues were addressed	64%

The changes that the respondents least acceded to have come from the radio station were address of student challenges (22% agreed); improved access to community members and students to radio and to programming and broad casting skills (25% agreed).

4.2.6 Perceived levels of Importance and Attainment of anticipated development changes:

The evaluation of local community radio was considered in the objectives of the study. To this end, respondents were asked to rate, first, how important they considered selected prospective radio-induced changes and, second, the extent to which they thought these changes had actually occurred in their communities as result of the introduction of community radio. Comparison gaps between the means of ratings were expected to explain differences between what the respondents

54

expected and what they observed. The means were derived from ordinal scale variables where respondents used a scale of 1(lowest value) through 5 (highest value) for each change.

4.2.6.1 Means of the Ratings on Importance and on actual Attainment of changes

Respondents were given an adapted **Likert** Scale of 1 (lowest) to 5 (highest); (i) to rate the perceived levels of importance of six selected anticipated changes enumerated below, and (ii) to describe the perceived extent to which these changes had occurred in their communities as a direct result of the introduction of the radio stations. The means of these ratings were calculated and differences between expected (i.e. level) and observed (i.e. extent) values were recorded for the anticipated changes. The six significant anticipated changes were stated as follows:

1. Governance and leadership has improved
2. Community members and Students access radio and are acquiring programming and broadcasting skills
3. Gender Based violence issues are addressed
4. Security issues have improved
5. Local music artists are recognized and promoted
6. Environmental challenges are being addressed

Respondents' views of both expected and observed changes are condensed in Table 4-19 below:

Table 4-19   Perceived Levels of Importance and Attainment Indicators

	Mean x	Std. Err of x
a) Perceived importance of Improvement in Governance and Leadership	2.70	.097
b) Perceived Importance of community members accessing radio and acquiring broadcasting skills	3.14	.084
c) Perceived Importance of Gender based violence issues being addressed	3.12	.081
d) Perceived Importance of improvement in Security Issues	2.94	.089
e) Perceived Importance of local music being recognized and promoted	3.25	.078
f) Perceived Importance of Environmental challenges being addressed	3.23	.076
g) Extent to which Governance and Leadership has improved	2.58	.105
h) Extent to which community members access radio and are acquiring programming and broadcasting skills	3.12	.099
i) Extent to which Gender based violence issues are being addressed	2.91	.094
j) Extent to which the security issues have improved	2.68	.104
k) Extent to which local artists are recognized and promoted	3.22	.096
l) Extent to which environmental challenges are seen to be addressed	3.00	.101

The figures are shown in Figure 4.3, illustrating the views of the respondents in the survey.

Figure 4.3   Mean values of Respondents' Measurement of Prospective Changes

Importance and Attainment
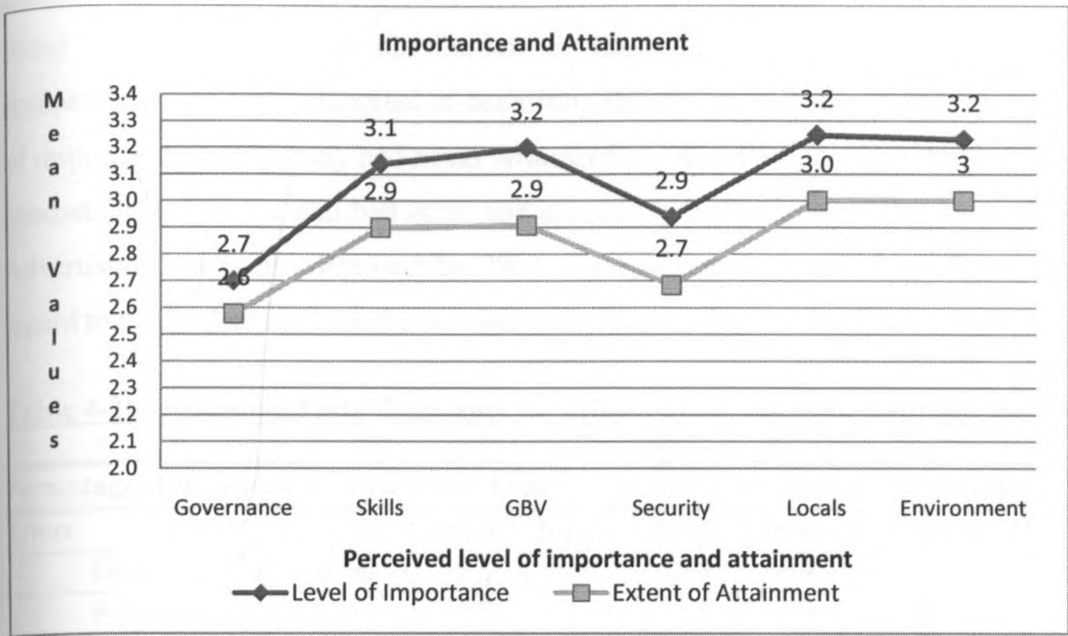
Source: Primary data

The means of respondents' ratings shown in Figure 4.3 may represent the respondents' expectation (level) versus the observed (extent). There is only slight difference between the means of importance and those of actual attainment, which are above the mode at 2.5 drawn from a maximum figure of 5 on the scale that was used in the question. Figures are highest for level of importance of local artists gaining exposure and recognition, although figures for expected are still above those observed as theoretically expected. The gap is highest for gender based violence issues. The gap was lowest for governance and leadership, meaning that there was little difference in importance of governance and leadership issues being addressed, and what the respondents observed.

4.2.7   Accessibility and Access to Local Community Radio

4.2.7.1 Improvement Effort in Access, Listenership and overall Participation

The issues of access and accessibility of community members to their radio station was considered because an assessment would not be objective if community members did not, for example, have radios and information about the radio station, or were out of reach of the

56

broadcast signals. Variables were defined to examine access, listenership and observed efforts to increase overall participation. Efforts to improve such awareness and radio listenership were listed most commonly as distribution of handsets, advertising, publicity campaigns, and competitions and raffles targeted at benefiting the audience. Table 4.20 (Figure 4-4) shows 57% of respondents in this study had never witnessed any distribution of handsets; such distribution of handsets had occurred and had often and also rarely been witnessed by 13% of the respondents. Advertising had been witnessed by 39% of respondents. Nonetheless, figures were high with regard to respondents who had never witnessed any of the listed efforts.

Table 4-20   Respondents' Exposure to Efforts undertaken to improve Listenership

Percentage of Respondents Aware and Exposed to efforts to improve listenership						
Effort	Often	Rarely	Once	Never	DK	Total
Distribution of handsets	13.1	13.1	10.8	56.9	6.2	100
Advertising e.g. posters	39.2	16.2	14.6	26.9	3.1	100
Publicity campaigns	32.3	21.5	12.3	31.5	2.3	100
Competitions and raffles	24.6	25.4	12.3	33.8	3.8	100
Others	6.9	.8	4.6	61.5	26.2	100

Figure 4-4   Respondent Profile by Observed Effort to increase Listenership

57
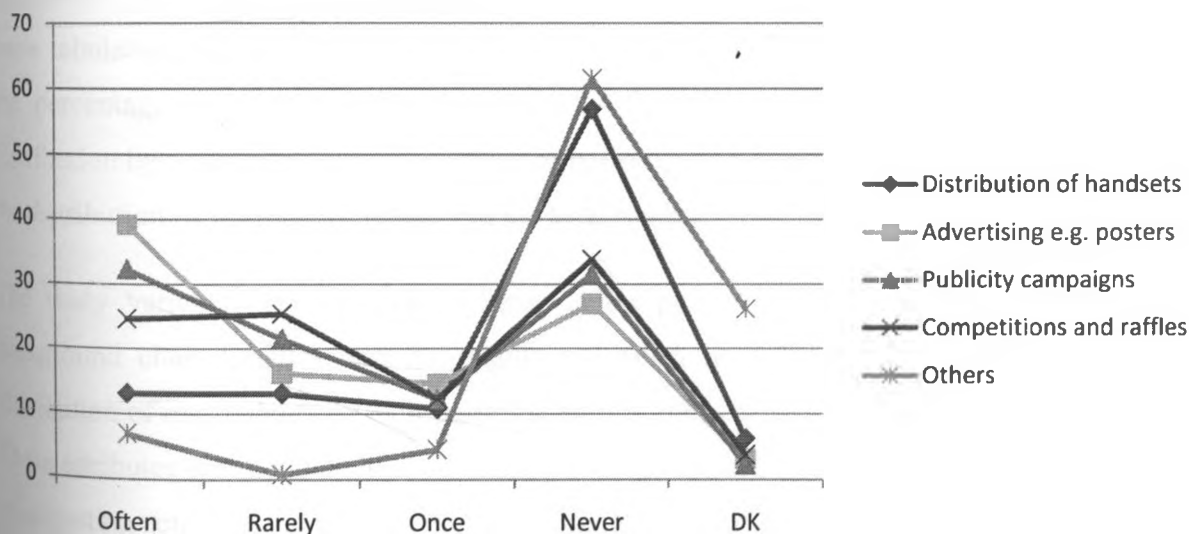
The chart Figure 4-4 illustrates the patterns of how the respondents have observed the efforts undertaken by the station to improve their listenership and audience participation.

Table 4-21   Respondents by Possibility of Recommending Station to other people

	Frequency	Valid Percent	Cumulative Percent
Certainly	100	76.9	76.9
Maybe	27	20.8	97.7
Never	3	2.3	100.0
Total	130	100.0	

The table 4-21 above summarizes the respondents' view about the importance and relevance of the radio station, gauged by a direct question on whether the respondent would consider recommending the station to any other person. About 77% of all the respondents reported that they would certainly recommend the station to anybody else; about 21% would probably recommend the station while only 25 would never recommend the station to any other person..

4.3   Relationships between Study Variables

Apart from establishing the information in the foregoing subsections, this study set out to ascertain the relationships between selected variables, knowledge, participation and perceived importance and impact and effectiveness. In Table 4-22, audience knowledge variables were cross tabulated against respondents' background characteristics. The table is condensed to give the percentage distribution of respondents by their knowledge characteristics across their distribution by study area, age group, education, occupation, gender and marital status; as well as the distribution by attribute in relation to the total sample.

The study variables representing audience participation were then cross tabulated against background characteristics and the results are given in Table 4-23 in terms of percentage distribution of respondents by their participation attributes across the background characteristics. These attributes are involvement in planning and startup of station; inclusion in production and broadcasting activities; and engagement in helping to identify problems to be solved by the radio station.

Table 4-22: Respondent Profile by Knowledge against Background characteristics

Background Characteristic	Percentage of Respondents by their knowledge of;												
	Radio Broadcasters				Radio Programmes				Radio Objectives				
	3+	=2	=1	=0	3+	=2	=1	=0	3+	=2	=1	=0	Σ %
Study Area													
Korogocho	38	23	26	12	34	20	26	20	28	15	17	40	50
Multimedia	57	21	14	14	35	20	25	20	29	18	23	29	50
Age Group													
17-25 years	52	21	18	9	40	17	25	18	33	15	21	32	73
26-35 years	29	24	24	24	24	19	24	33	19	24	5	52	16
36-45 years	18	33	33	17	8	42	33	17	8	25	33	33	9
46+ years	50	0	0	50	50	50	0	0	50	0	50	0	1.5
Gender													
Male	36	28	25	11	34	20	28	18	31	18	20	31	47
Female	52	17	16	14	35	20	23	22	26	16	20	38	53
Education													
Primary	28	25	34	12	16	16	44	25	12	12	25	50	25
Secondary	53	18	16	13	53	24	8	16	32	16	13	39	29
College	42	23	16	19	39	23	16	23	42	13	19	26	24
University	56	26	11	7	26	18	41	15	30	26	26	18	21
None	50	0	50	0	50	0	0	50	0	50	0	50	1.5
Occupation													
Student	54	26	13	8	38	15	33	13	38	18	18	26	30
Unemployed	29	39	21	11	32	21	21	25	29	25	14	32	21
Employed	56	6	25	12	37	31	25	6.	31	6	37	25	12
Self-Employ	40	20	23	17	30	20	20	30	13	17	13	57	23
Other	47	6	23	23	35	18	23	23	29	12	29	29	13
Marital Status													
Single	47	23	20	10	37	20	25	18	30	19	21	30	74
Married	40	23	17	20	30	20	23	27	27	13	20	40	23
Widowed	25	0	50	25	0	25	50	25	0	0	0	100	3
Total % of N	45	22	20	13	35	20	25	20	28	17	20	35	100

N =130. Source; Compiled from Primary Survey data

Figures were low for knowledge on the objectives of the radio station, and average for knowledge on identities of broadcasters working in the radio stations and for programmes being broadcast.

Table 4-23: Respondent Profile by Participation and Background characteristics

Background Characteristic	Percentage of respondents by involvement with community radio											Σ
	In planning and startup (%)				In production and broadcasting (%)			Identifies problems for radio (%)				
	Deeply Self	Knows many	Self never	Knows no one	Very often	Rarely	Never	Never	Once	Often	Rarely	
Study Area												
Korogocho	6	57	20	17	11	35	54	12	17	23	48	50
Multimedia	8	40	38	14	46	21	32	20	20	35	25	50
Age												
17-25	8	49	28	14	24	27	48	19	12	32	38	73
26-35	5	57	29	9	33	33	33	9	29	29	23	16
36-45	0	25	42	33	50	25	25	8	50	17	25	9
46+	0	50	0	50	50	50	0	0	50	0	50	1.5
Gender												
Male	5	52	28	15	25	30	46	15	13	21	51	47
Female	9	45	30	16	32	27	41	17	23	34	23	53
Education												
Primary	3	37	25	34	22	27	41	12	19	25	44	25
Secondary	8	58	26	8	21	34	45	10	10	32	47	29
College	10	61	26	3	35	23	42	16	29	35	19	24
University	7	33	41	18	41	18	41	30	15	26	29	21
None	0	50	50	0	0	0	100	0	50	0	50	1.5
Occupation												
Student	8	46	33	13	26	26	49	23	13	33	31	30
Unemployed	4	39	29	29	21	43	35	4	21	25	50	21
Employed	12	44	37	6	25	37	37	6	25	31	37	12
Self-employed	7	47	27	20	30	23	41	10	37	23	40	23
Other	6	76	18	0	47	12	41	41	6	35	18	13
Marital Status												
Single	7	48	32	12	28	26	46	17	12	36	34	74
Married	7	50	20	23	27	40	33	10	37	10	43	23
Widowed	0	50	25	25	50	0	50	50	25	0	25	3
Total % of N	7	48	29	15	28	28	43	16	18	29	36	100

N =130. Source; Compiled from Primary Survey data

Knowledge variables were then cross tabulated against participation variables to show the expected variable interrelationship (interdependence) between levels of knowledge and levels of participation. As evident in the table 4-23, deep personal involvement of listener in planning and startup was poor across all the given background characteristics (highest distribution was at 12% for those who were employed), and also poor across the total sample (at 7%). Conversely, figures were differentially high across most background characteristics for respondents who had never been involved in production and broadcasting. On the other hand, figures were low for

60

respondents who had never been involved in identifying problems for their radio station (at 16% of total sample), and for respondents who had neither been involved at startup nor knew any person who was (at 15% for total sample).

4.5   Summary

In summary, results of the analysis of data were presented in this chapter. Summary of findings and their implications for the study objectives were discussed. In the next chapter, these findings will be used to draw conclusions and both the recommendations for more effective community radio and for further research.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1   Introduction

This chapter addresses the findings of the study outlined in the previous chapter, in relation to the study objectives. The chapter gives the summary of significant findings and draws objective conclusions, taking into account the limitations of this study. The chapter summarizes the conclusions, and finally makes recommendations for better community radio service and suggestions for further research.

5.2   Summary of Findings

The study set out to investigate community radio with the following as objectives

1. To establish the involvement of community members at the inception and continued running of the community radio stations
2. To establish whether and how the audience information needs have been understood and are sought regularly.
3. To determine the knowledge and participation patterns within communities in the broadcasting areas.
4. To establish the factors affecting knowledge and participation of community in broadcasting.
5. To examine the effort of the community radio stations to mobilize communities to participate in their stations.
6. To establish the perceived relevance and impact of the community radio stations in meeting their objectives and those of the community.

Questions were asked of two radio audiences to determine, through a set of operational definitions, the knowledge, access, and accessibility and participation patterns for community radio among community members. These included listenership patterns of audiences and such related factors as the nature of audience participation and the improvement effort by the community radio; the understanding and integration of community needs and goals; the involvement of the community in planning, starting and managing their station; the harmony of unmet community needs versus radio broadcast content; the achievement of specific community radio station goals and objectives; the relevance and the impact of community radio in solving

critical social issues. These were studied through the use of qualitative as well as quantitative methods.

With regard to the involvement of community members at the inception and continued running of the community radio stations, the study considers that there was low involvement of community members at inception. Seven per cent of respondents were personally deeply involved at the inception of the station, and about 48 percent knew of somebody who was involved at inception. There was also low involvement of the respondents in programme production and broadcasting. Only 28 percent had often been involved. 72 percent had either rarely or never been involved. In terms of whether audience needs were understood; 48 percent of the respondents had been involved in identifying problems to be addressed by the station.

In terms of knowledge on the station, the data shows that 17 percent of the respondents learnt about the station from their friends. 51 percent of respondents heard about the station from their own radio. 45 percent reported knowing more than three broadcasters, 22 percent reported knowing at least two broadcasters. 13 percent did not know any broadcaster. Thirty-five percent of the respondents know three or more programmes and 20 percent know at least two. With regards to radio station objectives 35 percent did not know any.

When the knowledge and participation patterns are considered within communities in the broadcasting areas; 51 percent of the respondents had learnt of the station from their own radio sets but the knowledge patterns regarding broadcasters, programmes and objectives which were being used as key indicators in this study, were poor as shown by the results; only 45% knew three or more broadcasters, 13% knew no broadcaster at all; while 35% knew three broadcasted programmes, 20% did not know any programme; 35% of the respondents did not know any stated radio station objectives although 28% reported knowing at least three or more of these objectives. The issue of the community radio objectives was examined through the personal interviews in the study. The stations had broadcasted these objectives repeatedly.

Seven percent of the respondents were deeply involved at the inception on of the radio stations, 16 percent reported that they had never been involved in identifying problems to be solved by the station, and 28 percent had very often been involved in radio programme production and in

63

broadcasting activities in the station. Seventy-two percent had never taken part in the production or broadcasting activities in the station.

With regard to listenership patterns and preferences, fifty-eight percent of the respondents reported that they listened to their radio station daily, 42% rarely with overall listening times distributed at 34% between 5.30 am and 9.00 am, 21% between 9.00 am and 12 noon, 17% between 12.00 noon and 4.00 pm, 24% in the evening, and only 5% for the whole day. The factors that most hindered the listenership were work (42%) and family members (22%). Forty eight percent reported that they preferred the local community radio station.

Respondents reported that priority issues for radio were addressing issues of security, enabling access to radio and broadcasting skills, and also addressing gender based violence. These had been attained to some level according to the audiences that were interviewed. The presence of the radio had extensively improved governance and leadership issues, according to 31% of respondents; while level at which community members were now accessing radio and acquiring programming and broadcasting skills had extensively improved, according to 55% of the respondents. Respondents were asked to measure some anticipated changes against how the same changes had been observed. For all of the changes, there were differences that indicated that the mean achievement (x = 2.91) was still lower than the mean expectation (x = 3.06).

With regard to efforts of the community radio stations to mobilize communities to participate in their broadcasting operations, a large proportion of the respondents had not been included or was out of the picture when these efforts were undertaken. Only 13% had often observed the distribution of handsets,

With regard to the perceived relevance and impact of the community radio stations in meeting their objectives and those of the community; the respondents returned positive views on their local station with 77% reporting that they would certainly recommend the station to other listeners.

5.3   Conclusions

Audience involvement; There was confirmed inadequate audience involvement at the inception, in the planning and startup of both radio stations, but there was a high involvement of audience

64

in the preparation of programmes and continued running of the stations in MMU radio but an average involvement in KOCH FM.

Objectives; Harmony between the objectives of the community and the objectives of the community radio remained unclear in the study results owing to the large variety of responses, requests and issues raised when respondents were required in the questionnaire state at least three problems they considered urgent to be addressed through the radio (*Q19 in questionnaire*). The objectives of the community radio remained clear in the study.

Audience information needs; The information needs of the respondents were not clearly seen owing to the multiple results of this study emanating from an open-ended survey question. Respondents said they still need programmes that would address among very many other issues security issues, gender issues, and access to employment opportunities.

Knowledge: The knowledge on community radio objectives was poor, and on the other indicators of known broadcasters or programmes, it was concluded that listeners were inadequately exposed to the radio station and were not sufficiently updated. The knowledge gap theory of communication summarized within the theoretical framework of this study seems to be confirmed. Knowledge on the community radio station is higher among those with education levels from secondary, college and university as well as higher amongst students, the employed and self employed. (*Evidenced in Table 4-22 on Respondents Profile by Knowledge against Background Characteristics*).

Participation: The indicators of participation in this study seemed to confirm that audience intimacy with their local community radio station was almost limited to just listening while the theoretical expectation is that community radio is "a social process or event in which members of the community associate together to design programmes and produce and air them, thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighbourhood, or a community-wide campaign on how to use clean water and keep it clean, or agitation for the election of new leaders. The emphasis is on the ownership of democratic and development efforts by the members of the community themselves and the use of media, in this case radio, to achieve it" (Arnaldo, 1998). There was average involvement of the community in identifying problems for the community radio station through,

in telephone calls, and telephone text messaging and relative involvement in focus group discussions and committee meetings. Audience participation in production and broadcasting was poor. From the personal interviews, community participation was exhibited through the involvement of the music artistes, and church based organizations in broadcasting. Similarly, volunteerism backed by incentives motivated community members to participate in radio broadcasting.

Relevance; The communities in the radio broadcast areas anticipated many improvements or benefits that they envisage will emanate from their radio stations. They are able to state these changes including numerous ones that were not within the ambit of this study. Therefore there are perceptions of relevance of the radio station's objectives, programmes or broadcasting themes to the communities.

Importance; The study showed that for more relevance to the communities, the address of issues of insecurity, gender-based violence, governance, access to information, radio and broadcasting skills, employment opportunities were critical. The close relationship between perceived importance and perceived attainment showed that the radio was important toward these issues.

Impact and Effectiveness; The study showed that the radio stations had registered impact. Sixty-two percent of respondents from the total sample indicated that the radio station had greatly helped them become conscious of community problems since the beginning of operations. Only 3% indicated that the radio station had not helped them at all to become conscious of the community problems. Findings also indicated that respondents felt that the security issues had improved albeit still being a problem. Respondents felt that some governance issues had been addressed by the community radio, Findings indicated that 72 percent of respondents felt that community members were accessing radio and acquiring broadcasting skills, while 79% felt that local artists and music were being recognized and promoted. However, this impact was undermined due to the fact that listeners have not been adequately mobilized through efforts to increase participation which were examined in this study.

Efforts; Efforts made by the community radio stations to improve their listenership were inadequate. The radio stations have not been engaged in adequate mobilization of its listeners to sell their services to would be listeners.

66

Greater participation patterns in community radio by community members are likely to result in greater knowledge patterns on the radio station; and greater knowledge patterns are likely to lead to more dedicated participation patterns in the community radio. This was evident from a cross tabulation of knowledge patterns against participation patterns.

Considering the base four principles that are seen as pillars of community broadcasting which are: Community Ownership and Control; Community Service: Community Participation; the radio stations have nonetheless had a measure of success, with several relevant broadcasts with positive outcomes.

It can be surmised that the **community radio stations were not achieving their objectives.**

This is because the expected "social process or event in which members of the community associate together to design programmes and produce and air them, thus taking on the primary role of actors in their own destiny" through consensus building towards solutions to various issues has not satisfactorily taken place.

This is due to the inadequate involvement of the communities to be served at inception and lack of creative means to regularly receive information as well as process those that come through telephone calls and SMSs and thereafter produce relevant programmes. Audience or community participation in production and broadcasting was found to be poor. This is perhaps due to the CR inability to find a feasible means to engage more volunteers beyond those who currently participate in the radio stations. The Quarmynes who started Radio Ada in Ghana as highlighted earlier in this study share that it is impossible to run a community radio without volunteers but were quick to acknowledge that the its proper set important and could be time consuming. To build skilled personnel specialized in participatory approach to community takes time, they noted. They have shared that at first radio Ada volunteers did not receive financial assistance which proved none functional. They share that volunteers from Africa are different from those of Europe who either have a job or are retired and have some income. In Africa volunteers although qualified in some field have no jobs. This compelled Radio Ada to begin payment of remunerations to volunteers made up of farmers, teachers, masons, students, traders and community development workers.

Although listenership seemed to be greatest level of participation and sixty-two percent of respondents from the total sample indicated that the radio station had greatly helped them become conscious of community problems since the beginning of operations, the low knowledge on community radio objectives and on the other indicators of known broadcasters or programmes, were indicators of the inadequate exposure to the radio station.

The limited efforts made by the community radio stations to improve their listenership means that however good the content community members were not being engaged. The radio stations have not been engaged in adequate mobilization of its listeners to sell their services to would be listeners. The recurrent mention of issues of insecurity, gender-based violence, governance, unemployment meant that inadequate efforts were being employed to address these issues and build consensus.

MMU FM station Objectives include developing human resources for the broadcast industry with community media and communication at heart; Promoting social change through use of education and technology to connect to community; Facilitating a participatory training and development that reflect the needs and preferences of the community and the neighborhood in order to achieve integration and cohesive society to achieve social and economic goals.

Koch FM objectives include; To promote popular participation in local and national socio-economic and political processes; To promote peace and encourage peaceful co-existence amongst our diversified backgrounds; To equip Korogocho youths with knowledge and skills on radio presentation and broadcasting; To educate and entertain and To create employment. This objectives have thus not been adequately as community radio stations due to poor mobilization. Thus for now although the radio stations are registering success in some areas greater involvement of the communities including stakeholders to help come up with solutions will see them achieve their objectives and register success.

5.4   Recommendations

- Due to the low involvement of the community at inception there is need for the radio stations to regularly engage and mobilize audiences through various outreach activities, workshops, committee meetings, advertising campaigns etc. There is also need for CR

reach out to its listeners to explain their vision, mission, objectives and role in the communities. The community radio stations need to engage in regular outreach activities, whether funded or not. The outreach activities provide an opportunity for the radio stations educate the community members the link between their objectives as stations and the community's information needs. With greater audience mobilization, community members will gain more knowledge on the radio stations.

- In terms of information needs the two community radio stations need to pick up as a matter of priority creative ways to address in the programming the recurrent issues of programmes on gender based violence, insecurity in the areas and high rates of unemployment from short, medium and long term perspectives. The issues which are also national problems present the stations with excellent opportunities on how communities can come up with local solutions to national problems affecting them.

- The radio station needs to regularly engage the community on their information needs and mobilize relevant stakeholders on how to sustainably resolve those issues. For example insecurity and unemployment were severally mentioned as issues that need to continue being addressed by both audiences of Koch FM and MMU radio.

- MMU radio may consider build a sustainability component to the station as the turnover of students when they graduate means listeners loose broadcasters whom they are familiar with.

- Government, especially the county Government, needs to work closely with community radio stations to resolve local issues from a national and global perspective.

- To sustain relevance, continuous engagement with the community needs to be sustained with diverse communities being mobilized.

- More work needs to be done to mobilize volunteers, train and work with them.

- Civil Society organizations need to support the community radio stations in more training on programming and ways to implement participatory engagement in their programming and running of the stations. The CR also need training in fundraising, outreach activities, social marketing and publicity and public relations.

- Universities and colleges need to offer specific course on community radio station management so that the training is different from that of commercial media or that of a government information officer.

69

- Sustained efforts to increase listenership and participation through such simple methods as promoting community listenership or availing free media such as radio handsets, and promotional materials.

5.5 Suggestions for further research

- A comparative study on the global and cultural perspectives of community radio listeners and those of commercial radio stations should be conducted with larger samples than those used in this study.
- Research should also be conducted on the viability of volunteerism in community radio stations in Kenya.
- Thirdly, incisive research should be conducted on administrative and technical features of community radio and their effects in areas with community radio stations.

REFERENCES AND BIBLIOGRAPHY

Africa Development Series, 2009, *Audiencescapes National Survey of Kenya,* July 2009;

Alumuku, Patrick T, 2006, *Community Radio for Development: The World and Africa,* Paulines Publication, Limuru Kenya.

AMARC Africa and Panos Southern Africa, 1998, *"What is Community Radio? A Resource Guide."*

Arnoldo Carlos A., 1998, *Localism and the Displacement of Politics: Place-based Communication.* Development. (Globalism and the Politics of Place).Vol 41 No 2, 1998.Sage Publications and SID (Rome, June 1998).

Ball S., and G A Bogatz, 1970, *The First Year of Sesame Street; An Evaluation.* Princeton NJ Educational Testing Services

Carey, W James, 1997, *"Mass Communication Research and Cultural Studies; An American View"* pp 409 – 420 in James Curran, Micheal Gurevitch and Janet Woolacott (eds) Mass Communication and Society, London: Edward Arnold Publishers, 1997.

Eco News Africa, 1995, Community Media Affirmed as a tool for Development, Eco news Africa, Vol 4 No 20

Fairburn, Jean and Doreen Rukaria, 2009, *Poised for Growth, Community Radio in Kenya.* Open Society Initiatives for East Africa, Developing Radio Partners & Kenya Community Media Network.

Farren Niamh, June, 2007, Ireland *An Inquiry into Values; Towards a definition of Quality in Community Radio.*

Fraser, C and Sonia R Estrada, 2001, *Community Radio Handbook*; Paris, UNESCO.

Githaiga, G, (eds) Jeanette Minnie and Hendrik Bussienek, 2011 *Public Broadcasting in Africa. A survey, Kenya Country Report,* Open Society Initiative for East Africa(OSIEA) and Open Society Initiative Media (OSIMP)

Goulet, D. 1971, *The Cruel Choice: A new Concept of the Theory of Development,* New York: Atheneum.

Howley, Kevin, 2005, *Community Media, People, Places and Communication Technologies,* Cambridge University Press: UK.

Kannae Lawrence, 2004, *Research Skills Capacity Building for National Teachers' Organization*, Training Manual. Lome

Kellner, Douglas. M. & Durham, Meenakshi. G., 2006, '*Adventure in Media and Cultural Studies: Introducing the KeyWorks*', in Kellner, D.M. & Gigi Durham, M. (eds), Media and Cultural Studies: Keyworks. Blackwell Publishing:

Lamas, Claudia Villamayor y Ernesto, 1998, *"Gestiòn de la radio comunitaria y ciudadana",* cf AMARC Friedrich Ebert Stiftung.

Mbeke, P., Oriare, Wilson Ugangu and Rosemary Okello-Orlale, 2010, *The Media We want; The Kenya Media Vulnerabilities Study.* Friedrich Ebert Stiftung

McQuail, Dennis and Sven Windahl, 1993, *Communication Models: For the Study of Mass Communication*: London. pp 190

Meadows, M. Susan Forde, Jacqui Ewart, March 2007, *Community Media Matters; An Audience Study of the Australian Community broadcasting Sector.* Griffith University

Mefalopulos, P. 2003, "*Theory and Practice of Participatory Communication: The Case of the FAO Project 'Communication for Development in Southern Africa'.*" PhD dissertation. University of Texas.

Mefalopulos, Paulo, 2008, Development Communication Sourcebook: Broadening the Boundaries of Communication. World Bank, Washington DC.

Milan Stefani, 2008: Department of Political and Social Sciences, European University Institute, San Dominico di Fresole, Italy: *What makes you Happy? Insight into feelings and muses of community radio practitioner:* Westminster Papers in Communication and Culture. Vol. 5 No. 1 pp 25-43. University of Westminster.

Vigil, José Ignacio Lòpez, 1997, *"Manual Urgente para Radialistas Apasionados".*

White, Robert A, 1983, "*Community radio as an alternative to traditional broadcasting*" Media Development. Vol. XXX, No. 3

www.amarc.org/amarc the official website of AMARC, the World Association of Community Radio Broadcasters.

I: Research Questionnaire for Radio Audience

i)	Questionnaire Serial No…………..	ii)	Date………
iii)	Study Area………………	iv)	Interviewer…..

SECTION A;   PERSONAL INFORMATION

Q1. SEX: Please tick appropriately below;

Female --- [1]   Male --- [2]

2. AGE: Please tick the age group to which you belong?

[1]	Below 18 years	[4]	Between 36 – 45 years
[2]	Between 19 – 25 years	[5]	Between 46 – 55 years
[3]	Between 26 – 35 yrs	[6]	Above 56 years

3. EDUCATION: Please indicate your highest level of education?

[1]	Primary	[4]	University
[2]	Secondary	[5]	Masters and Above
[3]	College	[6]	No education

4. OCCUPATION: Please indicate what you do for a living?

A.)	Student	D.)	Self employed (Business)
B.)	Unemployed	D.)	Part-time work (Contracts)
C.)	Employed	E.)	Other

5. INCOME: Please tick approximately how much you earn in a month from the work that you do?

A)	Below Ksh15, 000	,D.)	Between 60,001 – 100,000
B.)	Between Ksh15, 001 – 35,000	E.)	Above Ksh 100,000
C.)	Between 35,001 – 60,000	F.)	Other

SECTION B: ON COMMUNITY RADIO

6. Please tick to indicate the type and also to describe your current level of participation/involvement in the Community radio in your community against the levels (high/ moderate/ low/ not at all) given in the following table:

Participation TYPE		Participation LEVEL			
		HIGH	MODERATE	LOW	NONE
6A.	As listener/caller				
6B.	As Performer				
6C.	As Producer				
6D.	As Broadcaster				
6E.	As Manager				
6F.	As Committee member				
6G.	As Volunteer				
6H.	As Others				-

73

7. Could you describe how you got to know about the radio station in your community?

A.) A friend   D.) I listened from somebody else's radio

B.) Family member   E.) The radio station advertised itself

C.) Just heard it on my radio   F.) Others, specify _____

8. Please indicate the extent to which you or any members of the community you know were involved in the planning and the starting of the community radio station in your area?

A.) I was deeply involved.   C.) I was not involved

B.) Many people I know were involved   D.) None of the people I know was involved

9. How have you ever taken part in identifying the problems that need to be addressed by the radio station?

      A.) Never   D.) Rarely

      B.) Once   E.) Sometimes

      C.) Often

10. Please describe how you have taken part in producing a radio programme or broadcasting on the radio?

      A.) Very often

      B.) Rarely

      C.) Never

11. How often do you listen to your community radio?

A.) Occasionally (once a week or less)   C.) Rarely

B.) Every day   D.) Never listen

12. Apart from your community radio, please list three other radio stations that you listen to?

....

13. Which of the radio stations do you prefer? .... (code from below)

      A.) Local community radio station   C.) The National broadcaster

      B.) My vernacular station   ,D.) The commercial FM station

14. In your view, how much has the local community radio station helped you become conscious of the problems facing your community?

      A.) A great deal   C.) Not at all

      B.) Partially   D.) Cannot determine

15. Please indicate, on the following list, some of the changes in the community that you believe have occurred as a result of the radio station.

- Education issues have improved ☐
- Religious awareness raised ☐
- Governance/leadership has improved ☐
- Job opportunities improved ☐
- Gender Based violence addressed ☐
- Environmental challenges addressed ☐
- HIV/Aids Awareness risen ☐
- Student/Campus challenges addressed ☐
- Child protection issues handled ☐
- Local music artists recognized & promoted ☐

- Entrepreneurial /business skills have improved ☐
- Community members/Students access radio and acquiring ☐ programming/broadcasting skills ☐
- Security issues have improved ☐
- Women's rights & issues addressed ☐
- Community events/functions have got coverage ☐
- Community members have acquired broad perspective to life ☐

- Youth challenges tackled ☐

16a. Please indicate, by ticking in the following table, how much you know about your area community radio station:

Subject	Knowledge of respondent on Community Radio Station				
	Three or more	At least two	At least one	Do not know any	Recalls vaguely
A. Broadcasters	1	2	3	4	5
B. Programmes	1	2	3	4	5
C. Objectives	1	2	3	4	5

16b. The following are some of the development changes that come from community radio [Please mark their level of importance, according to your experience, in the given grid, by using a scale of 1 through 5 (where 5 = Very important and 1 = Not important at all).

Improvement	Level				
	5	4	3	2	1
1. Governance and leadership should improve					
2. Community members and Students access radio should acquire programming and broadcasting skills					
3. Gender Based violence issues should be addressed					
4. Security issues should improve					
5. Local music artist should be recognized & promoted					
6. Environmental challenges should be addressed					

17. Now please mark the extent to which, in your experience, the changes have occurred in your community as a result of the introduction of community radio, [1 = not at all, and 5 = extensively]

Improvement	Extent				
	1	2	3	4	5
1. Governance/leadership has improved					
2. Community members/Students access radio and acquiring programming/broadcasting skills					
3. Gender Based violence issues addressed					
4. Security issues have improved					
5. Local music artist recognized & promoted					
6. Environmental challenges addressed					

18a. Has there been a critical problem in your community that you recall that the community radio helped to resolve?

      A.)   Yes   *(Please Go to Question 18b)*

      B.)   No   *(Ignore Q18b and Go to Question 19)*

18b. If yes, please mark the groups of people who were involved in resolving the critical problem:

A. Village Elders   E. Community members
B. Chiefs   F. Landlords
C. NGO Representatives   G. Others (please specify)
D. Religious Leaders   _____

19. There may be three or more critical issues/problems in your community that you feel the radio station should be discussing and addressing. The following is a list of common critical community issues/problems; Using a Likert Scale of 1 to 5, (5 = Very high, 4 = High, 3 = Low, 2 = Very low, 1 = DK), please indicate the level of priority with which you feel that these issues should be handled by the radio station in your community:

1.
2.
3.
4.

20. Please describe, by marking out the following table, how often the stated efforts have been undertaken to improve access and listenership to the radio station

		Often	Rarely	Once	Never	DK
A.	Distribution of handsets					
B.	Advertising					
C.	Publicity Campaign					
D.	Other_____					

21. When is your usual time for listening to the community radio?

A. Early Morning—5.30 a.m. to

B. Mid-Morning—10.00 a.m. to

C. Afternoon—12.00 noon to 4.00 p.m.

D. Evening—4.00 p.m. to 7.30 p.m.

E. Night-time—7.30 p.m. to 12.00 Midnight

F. The whole day

22. Please indicate on the following list if there are factors hindering you from listening to the radio whenever you desire to do so:

A. Being at Work

B. Family Members listening to other programs

C. Frequency of radio not receiving

D. Watching TV

E: Engaged in household chores

F. Lack of Batteries

G. Children Studying

H. Other (specify) ……………..

23. To what extent would you recommend the radio station to any body?
        A.   Yes certainly
        B.   May be perhaps
        C.   No Never

24a. Does the Community Radio have educational programmes on e.g. health or environment?
        A.)   Yes   B.)   No
        C.)   Not Sure

24b. Do you listen to the educational programs?
        A.   Yes   C.   Not Sure
        B.   No   D.   Not Applicable

24c. Please share any health or environmental practice that the radio programmes have recommended that you practice?..

25. Are there plenary meeting for the community by the community radio station?

A.   Never heard of one   C.   Not Sure

B.   Have attended several   D.   Not Applicable

II: Personal Interview Protocol for Radio Audiences

---

1. Please indicate your type and also to describe your current level of participation in the radio in your community:

2. Please describe how you got to know about the radio station in your community?

3. Please indicate the extent to which you or any members of the community you know were involved in the planning and the starting of the community radio station in your area?

4. How have you ever taken part in identifying the problems that need to be addressed by the radio station?

5. How often do you listen to your community radio?

6. Apart from your community radio, please list any other radio stations that you listen to?

7 In your view, how much has the local community radio station helped you become conscious of the problems facing your community?

8. Please briefly discuss some of the positive changes in the community that you believe have occurred as a result of the radio station?

III: Personal Interview Protocol for Radio Station Managers

---

1. Kindly share the details of the Identity of your station?

- **Name of the station:** ....
- **Frequency range:** ....
- **Geographical reach:** ....
- **Language of broadcast:** ....
- **Broadcast duration:** ....
- **Status of the Radio Station**...

- **Vision of the station:** ....
- **Mission of the station:** ....
- **Objectives of the station:** ....

2. **How have the communities been involved in the management and governance of the radio station?** *i.e. running the station, seating in a committee etc?*

....

3. **To the best of your knowledge were communities involved at inception of the community radio station?** *.I.e. were they called to meetings to generate the objectives, programme ideas, contribute resources of the station etc* ....

4. **How have community members involved in any way in identifying programme topics and issues facing communities to be addressed by the radio etc? i.e. through meetings, telephone calls, emails, workshops etc**

....

5. **Do you engage any volunteers in broadcasting or any other assignment within the radio station?** *Are there any incentives such as allowances etc? If so what are the challenges*..

6. **Please share your programme schedule if they exist?** ....

7. **From your experience please share some of the programmes that elicit the greatest interest from the listeners?** ....

8. **What have the listeners ever responded to overwhelmingly; e.g. by writing, calling or visiting? Which are their favourite programmes?** ....

9. **What changes in the community can you attribute to the existence of the radio station and the programmes it has been broadcasting?** ....

10. **How often does the radio station reach out to the community in form of:**

     i.   **Reporting news from the community**   ....

     ii.   **Needs assessment**   ....

     iii. **Outreach activities, road shows, competitions etc** ....

     iv. **Evaluations**   ....

11. **Are there any partners offering help to the radio station in form of training, improving access by communities by distributing radio etc.**   ....

12. Which other means of communicating does the station engage the audience with; such as   email, Face book, twitter or website?   ....

13. What has been the history of the episodes of discussion and has there been change?

IV: Listenership Profile by Background Characteristics

Background Characteristic	Percentage of Respondents by their Listenership;							
	Frequency			Radio Station Preferences				
	Once weekly	Daily	Rarely	Local CR	Vernacular	National	Commercial	Σ %
Study Area								
Korogocho	12	65	23	71	6	8	15	50
Multimedia	45	51	5	25	12	21	34	50
Age Group								
17-25 years	25	59	16	49	8	18	24	73
26-35 years	38	48	14	48	14	9	29	16
36-45 years	33	67	0	42	0	33	25	9
46+ years	50	50	0	0	50	50	0	1.5
Gender								
Male	28	56	16	59	13	11	16	47
Female	29	59	12	38	6	25	32	53
Education								
Primary	12	66	22	62	19	9	9	25
Secondary	16	66	18	60	3	13	24	29
College	26	64	10	45	6	16	32	24
University	67	30	4	15	11	41	33	21
None	28	58	14	50	0	0	50	1.5
Occupation								
Student	44	51	5	36	8	26	31	30
Unemployed	18	46	35	64	18	4	14	21
Employed	44	50	6	44	12	12	31	12
Self-Employ	20	67	13	50	7	23	20	23
Other	12	82	6	47	0	23	29	13
Marital Status								
Single	30	55	15	47	8	19	26	74
Married	27	60	13	47	13	17	23	23
Widowed	0	100	0	75	0	25	0	3
Total % of N	28	58	14	48	9	18	25	100