

**THE EFFECT OF SPONSORS ON CONTENT IN VERNACULAR
AGRICULTURAL RADIO PROGRAMS: THE CASE OF KASS
FM KENYA**

A Dissertation submitted to the Board of Post Graduate Studies in partial fulfillment of the requirements for the award of the degree of Master of Science in Agricultural Information and communication Management.

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DECLARATION

I declare that this Dissertation is my own original work except where indicated by special reference in the text and it was carried out in accordance with the Regulations of the University of Nairobi and has not been presented for an award of a degree in any other university.

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University of Nairobi

Signature.....

Date.....

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Professor Levi Shadeya M Akundabweni

Signature

Date.....

DEDICATION

To Isaac and Leah, thank you for believing in me.

To kiige and Roswei, thank you for pulling me up when I was down.

To my siblings, this is yours too.

ACKNOWLEDGEMENT

I would like to acknowledge my supervisor prof. Levi Shadeya M Akundabweni for guiding me throughout this dissertation and never giving up when I seemed to have lost my way.

I would also like to acknowledge the AICM 09 class with whom this journey we started and steered through the turbulence.

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ACRONYMS

SIRAPI: Sponsor Influenced Radio Agro-programming Inertia

ASML: Agricultural Subject Matter Listenership

ASDS: Agricultural Sector Development Strategy

FM: Frequency Modulation

AM: Amplitude Modulation

KE: Knowledge Economy

EK: Economy of Knowledge

KBC: Kenya Broadcasting Corporation

ABSTRACT

Agricultural information dissemination is an important aspect in the quest to improve agricultural productivity both in Africa and specifically Kenya. Many experts have over the years identified radio as the best media for this purpose. Therefore, vernacular radio is ideally, best placed to provide agricultural information to its listeners because majority of them live in rural areas, practice agriculture as a source of livelihood, and might not have an in-depth understanding of English and/or Kiswahili. However, the commercial leanings of most emerging vernacular radio stations could be hampering this important role.

This study was conducted on agricultural programmes aired on Kass FM radio, a vernacular radio station broadcasting in the kalenjin language in Kenya. A content analysis was done on agricultural programmes aired in the months of June July and August 2012, to find out the effect sponsors had on the content of the agricultural programmes they sponsored.

Based on the findings, it was concluded that sponsors of agricultural programmes in Kass FM greatly influence the content of the programmes they sponsor. This has in effect greatly limited the number of topical issues in agriculture discussed in these programmes and thus creating a bottleneck in the amount of agricultural information that can be transmitted to farmers in Kass FM's agricultural programmes.

CHAPTER ONE

INTRODUCTION

1.1 Background

Despite the central role that agriculture plays in the Kenyan economy, the sector continues to face major challenges. Productivity levels for many crops are below potential. For some agricultural produce, yield and value over a five-year period have either remained constant, or are on the decline (Kenya's Vision 2030, 2007).

Absence of functional agricultural information delivery system has been identified as a major constraint to agricultural development. Least developed and developing countries grapple with insufficient personnel and funding of agricultural extension services. The private sector and non-governmental organizations on the other hand have not taken up extension services. Aina, (1989)

Farmers need to be informed and educated about improved agricultural practices in order to enable them increase agricultural productivity and by this, increase both household and national incomes (van den Ban and Hawkins, 1992).

Over the years, several channels have been used for Agricultural information dissemination. They include; Extension officers, pamphlets, field days, Newspapers, television, Radio and many more (van den Ban and Hawkins, 1992; Olowu and Oyedokun, 2000).

The Radio is a channel that has been successfully used to disseminate agricultural information especially to rural populations. Many experts identify it as the only medium of mass communication the rural population is very familiar with. This may be attributed to the various advantages it bears including; its portability, relative affordability, coverage of wide geographical areas, language of broadcast, e.tc (Kuponiyi, 2000).

The radio industry in Kenya has gradually evolved since its inception in the 1920s. At the time, there was only one government owned and controlled broadcasting station, the Kenya Broadcasting Service. It was founded by the colonial government and broadcast only American and English programmes mainly targeting the white populace (Kenya Broadcasting Corporation, 2011).

Soon after independence, the government of the day took over and changed its name to Voice of Kenya and started broadcasting in Swahili and English. Later, transmission in vernacular languages was started and these broadcasts were divided into: Regional Eastern Service transmitting in Somali, Borana, Rendile, Burgi and Turkana, Regional Central Service transmitting in Meru, Embu, Masai and Kamba and Regional Western Service transmitting in Luo, Kisii, Kalenji, Kuria, Teso, Luhya, Suba and Pokot. (Kenya Broadcasting Corporation, 2011)

However, due to the political climate of the time, the government maintained a tight hold on the national broadcaster, and effectively used it to not only propagate government policy but also propaganda. This continued undiminished into the early 1990s. During this period, radio signals were transmitted in AM (Amplitude modulation) which was prone to interference by static and could not cover wide geographical areas without the construction of numerous masts. Radio sets were also big and expensive and hence could only be owned by the elite. Radio broadcasts were also limited to certain times of the day (Stienen et al, 2007).

Thanks to technological developments, transistor radios were invented and this drastically reduced the costs of radio sets. The development of FM (frequency modulation) also transformed transmission of signals making it easy to transmit over long distances without interference by static. This made radio a major tool of communication (van den Ban & Hawkins, 1992).

In Kenya, however, it was not until 2003 that airwaves were completely liberalized and FM radio stations became popular. For a very long time the local languages had to contend with limited air-time from the national government-owned broadcaster, KBC – approximately 4 hours daily. This was divided into two segments, for the approximately 18 local languages covered at the time. Today there are several FM radio stations dedicated mainly to broadcasts in the various local languages. Royal Media Services, a private media company, leads in this field with more than eight FM radio stations broadcasting in various local languages. Broadcast times also changed from a few hours during daytime into a 24 hour basis seven days a week (Kenya Broadcasting Corporation, 2011)

This era also saw the advent of commercial radio. In the past, radio stations were mainly national organization whose primary mission was public service. They received funding from diverse sources but the government was a major player. Nowadays, given the era of commercial radio, funding for operation is completely reliant on advertisers and programme sponsors, which are mainly commercial companies, for revenue. In short they sell airtime for money (Rama et al, 2003).

Kass FM was established in April, 2005. It is vernacular radio station broadcasting in the Kalenjin language of Kenya. It is estimated that the station reaches out to about 4.5 million listeners daily. It broadcasts in the following regions; Nairobi and its environs including Machakos, Thika, Kiambu and Limuru, Rift Valley province which includes, Nakuru, Eldoret, Kitale, Baringo, Kapenguria, Timboroa, Gilgill, Naivasha, Bomet, Litein and Kericho, Coast region which includes Mombasa, Malindi, Mtwapa, Changanwe, Ukunda and Kilifi, Parts of Western and Nyanza which include Kakamega, Kisumu and Kisii and all over the world on its online portal. (Kass FM, 2011)

1.2 Problem Statement

Vernacular radio stations are ideally placed to educate and inform its audience. This is so because they broadcast in mother tongues, languages that are intimate to local listeners. They thus have the advantage of being a medium that is readily internalized particularly when used to convey information. Local language is particular are more effective in rural situations where the bulk of the population may not be able to understand, fully or partially, the two national languages (English and Kiswahili). Since Kass FM is vernacular radio station broadcasting mainly to a rural population, it is best placed to disseminate important agricultural information that can transform the lives of most of its listeners by enabling them adopt better agricultural practices and hence, increase their productivity and incomes.

On the ground as things stand now, Kass FM being a commercial radio station, it seems to be skewed towards sponsors with a commercial interest whose emphasis may be advertisement-based and further geared towards the listener-buy-more psyche, than the farmer driven listening goal. Sponsor-influenced programming may not always be educative to the rural bulk that need production skills, and access to extension in light of local level agro-capacity building at farmer level. The ensuing benefits from learning new ways to assimilating innovations may in effect be indirect.

Consequently, educative and informative programmes on farming still remain somehow marginal to sponsors compared to social, political and cultural talk shows. Vernacular radio stations, which have the best comparative advantage given their scales in communication and their “proximity” to their listeners, may, in their present programming circumstance constrained by sponsor bias, be limited to peripheral information they are airing on agriculture. The sponsor consequence in light of this study is referred to as the sponsor-influenced ‘radio agro-

programming inertia' (SIRAPI) effect at the expense of a more efficient agricultural subject matter listenership programming (ASML) growth path. By SIRAPI, it is meant; "content that is not dictated by the stations themselves, but influenced by the sponsor bias especially where it is not easily translatable as a corporate social responsibility directly beneficial to agricultural subject matter listeners".

The urgency of this study is that, while Kass FM has been in the broadcasting business for seven years, which can be described as the early stages of media firm stabilization, Kass FM can do more for a region (Uasin Gishu and its environs) considered the bread basket of Kenya. Kass FM is best placed to strike a desired balance between SIRAPI and ASML priorities and interests by having the power to influence the content of agricultural programmes that it considers appropriate and important for the development of ASML. In other words, as a public service, Kass FM has the potential to advance proactive media relations by promoting a balanced view of agricultural information and in effect leveraging the agenda in the Agricultural Sector Development Strategy (ASDS) as well as playing a major role in Vision 2030. In this way, Kass FM will have the advantage of commanding a wider territory of listenership, be an agent of change, and because of this, become a strong competitor in the media industry.

1.3 Significance of the study

This study intends to identify the effects sponsors have on content in agricultural programmes at Kass FM. This is with an aim of understanding the content development process of agricultural programmes so that in future the content aired will be both informative and educative to farmers who listen to these shows. The study will achieve this by its findings informing the editorial policy of Kass FM on topical issues they need to concentrate on in order to disseminate important agricultural information.

Since Kass FM largely broadcasts to an area that is predominantly an agricultural zone, a region commonly referred to as the bread basket of the nation, by broadcasting topical issues in agriculture and hence giving ASML a strong voice, Kass FM could significantly contribute to the Agricultural Knowledge economy (KE) i.e. the use of agricultural knowledge and technologies to improve agricultural productivity by being a major player in the agricultural economy of knowledge (EK), i.e. the sector focused on the production and management of agricultural knowledge.

1.4 Justification

Kenya continues to wrestle with different challenges of an economic, political, educational, health, and social-cultural nature. Economic challenges include high levels of unemployment and low production output especially in the agricultural sector, the backbone of the Kenyan economy. Economic production in rural areas such as those focusing on agriculture can be improved with reliable information. Vernacular radio is well positioned to address this issue.

Commercial Radio stations that broadcast in vernacular languages have a big role in informing educating and entertaining its listeners. They have a responsibility to the public. This means that, they need to set their agenda in a manner that will allow them to cater for all these needs. However since they are commercially based, profit motive is the determinant of the kinds of programmes they air and sponsors might be having a big role in the determination of content.

This therefore means that a balance has to exist between the three players in this scenario. For the station to continue broadcasting, it has to make money. The sponsors too need to reach there would be clients in a means that is both efficient and effective. The listeners on the other hand despite being consumers of the sponsor's products, also require to be supplied with educative

and enlightening content so that they can improve their lives through the increase in their productivity. This study intends to find this kind of balance.

1.5 Objectives

- i. To determine which kinds of sponsors have a bias towards agricultural programmes in Kass FM.
- ii. To identify the topical issues discussed on Kass FM's agricultural programmes relative to Agricultural subject matter listenership (ASML)
- iii. To analyze the content of Agricultural programmes in Kass FM with a view to identifying Sponsor influenced radio agro-programming inertia (SIRAPI) effects.

1.6 Research question

- i. Are there sponsors that have a specific bias to agricultural programmes in Kass FM?
- ii. What are the agricultural-subject-matter topics discussed in Kass FM's agricultural programmes?
- iii. Are there possible Sponsor influenced radio agro-programming inertia (SIRAPI) effects to the content of agricultural programming at Kass FM?

1.8 Limitations

Due to financial constraints, this study could only sample programmes aired in June, July and August 2012.

1.9 Definition of Terms

The term “Vernacular” is used in this study to refer to the native language or native dialect of a specific population, as opposed to a language of wider communication that is a second language or “foreign” language to the population, such as a national language, standard language, or lingua franca.

1.9.2 Sponsored Programme

The term “sponsored programmes” those programmes with any part of their cost of production or transmission met by an organization or person other than Kass FM, with a view to promoting its own or other’s name, trademark, image, activities, products, or other direct or indirect commercial interests.

1.9.3 Non-Sponsored programme

The term “non-sponsored programmes” is used in this study to refer to those programmes whose cost of production and transmission is solely met by Kass FM.

1.9.4 Advertisement

The term “advertisement” is used in this study to refer to short public announcement broadcast on air with a view of promoting a name, product, image trademark etc. and usually comes in various forms including but not limited to; live reads and produced spots

1.9.5 Sponsor Influenced Radio agro-Programming Inertia (SIRAPI)

Content that is not dictated by the stations themselves, but influenced by the sponsor bias especially where it is not easily translatable as a corporate social responsibility directly beneficial to agricultural subject matter listeners”.

1.9.6 Agricultural Subject Matter Listenership (ASML)

Content in agricultural programmes, that is easily translatable as a corporate social responsibility to its listeners.

1.10 Theoretical framework

The Media influences the everyday activities of its audience. The more importance the mass media attaches to an issue, the more importance the issue is accorded by the audience. Therefore, media priorities “tell” people what they should think about and how people should think about the issue. (Lippmann 1922)

This is achieved by two ways. The first one is priming. This occurs when the media proposes the values and standards by which objects of the media attention can be judged. Issues given more airtime and mentions appear to the public as important and thus get more attention. The Second way is framing. This is a way of selective control. The basis of framing is that people attach different degrees of importance to items in the media depending on the context of information, then they will adopt the frames of reference and see the world in a similar way.

The principal outlines of this influence were sketched by Walter Lippmann in his 1922 classic, *Public Opinion*, which began with a chapter titled “The World Outside and the Pictures in Our Heads.” As he noted, the media is a primary source of those pictures in our heads about the larger world of public affairs, a world that for most citizens is “out of reach, out of sight, out of mind.” What we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media

strongly influence the priorities of the public. Elements prominent on the media agenda become prominent in the public mind.

| ISSUES | DIFFERENTIAL MEDIA ATTENTION | PUBLIC PERCEPTION OF ISSUES |
|--------|------------------------------|-----------------------------|
| X_1 | [Large shaded rectangle] | X_1 |
| X_2 | [Medium shaded rectangle] | X_2 |
| X_3 | [Small shaded rectangle] | X_3 |
| X_4 | [Medium shaded rectangle] | X_4 |

Figure 1 Model of the Agenda Setting Theory. Malcolm McCombs and Donald Shaw

Gatekeeping is the process through which information is filtered for dissemination, be it publication, broadcasting, the Internet, or some other type of communication. The Gatekeeper (in this instance the media) decides what information should move to the population (listeners) and what information should not. Here, the gatekeepers are the decision makers e.g. the producers of various programmes. Through this process, the content that reaches the listeners/consumers of mass media is highly dependent on these few gatekeepers.

As it were, the emerging trend of radio programme sponsorship could be slowly shifting this important role from the programme producers to the programme sponsors who might skew the content for their benefit instead of the public good.

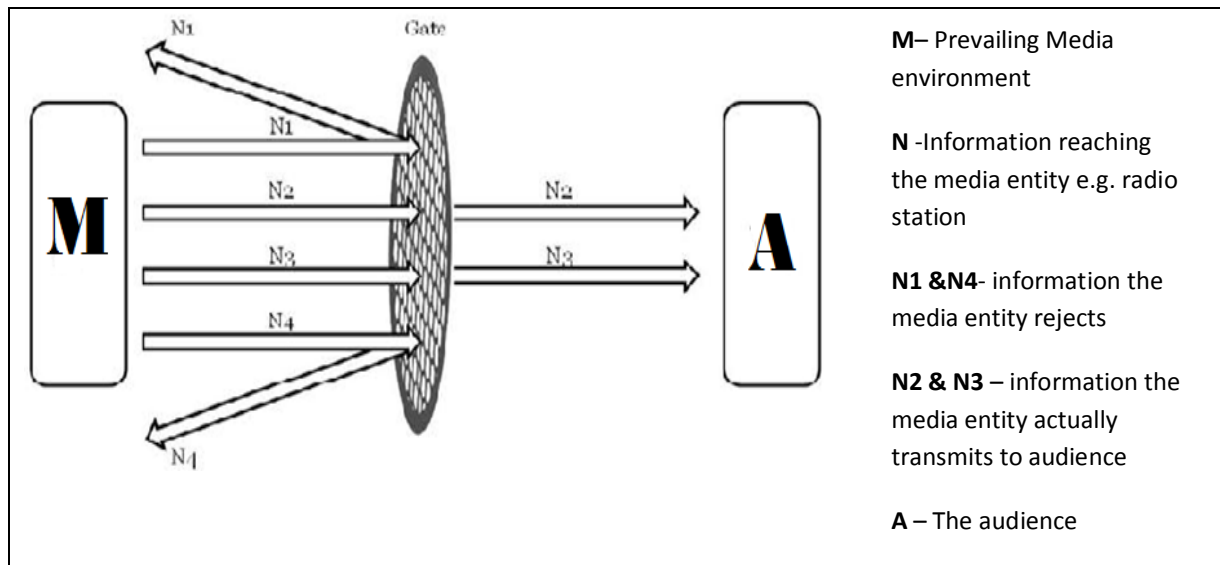


Figure 2 : Model of Gate keeping theory, Kurt Zadek Lewin, 1947

COMBINED THEORY

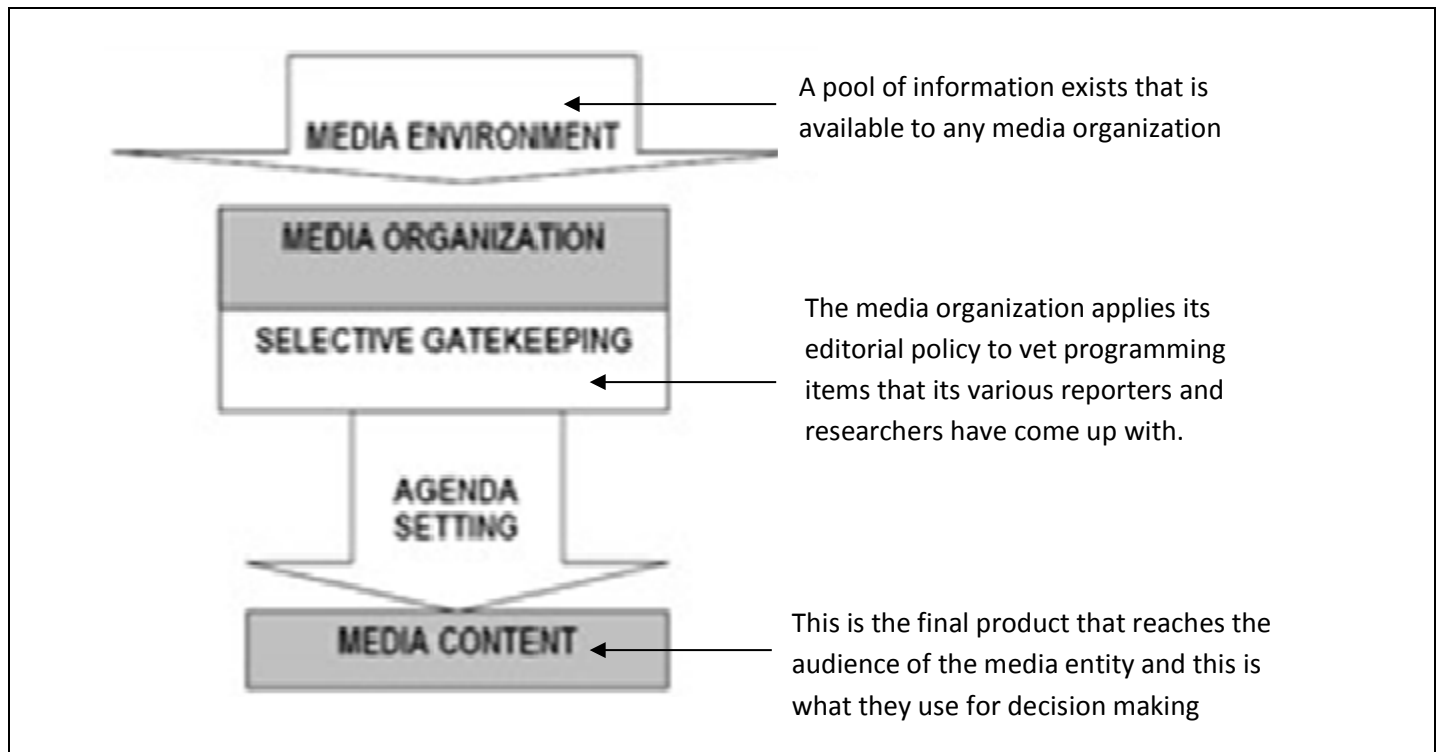


Figure 3 Combined Selective gate keeping & Agenda setting theory (source: R E. Khan, 2000)

From the above we can easily decipher the role media plays in the information dissemination cycle. Radio, and the media at large, influences the decisions that its listeners, majority of who reside in rural areas and depend on the radio as the only means of information provision, to make decisions. If the media then provides correct and accurate information, then its listeners are able to make beneficial decisions. If the information provided is biased or inaccurate, then the listeners are bound to err in whatever decisions they will end up making.

1.11 Conceptual Framework

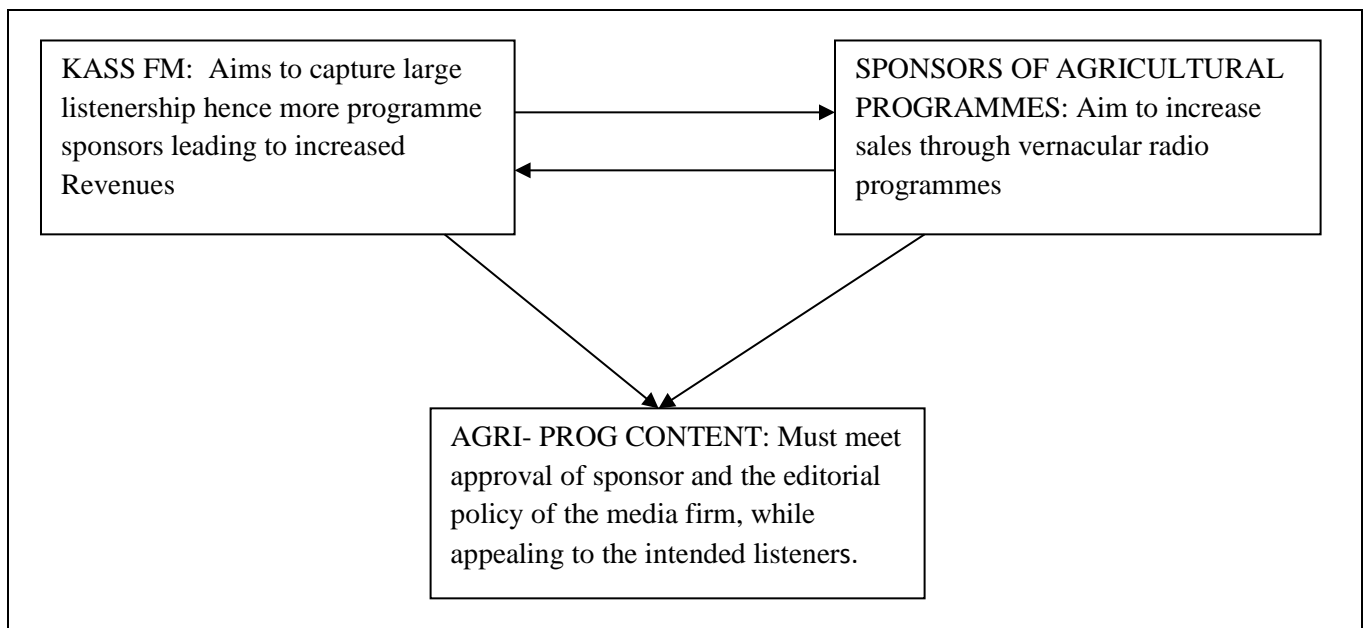


Figure 4 : Conceptual framework (Source, Author)

Agricultural programme Content = the Dependent Variable(Y);

Kass FM = the First Independent Variable (X1):

Sponsors of agricultural programmes = the Second independent Variable (X2)

Access to agricultural information by farmers is a critical component in enabling them increase productivity. It is therefore imperative that tools available for information dissemination be used in a manner that is beneficial to all parties. Therefore, radio stations, that broadcast agricultural programmes in vernacular languages, need to be major players in the E K in Agriculture by provide the right kind of information that will enable farmers attain their production goals.

Kass FM being a commercial radio station, broadcasts agricultural programmes, but is mainly dependent on programme sponsors in order for them to air the agricultural programmes. This in a sense means that the sponsor has a bigger say in what will be the programmes content.

However, as much as Kass FM relies on sponsors, it also has to appeal to listeners so as to have a wide listenership. Sponsors want a media that will reach as many potential clients as possible. If Kass FM loses listeners then likewise, sponsors will be few and far between. This will not be good for its revenue. Therefore, a balance has to exist between the various needs of the players in this “circle”.

The outcome of this study, therefore, is vernacular radio stations developing agricultural programme content that is not biased toward the sponsors only but provide information that is beneficial to its listeners while at the same time provide a platform for its sponsors to reach a larger audience and therefore make more revenue.

CHAPTER TWO

LITERATURE REVIEW

Research has identified Non-provision of necessary agricultural information as a key factor limiting agricultural development. This is attributed to the absence of a functional agricultural information delivery system. The Lack of access to relevant agricultural information by farmers in developing countries cuts across all subsectors of agriculture and different stages of the agricultural production value chain (Aina, 1999). Therefore, there is need to revolutionize the agricultural information and communication management.

According to (Youdeowei, 1995), Information and communication technology plays a fundamental role in the diffusion and adoption of agricultural and technological innovations that are aimed at revolutionizing agriculture in the country. (Stienen et al, 2007).

Information Management ensures that information generated from Agricultural research institutions is collected, processed and disseminated in a form that farmers can easily understand and therefore adopt while Information Technology provides the infrastructure for availing this information directly to the farmer in a timely and relatively affordable manner. It also provides a way of collecting feedback from individual farmers hence providing the stakeholders a deeper understanding of farmer's needs (Stienen et al, 2007).

In order to increase agricultural productivity and hence incomes, farmers need to be informed and educated on emerging and improved agricultural practices and technologies. Several channels are available for dissemination of this information and they include; extension agents, individual farmer-to-farmer contact, print and electronic media etc. (van den Ban and Hawkins, 1992). However, the required amount of information and learning is so vast, that only effective

use of these information channels can provide information at the rates driven by pressure of time, population, geographical constraints, language barriers, affordability, levels of literacy etc. (Olowu and Oyedokun, 2000).

In recent decades, widespread use of the mass media has heightened the level of public knowledge in different fields. Among the diverse mass media, radio and television, due to their wide and vast range of viewers, have had an outstanding position particularly with regard to informal teaching (Buren, 2000). Many researchers and educators have tested the understanding of farmers on the delivery of educational information (Suvedi *et al.*, 1999; Trede & Whitaker, 1998; Caldwell & Richardson, 1995; Laughlin and Schmidt, 1995). The outcomes of their studies indicate that different media and methods are used by extension educators to communicate new and emerging technologies to farmers but radio is the most used media.

A study by Okwu *et al*, 2007, shows that Radio Benue agricultural programmes made a good impact on the listeners in terms of knowledge-gain in several areas of improved agricultural practices. Coombs and Ahmed, 1978, have also reported the effective use of mass media in conjunction with other means, in the adoption of improved farm practices. Examples include the Ghana Cocoa Campaign in 1953- 56 where Cocoa blight was controlled successfully as a result of media campaigns on radio, Coombs and Ahmed have also mentioned the success of the Office of the Rural Development (ORD) in South Korea, the Puebla Project in Mexico, coordinated farmers training programmes in India and multimedia education programmes in the Philippines. Likewise, higher exposure to mass media, along with other factors, was found to be significantly associated with the adoption of dairy innovations in India (Sohi and Kherde, 1980). Khan, (1994) has reported "Karkeela" (Farm programme) of Radio Pakistan Peshawar as having played an unforgettable role in bringing awareness about agriculture and allied subjects. He further explained that, of all the methods and channels used so far by the extension wing of Department

of Agriculture of Pakistan, this programme was known to be the most successful method in reaching rural masses with information on important agricultural topics.

Radios have been one of the more important technological devices for more than a century. From their beginnings in the early 1800's until the new developments in recent years, radios have helped to provide communication as well as entertainment throughout the society of many cultures. The early years of the radio technology began early in the 1800s, but the actual invention cannot be attributed to only one person. During this time period, several inventors created and improved upon the technology that became the radio as we know it today. Once referred to as "wireless telegraphy," radio technology has always included electronic signaling between a transmitter and one or more receivers. In order to accomplish this, there are many several pieces of technology that fit together (Ahluwalia, 1997).

According to Asen, 1999. The first major breakthrough in the radio technology occurred in 1895 when the first patent for the radio was granted to Guglielmo Marconi. Though the idea was around, the actual devices that made the technology possible were not readily available until 1901. For this era, the radio technology was limited to communications with ships in case of an emergency. In 1907, the first commercial transatlantic radio service was created. From there, the technology continued to draw interested engineers and inventors from all sorts of industries.

During the late 1800s, Nikola Tesla made several advances that got people interested in the radio technology. In 1893, he presented the idea in a lecture to many astonished people in St. Louis, Missouri. It was here that he actually demonstrated the wireless radio technology that other people were trying to produce in the form of an effective and reliable device. With many great minds working on this idea, it wasn't long before radio stations began to pop up throughout the

world. In the United States, there is speculation about the actual first radio station. Much of the debate lies in the actual definition of what a radio station constitutes as well as what they were supposed to do. KCBS is often regarded as the very first commercial radio station in the country, but there are others that produced regular radio programming and other services around the same decade. KDKA in Pittsburgh, for instance, began producing communication over the radio waves in 1920. In 1919, a University of Wisconsin-Madison radio station boasted the first human speech to go out over the airwaves. It was only a matter of two years before music was one of the more common uses that people were using the radio for (Bourgault, 1995).

In 1912, radio was used by Charles Herrold to broadcast music and talk on a regular schedule to an audience in San Jose. This was the first time that radio waves were used for entertainment and news transmission. In 1917, during the 1st world war, the American government shut down all radio stations so that the available frequencies could be used for purposes of military defense. Licensed radio broadcast began in the 1920's when Frank Conrad's company, Westinghouse, asked him to go on air and broadcast music and talk daily while the company sold radio sets to would be listeners. This opened a floodgate for other radio stations to broadcast. (Hendy,2000).

The first radio frequency used was the AM frequency in 1906 during World War I. Because of its reliability, it was also the most popular frequency for broadcasting beginning in 1920. The AM frequency remained the dominant frequency for broadcasting for over three decades. This period is often referred to as the Golden Age of Radio. While the AM frequency was popular for broadcasting throughout the 1950s and beyond, researchers began developing the FM in the 1940s as an alternative to AM. This method became popular during the 1960s and took hold throughout the 1970s. It was more popular than the AM signal because it could transmit on any frequency. It wasn't until 1978, however, that the FM programming had more listeners than the AM (Dolby, 1999).

The bane of this era was the cost involved in running radio stations. Massive equipment was required to establish it and a large number of staff was required to run it. This meant that only big companies were able to set up radio stations. In the 1990's thanks to the advent of computers, automation of radio broadcast was made possible while equipment became even cheaper. Radio programmes could be recorded and stored in the hard disk of a computer, then scheduled using software so that the programme is broadcast at a specific time. Thousands of songs could also be stored in a tiny hard disk making space requirements for radio stations small. It also meant that less staff was required to run a radio station. This development drastically reduced the cost of setting up radio stations and paved the way for mushrooming of FM radio stations. Automation also made it possible to broadcast on a 24 hour basis (Domenget, 2003).

In recent years, radio has made even more developments that have made listening to your favorite station even easier. With a simple internet connection, you can listen to streaming audio from almost any radio station all over the world. A new trend in radio broadcasting is also the podcast. This is where individuals put together a recording that resembles a radio show and then post it online for anybody to listen to (ITU, 2009).

Advertising in radio began as early as 1923 when a radio station owned by American Telephone & Telegraph Company, a telecommunication company, accepted the first radio advertisement. Many other radio stations followed suit to a point that some were formed solely as an advertisement agency. By 1930's, radio had become big business and was being listened to by a large audience. It is in this decade that sponsorship of radio programmes began, and the concept of advertisers--through their agents owning and controlling entire programmes and even naming programmes after themselves was popularized (Mediaknowall, 2011).

With changes in the radio industry and better production technologies, the mode of advertisement presentation has changed, and commercial advertisements can take on a wide range of forms. The two primary types of radio ads are “live reads” and produced spots. “live reads” refers to when radio presenter reads an advertiser’s spot on the air, delivered from a script, fact sheet or personal knowledge. It can also refer to when the radio presenter “endorses” the advertiser’s goods or services. The Radio Advertising Bureau defines an endorsement as: “A commercial, in which the...programme personality personally recommends an advertiser's product or service, often done live during the programme” (Kasoma, 2002).

Produced spots appear to be more common. A spot is ‘produced’ if the radio station or an advertising agency records it for the client. Produced commercial formats include: straight read with sound effects or background music, dialogue, monologue (where the voice talent portrays a character, as opposed to an announcer), jingles, and combinations of these. Studies show that the quality of the commercials is as important to listeners, generally, as the number of ads they hear (Kasoma, 2002).

Radio stations today generally run their advertising in clusters or sets, scattered throughout the broadcasting hour. Advertising rates will vary depending on time of year, time of day, how well the station does in the particular demographic an advertiser is trying to reach, how well a station does compared to other stations, and demand on station inventory. The busier the time of year for the station, the more an advertiser can expect to spend. And, the higher ranked a station is in the market, according to the ratings data, the more an advertiser can expect to get charged to run on that station. Advertising rates can also vary depending on the length of spot the advertisers elects to run (Kasoma, 2002).

Radio is the most popular and accessible medium in Kenya. 95% of all Kenyans listen regularly to the radio (Media council of Kenya, 2012) with various radio stations broadcasting in assorted languages. The multiple languages used in broadcasting affect the size of audience that broadcasters can possibly reach. Radio stations that broadcast in the two Kenyan official languages, Swahili and English, are referred to as mainstream broadcasters, while those that broadcast in local languages such as Luhya, Kamba, Kikuyu, Kalenjin, Kisii, Luo, Maasai, e.t.c are referred to as regional stations or local language stations, or vernacular radio stations (Steadman, 2007).

Kenya has a long history of radio broadcasting that dates back to 1928 during the colonial period (Bourgault, 1995). The British East African Company initiated the first radio broadcast services in Kenya back in 1927. This was only the second radio broadcasting service on the African continent after South Africa which had begun in 1920 (Bourgault, 1995). These broadcasts relayed the British Broadcasting Corporation (BBC) signals for the expatriate colonial community and followed news from their home country and other parts of the world. During the second World War, the first radio broadcasts targeting Africans were initiated mainly to inform parents and relatives of African soldiers who were fighting on the British side what was happening on the war front, mostly in regions outside Africa such as Asia. In 1953, the first inclusive broadcast service that targeted the local Kenyan population, African Broadcasting Services (ABC) was created by the colonial administration. ABC started to air programmes in major African languages that included Swahili, Luo, Kikuyu, Kinandi, Kiluhya, Kikamba and Arabic. In 1954, the Kenya Broadcasting Services (KBS) was established with regional stations in Mombasa (*Sauti ya Mvita*), Nyeri (Mount Kenya Station) and Kisumu (Lake Station). BBC world service started broadcasting in Swahili in 1957 (KBC, 2007).

In 1963, Kenya gained self-rule and the Kenya Broadcasting Corporation (KBC) was formed by the new Kenyan administration led by the Prime Minister, Jomo Kenyatta, to take over broadcasting services from the state-controlled Kenya Broadcasting Services. KBC became the leading broadcaster in the country. Radio broadcasted in two main languages, Swahili- the national language and English- the official language, as well as a host of local vernacular languages through the Central Station. Different languages were allocated hourly slots throughout the day in two-hour or four-hour sessions (Roberts, 1974; KBC, 2008).

Changes in the broadcasting industry that began in the early 1990s saw Kenya move away from a dominant state-controlled public broadcasting model to a liberalized media market.

While radio is the most popular and accessible media form, ownership remained concentrated in government hands. Broadcasting was on AM frequencies until 1995 when FM frequencies were opened. In fact, a KBC subsidiary, Metro FM, was the first to hit the airwaves and was followed by privately owned Capital FM in 1995 and Nation FM in 1996.

The new FM stations targeted the urban young population with music as the predominant content and broadcasted in English. The emergence of FM stations was revolutionary, in part because it marked the first signs of media freedom in broadcast media (Odhiambo, 2002). FM broadcasting also presented an opportunity for diversification of content in the plural Kenyan society. One area that needed to be addressed was the language used in broadcasting. The new FM stations were all in the English language, surpassing Swahili language broadcasting by far. Based on the Kenyan linguistic setting, radio delivery remained skewed because the predominant use of English provided many options to the educated population who were comfortable with English. However, the majority of Kenyans had fewer choices. At the same time, most of the new FM stations were concentrated in the capital city, Nairobi, and relayed their services to a few major urban areas. As a result, only a very small segment of audiences accessed them. The urban

centeredness led to an elitist approach by the new FM broadcasters where their content targeted the youthful middle and upper class urban population.

As of June 2011, 96 licensed FM radio stations were on air, 46 of them are based in Nairobi. The majority of them are privately owned commercial stations, which are part of large media enterprises. Six stations are run by the state-owned Kenyan Broadcasting Cooperation (KBC). There are nine community stations in the country.

Since the entry of private broadcasters, the radio industry in Kenya has developed tremendously and this has affected how the medium delivers information and, ultimately, its effects on audiences. Media operations are significantly influenced by ownership. Mediated information is always filtered through a prism; that prism is shaped by actors at all levels of information gathering, packaging and dissemination - from the reporter/producer through the series of increasingly senior editors. Each person brings their various biases to bear as they process the information. Owners are no exception. Content is created within a framework and media owners have their own framework that is shaped by ideological, political, commercial or other interests (Mshindi, 2011). The phenomenal growth of private media, led by the explosion of radio and stations in the region over the past 15 years since liberalization of the sector began, has established the dominant position of private media players in the region and this has given consumers choice which is a good thing despite lingering concerns about skews in content.

Radio broadcasting in Kenya can be classified into the following three ownership categories: Public Radio, Commercial Radio and Community radio. Public radio is defined as a broadcaster whose sole aim is providing information and education to the public. As much as they are not entirely profit driven, selling airtime to advertisers is controlled and its editorial philosophy is always given precedence. Commercial radio on the other hand is owned by a wide range of

entities including individuals, holding companies and institutions. The main goal of commercial radio stations is to deliver to the audiences while maximizing profits for the owners or the shareholders. The commercial stations generate most of their revenue from advertising, and hence they are likely to be more targeted in terms of audience definition. Commercial broadcasters view their audiences as “commodities” which they, in turn, sell to the advertisers.

Successful commercial radio programmes manage to balance the triangle of content, listenership, and advertisers/sponsors. Many radio stations have managed this for radio programme targeting the urban market. The radio programme’s content aims to be applicable to varying groups of listeners consequently attracting advertisers and sponsors to inform the listeners about their respective goods and services. The income from advertisers, who wish to advertise in certain segments of the programme; and sponsors, who wish to advertise throughout the whole programme, enables the radio stations to maintain the quality of the radio programme and to sustain the programme commercially. The programme aims to address the varying interests of its listeners in different segments. For example, dairy farmers will learn of new techniques from relevant content providers (ranches, research institutions, fellow successful farmers, etc.). As the radio programmes reach the intended target market more advertisers and sponsors will be attracted. This advertisement and sponsorship will fund the continuity of the programme and the balance between these levels will make the programme successful and sustainable (Alumuku, 2006).

Community radios broadcast in limited geographical areas and may use the local language spoken by the target audience. They mainly source content from the coverage area and are mainly funded by various donor organizations. Most vernacular radio stations in Kenya are commercially run (Odhiambo, 2002).

There are over 47 languages and dialects spoken in Kenya (Githiora, 2002). Although Swahili is the most widely used language, its use in radio cannot serve all audiences' needs adequately. Therefore, there has always been a need for wide media coverage using local languages that could address diverse local dynamics of the plural Kenyan population. In 1998, the first vernacular language FM station, Kameme FM, which broadcast entirely in the Kikuyu language, was established. In the same year, KBC established a second Kikuyu station, Coro FM. Since then, different vernacular FM stations have emerged leading to a more diversified radio industry that serves and appeals to a wide range of audiences. Vernacular stations have also increased the variety of content available (KBC, 2011).

Full-fledged vernacular broadcasting is a relatively new phenomenon that only emerged in the last ten years. Despite the recent history, vernacular broadcasting has become an established and important component of the radio industry in Kenya. Between 2007 and 2008 alone there was a 42% increase in number of radio stations from sixty six (66) to ninety five (95). According to the Communications Commission of Kenya, there are still 65 more licensed stations yet to set up operations. On further analysis, Steadman Synovate has established that 51% of the radio stations currently on air are vernacular stations and a further 21% are Swahili stations. Out of the 29 radio stations launched in the country last year, only three (3) were in English, and one (1) is Swahili while the remaining twenty five (25) were vernacular stations (Steadman Synovate Media Monitoring Division, 2009). The status of the radio industry in Kenya today represents a rapid departure from a state-controlled monopoly that existed until the early 1990s. As a result, there is little research on the current state of Kenya's radio industry.

The emergence of vernacular broadcasting as a central component of radio broadcasting, an outcome of the liberalized market that has shifted broadcasters' attention to the rural audiences, makes it imperative for media studies to develop a body of knowledge on how this broadcasting

situation is affecting the rural audiences. It is important to study the vernacular broadcasting component due to its ability to influence development. As an aggregate, vernacular radio broadcasting intimately addresses the largest section of the population, the rural audiences. Vernacular broadcasting proximity in terms of language used and material broadcasted is important because rural population is critical in developing countries like Kenya (Odero & Kamweru, 2000). Vernacular broadcasting in particular can contribute to positive media steps towards information, entertainment, and education provision. Vernacular broadcasters carry more local content that is relevant to their target population and allows for fine targeting which makes it possible to include very specific content. These include targeting messages that are only relevant to a particular group of people or region.

Radio is now considered a major source of initial and/or additional Agricultural information to farmers in many countries around the world. This role of the Radio is important, more so, for less developed and developing countries where Agricultural extension services are not well established and where there is greater likelihood that information broadcast on radio could easily be picked up and repeated to others through interpersonal channels (Coombs &- Ahmed 1978). It is a powerful communication tool proved to be the most effective media in promoting agriculture and development in rural areas. Radio is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001) (Chapman *et al.*, 2003).

Radio stations set up in rural areas have a predominantly agricultural clientele. Whether those who run them are pursuing the development objectives of the station's funder or simply aiming to entertain, they are aware that agricultural issues are very high on their listeners' priorities. However, agricultural extension systems have only shifted to more participatory approaches

relatively recently and so much of their early efforts used the top-down technical scientific information approach which tended to ignore the diversity of both local agricultural problems and the farmers' existing knowledge and skills. Other social development sectors, such as health and education, have been more effective, using rural radio to communicate messages to a target community or a specific demographic group. In many areas radio stations have become highly valued for interacting with specific disadvantaged groups and for handling complex social problems (Beck, et al, 2004).

Kass FM was established in 2005 as the need for broadcast in vernacular languages grew. It started broadcasting in Nairobi and its environs and soon after expanded to the Kalenjin speaking regions of the rift-valley. Now, Kass FM broadcasts all over Kenya, and thanks to technological developments, broadcasts worldwide through their online portal. Kass FM's mission is to become a leading broadcaster in the Kalenjin language. The station is committed to excellence in broadcast services to its audience, customers, and the public. Its guiding principles include; providing the audience with innovative, high quality programmes, promoting the "Universal access to information for all" through provision of free to air services, contributing to the economic, educational, cultural and social well-being of Kenyans and development of Kalenjin cultural values by facilitating the dissemination, preservation and conservation of authentically indigenous values(Kass Media, 2011).

Over the years, Kass FM has grown to become one of the most preferred Kalenjin Radio station for advertisement. In effect, advertisers prefer to sponsor Programmes and/or topical issues which they consider important to their commercial need. Such programmes may emphasize very little in terms of Agricultural information and education. This may lead to critical agricultural information being given little or no airtime at all, to the detriment of our agricultural knowledge economy and hence hampering Kenya's agricultural and economic development (Kass Media, 2011).

CHAPTER THREE

METHODOLOGY

3.0 Description of the Study Area

The study was conducted in Kass FM which is vernacular radio station broadcasting in the Kalenjin language of Kenya. It is estimated that the station reaches out to about 4.5 million listeners daily. It broadcasts in the following regions; Nairobi and its environs including Machakos, Thika, Kiambu and Limuru, Rift Valley province which includes, Nakuru, Eldoret, Kitale, Baringo, Kapenguria, Timboroa, Gilgill, Naivasha, Bomet, Litein and Kericho, Coast region which includes Mombasa, Malindi, Mtwapa, Changanwe, Ukunda and Kilifi, Parts of Western and Nyanza which include Kakamega, Kisumu and Kisii and all over the world on its online portal. (Kass FM website)

MAP OF THE STUDY AREA



Figure 5: Catchment area for Kass FM and KBC idhaa (Source: Kass Media)

The map above shows the catchment areas of Kass FM radio. The catchment is derived from the bases of transmission stations which transmit only to a given area. From the Map we can deduce that Kass FM despite being a Kalenjin Radio station has a national outlook. KBC radio Idhaa also covers those areas and thus provides an alternative listenership to Kass FM.

3. 1 Research Design

According to Berelson, 1993, content analysis is carried out in four Major steps. The first step involves the determination of the universe in which content will be collected. The sample is then selected from the universe. The third step is coding of data, and it is here that the units of analysis are identified. The fourth step is the identification of the system that will be used for enumeration, which may include; Space, Time Absence or presence of a certain item and Frequency of occurrence.

3.1.2 Temporal reach Comparison

Temporal is defined as “of or relating to or Limited by time” Therefore, for this study, temporal reach is defined as the amount of time allocated for certain radio program, cumulated for the whole year. This is important in order to compare the amount of time allocated for agro-programing vis-à-vis time allocated for ASML and SIRAPI programmes. Since Kass FM is a relatively new radio station K.B.C Radio Idhaa was chosen as a comparative study on temporal reach of agricultural programmes because it is among the first radio stations to be established in the country, it is also a public radio station with a countrywide reach and broadcasts in the Swahili language, thus making it as an ideal radio station for purposes of temporal reach comparison.

3.2 Data Needs and Sources

The universe of content for the study was all agricultural programmes aired on Kass FM. Primary data were collected from recorded agricultural radio programmes from Kass FM and by use of interviews. One with the programme manager for data on temporal reach of Kass Fm and another with the Head of radio for the financial implications of each programme. Secondary data included programming schedules and lists of sponsors of agricultural programmes in Kass FM and KBC Idhaa.

3.2. Sampling Procedure

The weekly programme lineup was used as the sampling frame. It helped determine which programmes were agricultural and the time which the programmes were aired. Programmes selected for the study were those aired from Monday to Thursday between 7pm and 9pm under the name “Kass Kabatiik”. This was identified as a programme fully intended to provide production and other relevant information to the farmers and hence passed as an agricultural radio programme. For KBC idhaa, agricultural programmes aired within the same time were also sampled for purposes of assessing temporal reach.

3.2.1 Purposive Sampling

The population of the study was all Agricultural programmes aired in Kass FM in 2011. A purposive sample was used to select programmes aired in the months of June, July and August. To eliminate bias, consecutive day sampling method was applied in data collection. A total of forty programmes were recorded. All the programmes recorded were analyzed.

3.3 Content Categories

Content categories are compartments with explicitly stated boundaries into which the units of content are coded for analysis. Content categories were used to define the classes into which the data collected was coded.

A pilot study was conducted to examine the expected data so as to come up with the content categories. The categories selected were defined in a way that made sure each was mutually exclusive such that the unit of content selected could only belong to one and only one category.

The content categories developed for this study were as follows:

- Programme I.D
- Date and time programme was aired
- Sponsor/s of programme
- Sponsor background
- Topical issues discussed in the programme
- Products recommended for use in the programme
- Programme format
- Advertisements in the programme
- Revenue from programme

3.4 Units of Analysis

The unit of analysis is the smallest unit of content that is coded into the content category. For purposes of this study, the recording units were used. The specific segment of content in which the reference/fact occurred was either counted or the unit was broken down so that reference/facts could be placed in different content categories.

3.5 Coding

A coding schedule was prepared in line with the content categories and was used to collect the data. The coding schedule contained different dimensions of the communication content i.e radio programmes to be coded. The coding schedule was then tested to determine inconsistencies and inadequacies and these were corrected satisfactorily. The coder was the investigator himself and this therefore did not require an inter coder reliability test to be conducted

3.6 Quantification method

Frequency of occurrence of a theme was used as a method of quantifying the data. The first objective was measured by identifying the name of the sponsor and the business activity which they engage in. The second objective was measured by identifying the themes and topics that were discussed in each sampled programme. The third objective was measured by identifying various characteristics of the programme that can be considered as “sponsor influenced”. This included: The number of advertisements for the sponsor’s products, the theme of the programme in relation to the sponsor’s products, Products recommended in the program in relation to the sponsor,

3.7 Data Analysis

Content categories formed the building blocks from which data was coded. This was then fed into SPSS data Analytics software for analysis. Bar Graphs and Pie charts were used to present the results of the study.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Overview

4.1.1 Agricultural programmes on Kass FM

Agricultural programmes aired on Kass FM are broadcast in the kalenjin language from Monday to Thursday between 7:00pm and 9:00pm.(see appendix) however, programmes do not necessarily air for the whole two hour duration; the length varies from between 30 minutes to two hours. All agricultural programmes are aired from Kass FM Studios in Nairobi. Topics of discussion in the programmes cover various aspects of agriculture. They include, but not limited to, crop production, livestock production, and fisheries as well as, information about crop insurance and agricultural loans.

4.1.2 Seasonal variation of number of programmes aired

There exists a seasonal variation in agricultural programmes aired in Kass FM. Demand for airtime determines the number of programmes aired in a month. During low demand months like January, no agricultural programmes were sponsored while during high demand seasons like May, 24 programmes were aired. This is so because listeners of Kass FM's are mainly from a region with planting seasons in April and October and therefore demand for agricultural inputs is highest around these times. However, Kass FM also airs non-sponsored agricultural programmes. These programmes do not earn the station any revenues and guest speakers are mainly sourced from the ministry of agriculture.

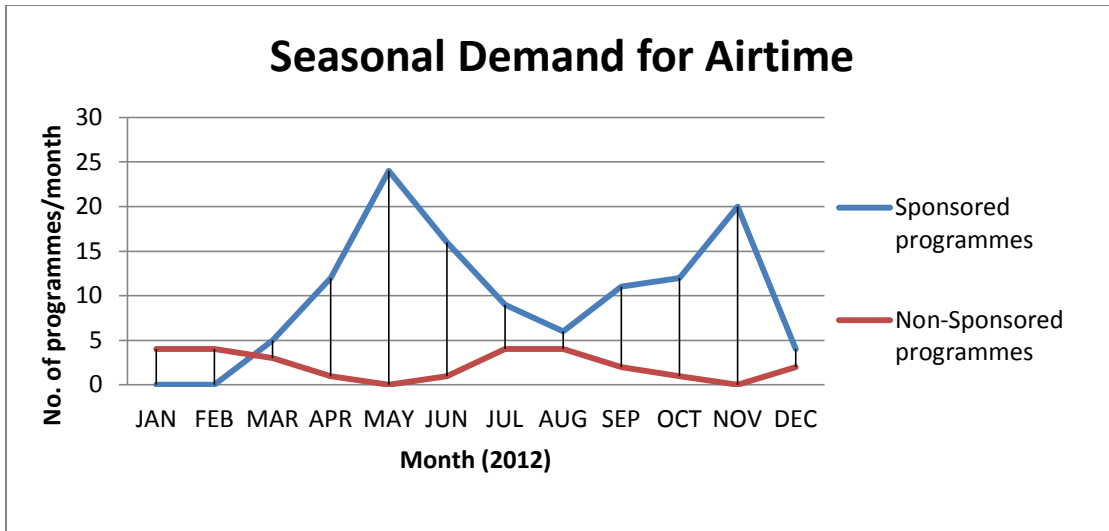


Figure 6: Seasonal demand for agricultural programme airtime (source: Author)

4.1.3 Agricultural Programme Airing

Agricultural programmes in Kass FM are aired either live or recorded. 82% percent of the agricultural programmes in Kass FM were aired live while 18% recorded.

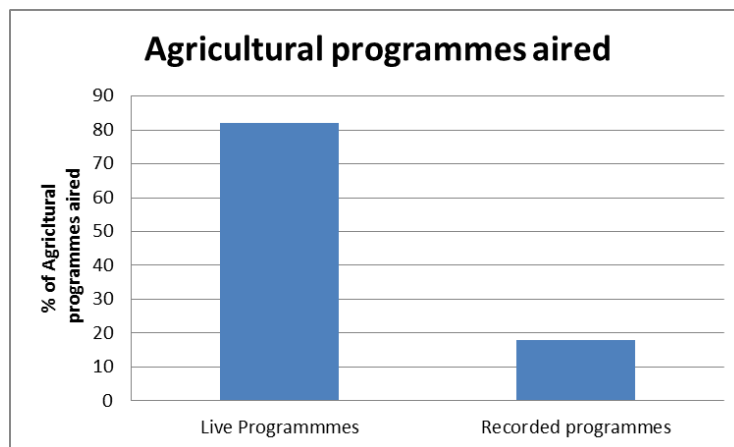


Figure 7: Agricultural programme airing at Kass FM (source: Author)

4.1.4 Agricultural Programme format at Kass FM

Programme format in this study refers to the organization of presentation in the programme.

There were three formats which agricultural programmes in Kass FM were organized into

- i) The first format consisted of only one presenter, a guest from the sponsor company and the presentation was a monologue.
- ii) The second format consisted of a host, (a presenter and employee of the radio station), and either one or more than one independent guests.
- iii) The third format consisted of a host, (a presenter and employee of the radio station), and one guest (an employee of the sponsoring company).

19 % of programmes were of the first format, 24%, the second format and 57%, the third format.

This is shown below.

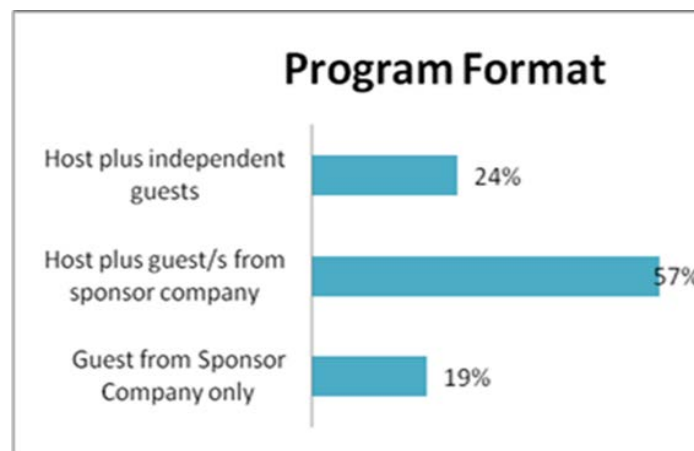


Figure 8 Agricultural programme format at Kass FM (source: Author)

Agricultural programmes that were without official sponsors were aired using the second format 100% of the time, while sponsored Agricultural programmes were aired using third format 75% of the time, and the first format 25% of the time.

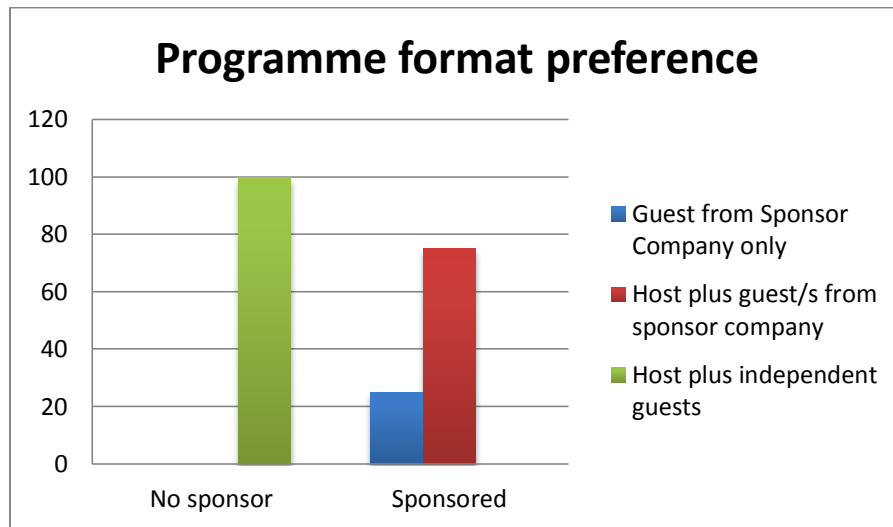


Figure 9 Agricultural programme format preference at Kass FM (source: Author)

4.2 Sponsors of agricultural programmes on Kass FM

4.2.1 Programme sponsorship

Agricultural programmes in Kass FM can be grouped into two; those that have an official sponsor (SIRAPI) and those that do not have an official sponsor (ASML). 76% of agricultural programmes aired on Kass FM have official sponsors, while 24% of agricultural programmes aired on Kass FM do not have official sponsors.

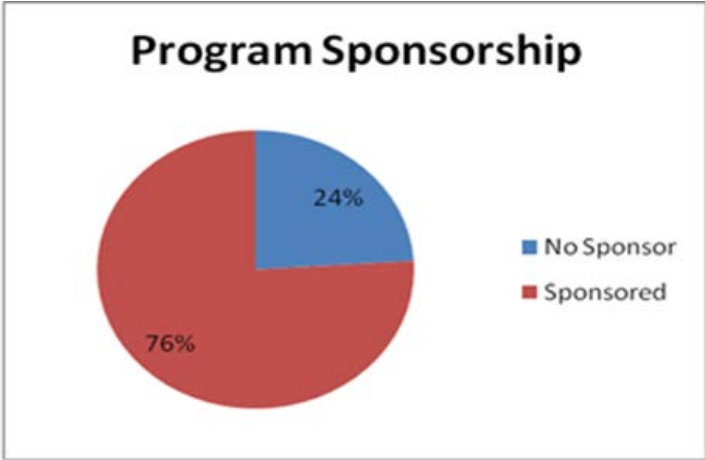


Figure 10 Agricultural programme sponsorship at Kass FM (source: Author)

4.2.2 Business activity of agricultural programme sponsors

Sponsors of agricultural programmes in Kass FM are mainly companies that have an interest in agriculture and their intent in sponsoring these programmes is to reach potential consumers of their products, i.e. farmers. 50 percent of the Agricultural programmes in Kass FM are sponsored by agrochemical companies. Kass FM on the other hand initiated 22% of the agricultural programmes aired. The Figure below shows a pie chart of the business activities of programme sponsors.

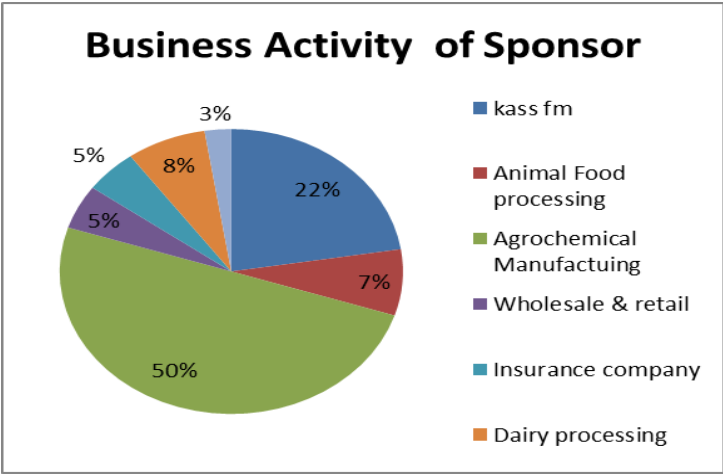


Figure 11: Business activity of agricultural programme sponsors (source: Author)

4.3 Topical issues discussed in agricultural programmes

4.3.1 Frequency of topical issue

All Agricultural programmes aired on Kass FM had a specific topic of discussion. This was referred to as the main topic in study. Dairy farming was the most discussed topic followed by maize farming and wheat farming.

Table 1: Frequency of topical issues in agricultural programmes at Kass FM (source: Author)

| NAME OF TOPICAL ISSUE | NUMBER OF PROGRAMS |
|---|---------------------------|
| Dairy farming | 7 |
| Sheep rearing | 1 |
| Chicken rearing | 2 |
| Irrigation agriculture | 1 |
| Fish farming | 1 |
| Generational change in agriculture and improved practices | 1 |
| Artificial insemination | 2 |
| Animal feeds | 3 |
| Animal husbandry | 3 |
| Crop and livestock insurance | 2 |
| Tomato production | 2 |
| Potato farming | 1 |
| Cabbage farming | 1 |
| Maize farming | 5 |
| Wheat farming | 4 |
| Safe use of agrochemicals | 2 |
| Sugarcane farming | 1 |
| Fertilizer application in agriculture | 1 |
| TOTAL | 40 |

4.3.2 Topical issues in sponsored and non-sponsored programmes

There were a total of 11 topical issues discussed in 31 sponsored programmes. This adds up to an average of one topical issue for every 3 sponsored programmes. On the other hand, in the non-sponsored programmes, there were a total of 7 topical issues discussed in 9 programmes adding up to 1.2 topical issues per programme. This clearly shows that the number of topical issues in sponsored programmes is limited.

Table 2: Topical issues in Sponsored and non-sponsored agricultural programmes (source: Author)

| Topical issue in sponsored programme | No. of Prog. | Topical issue in Non-sponsored programme | No. of prog. |
|---|--------------|---|--------------|
| Dairy | 7 | Chicken farming | 2 |
| Animal feed | 3 | Sheep farming | 1 |
| Insurance | 2 | Irrigation agriculture | 1 |
| Sugarcane farming | 1 | Fish farming | 1 |
| Tomato farming | 2 | Generational change in agriculture | 1 |
| Animal husbandry | 2 | Artificial insemination | 2 |
| Wheat farming | 4 | Animal husbandry | 1 |
| Fertilizer application | 1 | | |
| Safe use of agrochemicals | 2 | | |
| Potato farming | 1 | | |
| Maize farming | 5 | | |
| Cabbage farming | 1 | | |
| Total topical issues: 11 Total number of programmes: 31 An average of 1 topic for every 3 programmes | | Total topical issues: 7 Total number of programmes: 9 An average of 1 topic for every 1.2 programmes | |

4.3.3 Crops vis-à-vis livestock topics

50% of agricultural programmes aired on Kass FM, dealt on crop production topics like wheat, tomatoes and cabbages and maize. On the other hand, 47 percent of the programmes dealt on

livestock production topics. Of the livestock production topics, 79% dealt on dairy farming and its various aspects.

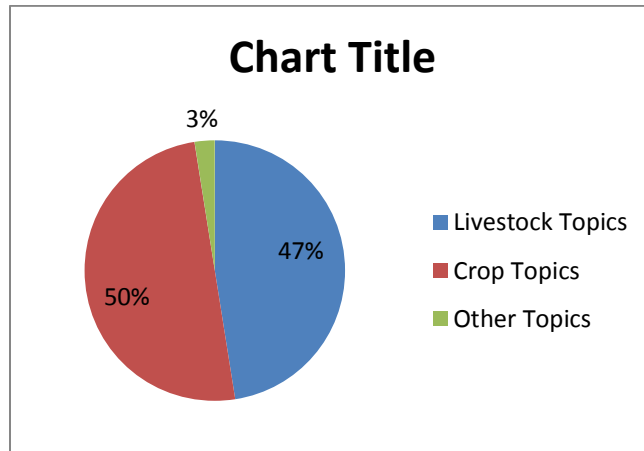


Figure 12: comparison of topical issues discussed in agricultural programmes at Kass FM (source: Author)

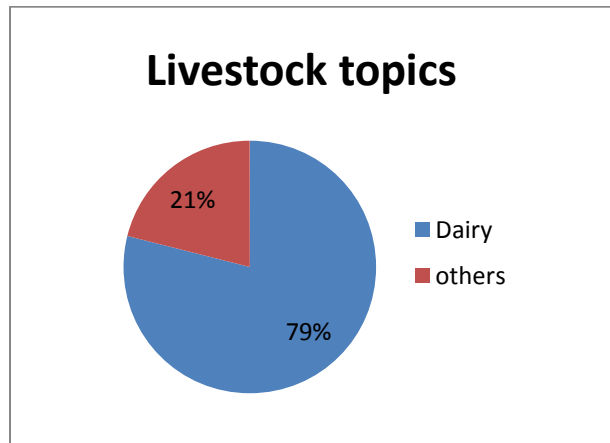


Figure 13: Livestock topics discussed in agricultural programmes at Kass FM (source: Author)

4.3.4 Topical issue discussed and relationship with sponsor.

This table shows the main topics of discussion on Kass FM agricultural programmes in relation to the sponsor's business activity. In all sponsored programmes, topical issues discussed had a direct relationship to the business activity of the sponsor.

Table 3: Topical issue discussed and relationship to programme sponsor (source: Author)

| Main topic of discussion | Business activity of the sponsor | Name of Sponsor |
|---------------------------------|---|------------------------|
| Wheat farming | Agrochemical manufacturing | Twiga Chemicals |
| Crop insurance | Insurance company | UAP insurance |
| Safe use of Agrochemicals | Wholesaler &Retailer of Agrochemicals | Maraba Investment |
| Dairy animal feeds | Animal feed processor | Unga Farmcare E A LTD |
| Fertilizer Application | Distributor of MEA brand of fertilizer | MEA Fertilizers Ltd |
| Maize farming | Agrochemical manufacturer | Syngenta East Africa |
| Potato farming | Agrochemical manufacturer | Syngenta East Africa |
| Sugarcane farming | Sugar processing | Mumias Sugar. |

4.4 products recommended in the programme

During Agricultural programme airing, in all these programmes, the guest only recommended products manufactured, processed and/or distributed by the sponsor. 100 percent of the time only products from the sponsoring company were recommended. The table 2 below shows some programmes and the products that a guest recommended in the programme. (See appendix for a complete list)

Table 4: Products recommended during agricultural programmes at Kass FM (source: Author)

| Sponsor | Products recommended in programme |
|----------------------|--|
| Unga Farcare E A LTD | Unga Maxi-Milk, Unga Dairy meal, Unga High Phosphorous |
| Coopers Kenya LTD | Rodazim, Miller, Jackpot, Imaxi, Rofocid |
| Osho chemicals | Cattlemin, Starzole, Anipharm, Batisa |
| Twiga chemicals | Twiga Pro, Epoxy, Cornerzole, Rosazole, Twiga mexil, Twiga methylene, Twigathoate, Twiga ace |
| Syngenta East Africa | Primagram gold, Touchdown forte, servian, Amistar, Artea, Topic |

4.5 Advertisements

Advertisements are short announcements generally not longer than a minute and paid for by an advertiser, announcing a certain product, process or event with an aim of captivating the listener's attention in order to persuade them to use the product or service.

4.5.1 Advertisements in Agricultural programmes

95% of Agricultural programmes aired on Kass FM had various advertisements ranging from between 5 advertisements per programme to 18 advertisements per programme. Only, 5% did not contain any advertisements.

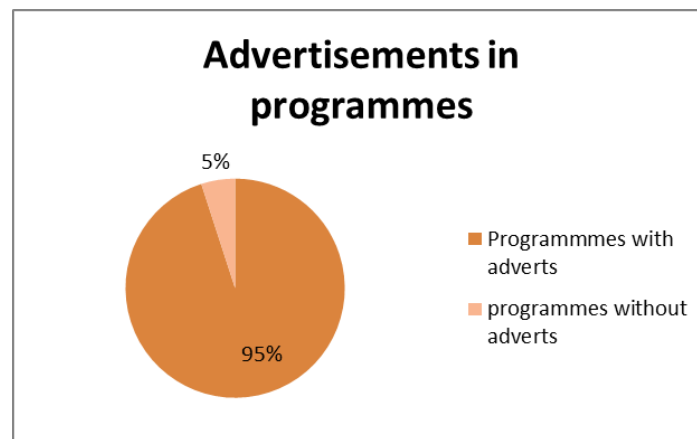


Figure 14: Advertisements aired during agricultural programmes at Kass FM (Source: Author)

4.5.2 Average number of advertisement per programme

In a sponsored programme, there was an average of 10 advertisements per programme while in the non-sponsored programmes there was an average of 12 advertisements per programme. This was so because of the limitation by the programme sponsor.

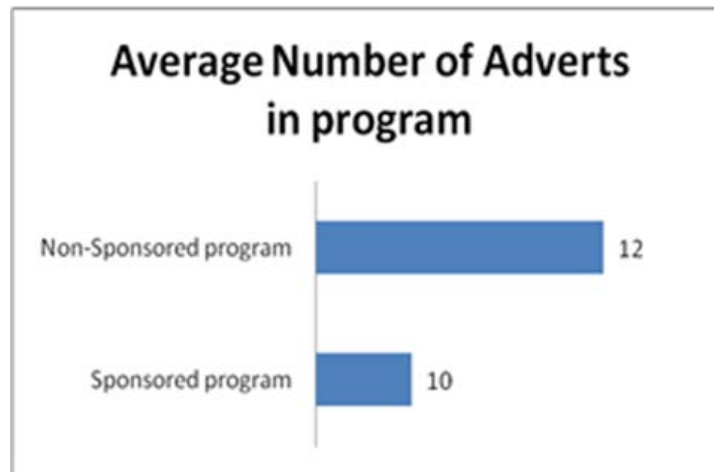


Figure 15: Average Number of advertisements aired in agricultural programmes at Kass FM (source: Author)

4.5.3 Advertisements in sponsored programmes

The sponsored programmes contained advertisements both from the sponsor company and other companies. However, in such cases, 76% of the advertisements were those of the sponsor’s products while the rest 24% were for products other than those of the competitors of the programme sponsor

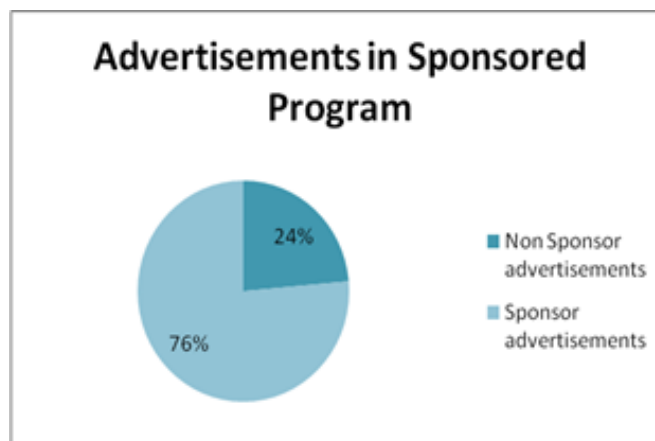


Figure 16: Advertisements aired in sponsored agricultural programmes at Kass FM (source: Author)

4.6 Revenue From agricultural programmes at Kass FM

Revenue from agricultural programmes in Kass FM is earned only from sponsored programmes. Non-sponsored agricultural programmes do not attract any revenues to Kass FM. There exists a seasonal variation in the amount of revenue earned from airing agricultural programmes. It is

thought that more sponsors prefer airing programmes at a time when farmers are more likely to use their products.

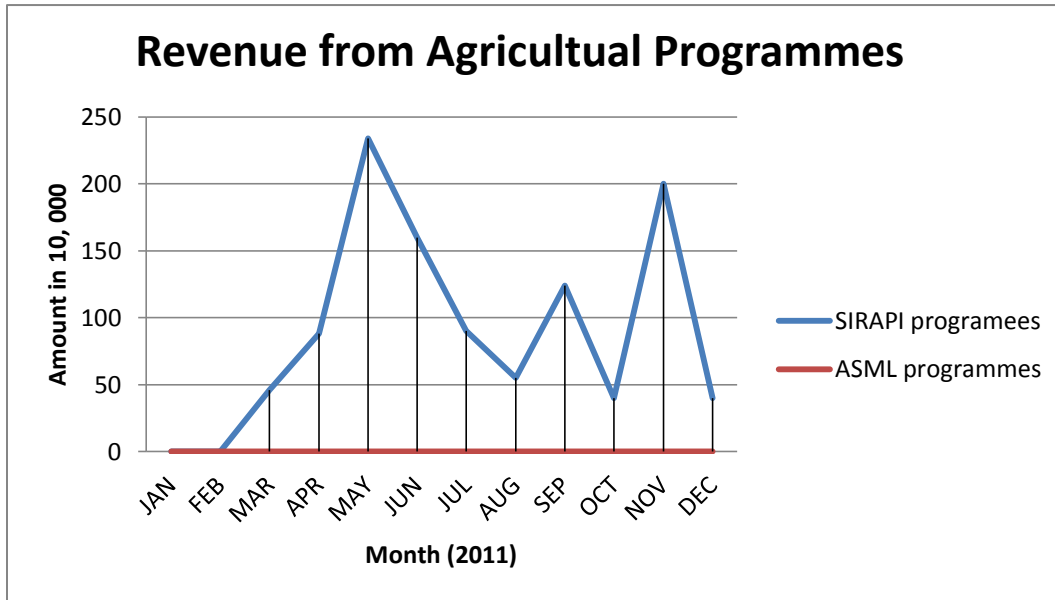


Figure 17: Monthly Revenue from agricultural programmes at Kass FM (source: Author)

4.7 Kass FM Temporal reach

Temporal reach can be described as the total amount of time Kass FM actually airs Agricultural programmes to its listeners. The table below shows Kass FM’s agricultural programme temporal reach. The station allocated a total of 420 hours for agricultural programmes. However, only 272 hours we utilized; 222 hours for Sponsored agricultural programmes (SIRAPI) and 50 hours for Non-sponsored agricultural programmes(ASML).

Table 5: Kass FM’s Temporal reach. (source: Author)

| Month | Available temporal reach (Hrs) | SIRAPI Temporal reach (Hrs) | ASML Temporal reach (Hrs) |
|--------------|---------------------------------------|------------------------------------|----------------------------------|
| January | 34 | 0 | 8 |
| February | 32 | 0 | 8 |
| March | 38 | 10 | 6 |
| April | 32 | 24 | 2 |
| May | 36 | 36 | 0 |
| June | 36 | 32 | 2 |
| July | 36 | 18 | 8 |
| August | 38 | 12 | 8 |
| September | 34 | 22 | 4 |
| October | 34 | 24 | 2 |
| November | 36 | 36 | 0 |
| December | 34 | 8 | 2 |
| TOTAL | 420 | 222 | 50 |

The table further shows that Kass FM’s agricultural programming is sponsor dependent. This is so because 81.6% of its programmes are sponsored (SIRAPI) while a paltry 18.4% are Kass FM initiated (ASML).

4.8 KBC Radio Idhaa temporal reach

The table below shows the of Kenya Broadcasting Corporation radio Idhaa’s temporal reach This was chosen as a control to Kass FM because it is considered as national broadcaster and a public radio Station. It broadcasts in the Kiswahili language and has been on air since 1953. Its geographical coverage is national and there can be assumed to be reaching a very wide listenership. The table shows that the KBC idhaa attained a total of 105hours in agricultural programme broadcasting.

Table 6: KBC Radio Idhaa's temporal reach. (Source: Author)

| Month | Actual temporal reach (Hrs) |
|--------------|------------------------------------|
| January | 9 |
| February | 8 |
| March | 9 |
| April | 8 |
| May | 9 |
| June | 9 |
| July | 9 |
| August | 9 |
| September | 9 |
| October | 9 |
| November | 8 |
| December | 9 |
| TOTAL | 105 |

Comparing Kass FM's temporal reach to that of KBC idhaa, Kass FM faired very well with a total of 272 hours aired against 105hours aired on KBC Idhaa. This is a great achievement considering that Kass FM is in its initial stages of stabilization and has a lower listener reach compared to KBC idhaa which has a national reach and has been in existence since 1953.

CHAPTER FIVE

CONCLUSION

This study found out that sponsors with a bias to agricultural programmes in Kass FM, were those who produce goods that are consumed by farmers. Agrochemical manufacturers/processors were the largest group of sponsors with a bias to agricultural programmes sponsorship in Kass FM. Others were milk processing companies, animal food processing companies, wholesalers and retailers of agrochemicals and insurance companies that offer agro-insurance.

The study also found out that dairy farming was the most discussed topical issue in agriculture followed by maize farming and wheat farming. These three topics accounted for 40% of the total agricultural topical issues discussed at Kass FM. This is so because a majority of Kass FM's listenership practice these three forms of agriculture and sponsors take advantage of this reach to push for the consumption of their products. The study also found out that topics on livestock production were biased to dairy production at the expense of other forms of livestock production like chicken, sheep, goat and fish. The findings of this study show that, sponsors have a major influence on the content of agricultural programmes aired in Kass FM. This therefore means that sponsor influenced radio agro-programming inertia (SIRAPI) takes precedence over agricultural subject matter listenership (ASML) programming and hence, ASML programming is greatly affected by SIRAPI. Topical issues discussed in sponsored agricultural programmes were limited to the business activity of the sponsors. This greatly narrowed down the pool of agricultural information transmitted to farmers through these programmes

The study also found out that Kass FM's temporal reach is highly dependent on sponsors. However, comparing its temporal reach to that of KBC idhaa, Kass FM faired very well with a total of 272 hours aired against 105hours aired on KBC Idhaa. This is a great achievement

considering that Kass FM is in its initial stages of stabilization and has a lower listener reach compared to KBC idhaa which has a national reach and has been in existence since 1953.

CHAPTER SIX

RECOMMENDATIONS

Kass FM is a commercial radio station that is highly dependent on sponsors for it to air a substantial number of agricultural programmes. This has led to sponsors having more leverage in determining the content of these agricultural programmes and hence SIRAPI precedence to ASML. To mitigate this, Kass FM should introduce programming policies that will lead to increase in temporal reach of ASML programmes from the current 18% without reducing the number of SIRAPI programmes aired.

Kass FM should also introduce programming policy that will increase the amount of topical issues on agriculture discussed in the programmes. Currently, the average number of topics discussed in sponsored programmes is 1 topic for every 3 programmes.

Kass FM should also introduce caveats during the programme to duly inform listeners of sponsored agricultural programmes that the information offered in the programmes might be biased towards the sponsoring company. This will help the listeners make informed choices when following recommendations made in the programmes

Kass FM being a media entity that is a major force in shaping the opinions of its listenership should be at the forefront of the agricultural Economy of Knowledge by championing the production of diverse agricultural information and transmitting this to its listeners. This way, Kass FM will be able to influence a major shift from the practicing of not only traditional forms of agriculture to modern forms, but also a diversification of the forms of agriculture practiced to include orphan crops that are resistant to drought, and also horticultural produce that fetch high prices in the market.

Suggestion for further research

This study concentrated on the effects sponsors have on content in vernacular agricultural radio programmes. The findings show that sponsors have a major influence on the content. As a result, other studies could be conducted to determine the consequences of this influence on farmers.

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APPENDICES

APPENDIX A

Coding schedule:

1. Programme code:
2. Date of airing of programme:
3. Main topic of discussion in the programme (Name and frequency)
4. Was the programme sponsored?
5. If yes, name of the sponsor
6. Business activity the sponsor is engaged in
7. Were there advertisements in the programme?
8. If yes, list the advertisement giving the sponsor of the advert and product.
9. Were there products recommended for use in the programme (Name and frequency)?
10. Programme format:
 - i) Is the programme live or recorded?
 - ii) Does the programme have a listener interaction session?
 - iii) What is the duration of the programme?
 - iv) What presentation format has the programme adopted?

APPENDIX B

List of sampled programmes

| TOPIC | PROGRAMME SPONSOR | DESCRIPTION | RECOMMENDATIONS IN PROGRAMME |
|------------------|---------------------------|---|--|
| Chicken | Kass | Radio | n/A |
| Dairy | Brookside dairy | Dairy processor | Dairy fresh milk, yoghurt, Cream, |
| Animal feed | Unga famcare limited | Animal feed processor | Unga Dairy meal, Unga high phosphorous meal |
| Sheep | Kass | Radio | N/A |
| Maize | Twiga chemicals | Agrochemical manufacturer | Actellic super, Celphos, Gramaxone, Twiga 2-4 D |
| Dairy | Unga farmcare | Animal feed processor | Unga Dairy meal, unga maxi milk, |
| Insurance | UAP, Syngenta & Safaricom | Insurance company & agrochemical manufacturer | Kilimo salama plus |
| Sugarcane | Mumias Sugar | Sugar Processor | Mumias Sugar |
| Tomato | Amiran kenya | Agrochemical manufacturer. | Greenhouse set. |
| Irrigation | Kass FM | Radio | N/A |
| Maize | Osho Chemicals | Agrochemical manufacturer | Symbion p, Black earth, wound out 480SL, voema omega |
| Animal husbandry | Coopers Kenya Ltd | Agrochemical manufacturer | Milking Salve, Mastrite, Bactergent, Omnicide, Omniclean |
| Wheat | Twiga chemicals | Agrochemical manufacturer | Twigamethaline, Epoxy, cornerzole, Rosazole, twigamoxil |
| Maize | Syngenta | Agrochemical manufacturer | Roundup, bullet, harness EC, Guardian max, |
| A I | Kass FM | Radio | |
| Animal husbandry | Ultraveis | Agrochemical manufacturer | Valbazen, lanirat, Ultraxide, Agita, ESB3 30% |
| Cabbage | Farmchem | Agrochemical manufacturer | Jawabu 48EC, Farmcozeb 50WP, marathon 50EC, seedlink seeds |
| Fertilizer | M.E.A Limited | Agrochemical manufacturer | MEA Dap, MEA CAN |
| animal feeds | Osho chemicals | Agrochemical manufacturer | Animatic batisa, cattlemiln, Animatic calcium |
| Fish farming | Kass FM | Radio | |
| Safe use | Maraba Agrovet | Wholesaler and retailer | Gloves, Masks, Knapsack Sprayers, |
| Animal hs | Kass FM | Radio | |
| Tomato | Amiran Kenya | Agrochemical manufacturer | Amiran Greenhouse Set |
| Wheat | Bayer East Africa | Agrochemical manufacturer | Atlantis, Basta liberty, Puma, K-othrine |
| Wheat | Juanco Supplies limited | Agrochemical manufacturer | Aurora40WDG, Authority, Wipeout |
| Dairy | Coopers Kenya limited | Agrochemical | Milking Salve, Mastrite, Bactergent, |

| | | | |
|--------------|-----------------------|---------------------------|--|
| farming | | manufacturer | Omnicide, Omniclean |
| Safe use | Monsanto East Africa | Agrochemical manufacturer | Monitor, Guardian max, harness, bullet, roundup. |
| Maize | Murphy chemicals | Agrochemical manufacturer | Wiper super, Murphamine, Murex P, Garland, Matabi pumps, |
| Maize | Baitany Agrovat | Wholesaler and retailer | Maize, fertilizer, herbicides, top dressing |
| Dairy | New K.C.C | Dairy processor | |
| Dairy | Buzeki Dairies | Dairy processor | Molo milk, Yogo yogo yoghurt |
| Gen chng | Kass Fm | Radio | |
| Potato | Syngenta | Agrochemical manufacturer | Karate, Actara, Polytrin, Score, Ortivia, Ridomil gold |
| Animal feeds | Coopers Kenya limited | Agrochemical manufacturer | Maclick Super, Kupa Kula, Diamond V xpc, Stop bloat, cooper sulphate |
| Dairy | Unga Farmcare Ltd | Animal feed processor | Unga high phosphorous, Unga dairy meal, |
| A.I | Kass FM | Radio | |
| Dairy | New KCC | Dairy processor | UHT, gold crown, |
| chicken | Kass | Radio | Broiler chicken |
| insurance | UAP insurance | Insurance company | Kilimo salama plus. |
| wheat | Syngenta E A | Agrochemical manufacturer | Artea, Bravo, Karate, Amistar |

APPENDIX C

Kass FM Weekly Programme Schedule

| PROGRAM LINE-UP | |
|---------------------|--|
| WEEKDAYS | |
| Time | Show |
| 4.30 – 5.30 am | Kass Kosu |
| 5.30 – 6.00 am | Kass Washington DC News |
| 6.00 – 6.15 am | Kass Main News |
| 6.15 – 6.30 am | Kass Press Review |
| 6.30 – 9.00 am | Kass Lene Emet |
| 9.00 – 9.15 am | Kass News |
| 9.15 – 9.30 am | Kass announcements |
| 9.30 – 10.00 am | Kass lene emet |
| 10.00 – 12.00 pm | Kass Nam Anam |
| | <i>Kass top ten on Monday & Saturday</i> |
| 12.00 – 1.25 pm | Kass Ilosu (Friday Gospel Artist) |
| 1.25 – 1.30 pm | Kass Bomori - Comedy |
| 1.30 – 1.45 pm | Kass Main News |
| 1.45 – 2.00 pm | Kass Announcements |
| 2.00 – 3.00 pm | Kass Nam Anam 2 |
| | <i>Kaswon nyigisini on Wednesdays, isach kosichi gaa on Thursday</i> |
| 3.00 – 6.00 pm | Kass Taibwoti - <i>Heshimu Ukuta</i> |
| 6.00 – 6.15 pm | Kass Main News |
| 6.30 – 7.00 pm | Kass Announcements |
| 7.00 – 9.00 pm | Kass Kabatiik |
| 9.00 – 9.30 pm | Kass London News |
| 9.30 – 9.45 pm | Kass Main News |
| 9.45 – 10.00 pm | Kass Bomori - Comedy |
| 10.00 – 12 midnight | Kass Nengung Kut |
| 12.00 – 4.30 am | Kass Late Night |
| FRIDAYS | |
| Time | Show |
| 4.30 – 5.30 am | Kass Kosu |
| 5.30 – 6.00 am | Kass Washington DC News |
| 6.00 – 6.15 am | Kass Main News |
| 6.15 – 6.30 am | Kass Press Review |
| 6.30 – 9.00 am | Kass Lene Emet |
| 9.00 – 9.15 am | Kass News |
| 9.15 – 9.30 am | Kass announcements |
| 9.30 – 10.00 am | Kass lene emet |

| | |
|---------------------------|---|
| 10.00 – 12.00 pm | Kass Nam Anam <i>Kass top ten on Monday & Saturday</i> |
| 12.00 – 1.30 pm | Kass Gospel Musicians |
| 1.25 – 1.30 pm | Kass Bomori - Comedy |
| 1.30 – 1.45 pm | Kass Main News |
| 1.45 – 2.00 pm | Kass Announcements |
| 2.00 – 3.00 pm | Kass Nam Anam 2 <i>Kaswon nyigisini on Wednesdays, isach kosichi gaa on Thursday</i> |
| 3.00 – 6.00 pm | Kass Taibwoti - <i>Heshimu Ukuta</i> |
| 6.00 – 6.15 pm | Kass Main News |
| 6.30 – 7.00 pm | Kass Announcements |
| 7.00 – 9.00 pm | Kass Ogilot |
| 9.00 – 9.30 pm | Kass London News |
| 9.30 – 9.45 pm | Kass Main News |
| 9.45 – 10.00 pm | Tos Iguitosi Kandoindet |
| 10.00 – 12 midnight | Kass Nengung Kut |
| 12.00 – 4.30 am | Kass Late Night |
| SATURDAY (WEEKEND) | |
| Time | Show |
| 5.00 – 6.00 am | Kass Cherseet (Inspirations) |
| 6.00 – 6.15 am | Kass Main News |
| 6.15 – 6.20 am | Kass Bomori - Comedy |
| 6.20 – 6.30 am | Kass Press Review |
| 6.45 – 8.00 am | Kass Kwanetab Kolo - DC |
| 8.00 – 8.15 am | Kass Announcements |
| 8.15 – 8.45 am | Kass Saturday sermon |
| 9.00 – 9.15 am | Kass News |
| 9.15 – 10.00 am | Kass Lagok |
| 10.00 – 12.00 pm | Kass Kasari |
| 12.00 – 12.30 pm | Kass Dunia Wiki Hii |
| 12.30 – 1.25 pm | Kass Sports Round up |
| 1.25 – 1.30 pm | Kass Bomori - Comedy |
| 1.30 – 1.45 pm | Kass Main News |
| 1.45 – 2.00 pm | Kass Announcements |
| 2.00 – 4.00 pm | Kass Top Ten |
| 4.00 – 5.00 pm | Kass Haleluyah Hour |
| 5.00 – 6.00 pm | Kass Talbisto |
| 6.00 – 6.15 pm | Kass Main News |
| 6.30 – 6.35 pm | Kass Bomori - Comedy |
| 7.00 – 9.30 pm | Kass London Programs |
| 9.30 – 9.45 pm | Kass Main News |

| | |
|-------------------------|---|
| 9.45 – 10.00 pm | Kass Bomori - Comedy |
| 10.00 – 12.00 am | Kass Washington Salams |
| 12.00 – 5.00 am | Kass Music |
| SUNDAY (WEEKEND) | |
| Time | Show |
| 5.00 – 6.00 am | Kass Cherseet (Inspirations) |
| 6.00 – 6.15 am | Kass Main News |
| 6.15 – 6.20 am | Kass Bomori - Comedy |
| 6.20 – 6.30 am | Kass Press Review |
| 6.45 – 8.00 am | Kass Kwanetab Kotisap - DC |
| 8.00 – 8.15 am | Kass Announcements |
| 8.15 – 10.00 am | Kass Sunday sermon |
| 10.00 – 12.00 pm | Kass Nam Anam |
| 12.00 – 1.25 pm | Kass Tos Imiano |
| 1.25 – 1.30 pm | Kass Bomori - Comedy |
| 1.30 – 1.45 pm | Kass Main News |
| 1.45 – 2.00 pm | Kass Announcements |
| 2.00 – 4.00 pm | Kass RHUSALI - Rumba, South African & Lingala music |
| 4.00 – 5.00 pm | Kass Emostab Koyoniik |
| 5.00 – 6.00 pm | Kass Maasai Program |
| 6.00 – 6.15 pm | Kass Main News |
| 6.30 – 6.35 pm | Kass Bomori - Comedy |
| 7.00 – 8.00 pm | Kass Mungaret |
| 8.00 – 9.30 pm | Kass Washington DC |
| 9.30 – 9.45 pm | Kass Main News |
| 9.45 – 10.00 pm | Kass Bomori - Comedy |
| 10.00 – 12.00 am | Kass Washington Salams |
| 12.00 – 5.00 am | Kass Music |

APPENDIX D

KBC RADIO Idhaa Programmes-lineup

| PROG TIME | S | M | T | W | T | F | S | PROGRAMME DSCRIPTION |
|-----------|---|---|---|---|---|---|---|---|
| 4:45 | Y | Y | Y | Y | Y | Y | Y | Around the globe |
| 5:00 | Y | Y | Y | Y | Y | Y | Y | Neno la Rehema |
| 5:15 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 5:16 | Y | Y | Y | Y | Y | Y | Y | Muziki |
| 5:30 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | (1)Kuna Nuru Gizani/ (2)Mziki wa Kuamshana |
| 5:45 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | Shukrani/Muziki |
| 6:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 6:15 | Y | Y | Y | Y | Y | Y | Y | Matangazo |
| 6:26 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Ushauri/(2)Leo Katika Historia |
| 7:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 7:15 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Msanii Wa Leo/(2)Matangazo |
| 7:30 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 7:40 | Y | Y | Y | Y | Y | Y | Y | Dr. Murugu |
| 8:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 8:30 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 8:32 | Y | Y | Y | Y | Y | Y | Y | Swala Ibuka |
| 9:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 9:15 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | (1)Mziki/(2)Bunge/(3)Ulizaliwa Lini |
| 9:30 | 1 | 3 | 3 | 2 | 2 | 3 | 1 | Ibaada/Bunge/Jee Huu ni Ungwana? |
| 10:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 10:05 | 1 | 2 | 3 | 4 | 2 | 2 | 2 | (1)Promo/(2)Muziki/(3)Afrika Maswala/(4)Bunge |
| 10:25 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Michezo/(2)Mashujaa Afrka |
| 10:45 | Y | Y | Y | Y | Y | Y | Y | Pepea Spoti |
| 11:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 11:02 | Y | Y | Y | Y | Y | Y | Y | Mziki Countdown/ |
| 11:15 | Y | Y | Y | Y | Y | Y | Y | Afrika Magazetini |
| 11:45 | Y | Y | Y | Y | Y | Y | Y | Pepea Spoti |
| 12:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 12:03 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Pepea Gumzo/(2)Kisa Changu |
| 12:30 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 12:32 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Pepea Gumzo/ (2)Nyahunyo |
| 12:45 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | (1)Pepea Spoti/ (2)Rabaraba Spoti |
| 12:58 | Y | Y | Y | Y | Y | Y | Y | News Adjacents |
| 1:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 1:15 | Y | Y | Y | Y | Y | Y | Y | Matangazo |
| 1:25 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | (1)Muziki/(2)Tumsifu/(3)Govt Spokesman |
| 1:30 | Y | Y | Y | Y | Y | Y | Y | Muziki |
| 1:55 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | (1)Spoti Adhuhuri/(2)Matukio Marekani |
| 2:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 2:02 | Y | Y | Y | Y | Y | Y | Y | Muziki |
| 2:30 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |

| | | | | | | | | |
|-------------|----------|----------|----------|----------|----------|----------|----------|--|
| 2:45 | 3 | 1 | 2 | 2 | 1 | 1 | 1 | (1)Muziki/(2)Bunge/(3)Taarab |
| 3:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 3:02 | 4 | 1 | 2 | 2 | 2 | 3 | 3 | (1)Ungefanyaje/(2)/maoni/(3)Taarab |
| 4:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 4:15 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | (1)Taarab/(2)Show info & Lineup |
| 4:30 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | (1)Muhtasari/(2)Matukio |
| PROG TIME | S | M | T | W | T | F | S | PROGRAMME DSCRIPTION |
| 4:35 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | (1)Salamu/(2)Tafrija ya spoti/ (3)ya Urembo |
| 4:45 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | (1)Tafrija ya spoti/(2)Salamu |
| 5:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 6:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 7:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 7:30 | y | Y | Y | Y | Y | Y | Y | Matangazo |
| 7:45 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | (1)Muziki /(2)Dr. murugu |
| 8:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 8:03 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | (1)Muziki/ (2)MALI SHAMBANI/ (3)MAENDELEO |
| 8:15 | 1 | 2 | 3 | 4 | 2 | 4 | 1 | (1)Muziki/(2)MALI SHAMBANI/ (3)Rudicci /(4)Dr. Murugu |
| 8:30 | 1 | 2 | 1 | 3 | 2 | 3 | 1 | (1)Muziki /(2)MALI SHAMBANI/(3)Dr. Murugu |
| 9:00 | Y | Y | Y | Y | Y | Y | Y | TAARIFA |
| 9:15 | Y | Y | Y | Y | Y | Y | Y | Matangazo |
| 9:30 | Y | Y | Y | Y | Y | Y | Y | Michezo |
| 10:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 10:02 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | (1)CRI/(2)Dr. Murugu |
| 11:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |
| 11:05 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | (1)KIKWETU/(2)USHAURI NASAHA |
| 12:00 | Y | Y | Y | Y | Y | Y | Y | MUHTASARI |