

## **Community Radio And The Production Of Local Cultural Entertainment Products. A Case Study Of Three Community Radio Stations**

With its many characteristics, community radio is arguably the best avenue for local cultural production. In the Kenyan situation and indeed, in many African countries, community radio stations are owned by the organizations or NGOs representing the community. These organizations and NGOs are often viewed as foreign to the locals given that they often operate without necessarily encouraging local participation in the production of local cultural contents.

The research, used questionnaires to collect quantitative and qualitative data in three operating community radio stations namely; Radio Mang'elete FM, Koch FM and Hundhwe FM. The study found out that community radio stations are contributing to the production of local cultural contents. However, more need be make to ensure that they optimise these peculiar characteristic of community radio. The study further revealed that community radio stations are among the most popular radio stations with local audience. The study can therefore conclude that community radio stations can be useful tool to rejuvenate local culture aesthetic industry in the country.