THE CONTRIBUTION OF COMMUNITY RADIO IN PROMOTING GOOD GOVERNANCE THROUGH PUBLIC PARTICIPATION IN MURANG'A COUNTY: A CASE STUDY OF KANGEMA RANET FM

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Declaration

I declare that this is my original work and has not been submitted anywhere for academic purposes or otherwise.

FESTUS IRUNGU NDIRANGU   **SIGN:**_____ **Date:**_____

This research is written and submitted for examination by the student under my supervision.

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Dedication

I dedicate this work to my God for all his mercies, providence and love.

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LIST OF ABBREVIATIONS

CIC-   Commission of Implementation of Constitution

FM-   Frequency Modulation

NEPAD -   New Partnership for Africa's Development

UNICEF-   United Nations Children's Fund

CR-   Community Radio

AsDB-   The Asian Development Bank

AfDB-   The African Development Bank

OAU-   Organization of African-Union

AU-   African Union

TISA-   The Institute for Social Accountability

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ABSTRACT

This study critically analyzed the role community media plays by examining how radio can be an essential tool of ensuring principles of good governance by ensuring community participation. The researcher used descriptive design so as to adopt descriptive statistics. The researcher applied multi-stage random sampling method and purposive method. Data collection was undertaken using questionnaire and interviews.

The researcher concentrated on three sub- counties; Kangema, Kigumo and Kiharu. In the three, the researcher further subdivided the counties into wards, where three wards in each sub county were selected for study. The picked were: Kinyona, Kangari, Kigumo, Kanyenyeini, Iyego, Rwathia, Murarandia, Mugoiri and Kahuro. From each ward the researcher picked 22 respondents.

The findings of the research indicated that the station highly contribute on promoting good governance in Murang'a county by encouraging community participation through use of Community's own language. Kangema FM offers the community an opportunity to participate on governance issues by providing them with information, giving them an opportunity to be part of content developers, using their own language and hiring from the community. Kangema FM is both a radio station and weather station that constantly airs weather alerts for farmers in Murang'a County.

The use of Kikuyu dialect as the presentation language was seen as a way of enhancing participation on issues of governance. County government official were noted to be using the station on passing information but still a majority of respondent felt they were not doing enough to enhance participation on governance issues. Programme content was not tailored to focus more on public participation on governance issues.

The research recommended involvement of community leaders and community in content development.

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0 Introduction

This section discusses the research's background information, the problem statement, and the purpose of the study, broad and specific objectives, research questions, justification, scope of the study and definition of key terms.

1.2 Background to the study

The 2010 Constitution of Kenya lays the policy framework on citizen participation in devolution. Some of the major policy concerns emanating from the examination of the past and present devolved structures are: The need to create awareness amongst both duty bearers and citizens on what citizen participation is and its importance, the need to build the capacity of citizens to enhance their participation in the management of local affairs and projects, and to hold duty bearers accountable. Duty bearers also need continuous capacity building on participatory methodologies (Omolo, 2011).

A free, independent, and pluralistic media environment, offering the means and incentives for the widest participation, can have a profound influence on people's opportunities to access information and services, to understand and be able to exercise their rights, to participate in decisions that affect their lives, and to hold to account those in positions of power and responsibility. This is reflected in the growing recognition, in the context of international development, of the central importance of effective and inclusive communications systems.

The Fourth Schedule Part 2 (14) of the 2010 Constitution of Kenya stipulates that the functions and powers of the county are to ensure and coordinate the participation of communities and locations in governance at the local level. Counties are also to assist communities to develop the administrative capacity for the effective exercise of the functions and powers and participation in governance at the local level.

Participation is the process through which stakeholders' input and share control over development initiatives, decisions and resources which affect them (Odhiambo and Taifa, 2009). Citing Gardiner (1995), Okello, Oenga and Chege (2008) further define it as a process whereby

stakeholders influence policy formulation, alternative designs, investment choices and management decisions affecting their communities.

Both UNDP and the World Bank include media among the institutions and mechanisms that can contribute to good governance, in the above definitions and elsewhere. Media can fulfill several critical tasks in the context of governance and reform, overlapping with and reinforcing other factors such as access to information and freedom of expression (UNESCO, Communication for Development, 2008).

According to Norris(2012) , the media has three key roles in contributing to democratization and good governance: as a watchdog over the powerful, promoting accountability, transparency and public scrutiny; as a civic forum for political debate, facilitating informed electoral choices and actions; and as an agenda-setter for policy makers, strengthening government responsiveness for instance to social problems and to exclusion.

Media can achieve such an impact, in the right circumstance, through their direct and indirect influence on a number of key parameters of governance: curbing corruption and improving accountability and transparency, enhancing informed participation in the political processes, and facilitating and reinforcing more equitable and inclusive policies and actions. However, the role of the media as a civic forum remains deeply flawed where major newspapers and television stations heavily owned by those who favour the governing or opposition (although it is rare for the latter) party hence their coverage both in amount of space and airtime and in tone are heavily tilted towards one party, rather than being open to a plurality of political viewpoints and parties during campaigns (Dunu 2013).

It is therefore critical that election observer teams to assess the media landscape and operations during the elections before indicating that they were free and fair. By contrast, where the media fails to act as a civic forum, this can hinder good governance and even the democratic consolidation. State control and ownership of the media is a critical issue, but threats to media pluralism are also raised by over-concentration (conglomerates) of private media ownership through multinational media corporations with media empires. The broadcast media, radio and television, have a unique and particular role to play both in enhancing governance and accountability and in giving voice to poor and marginalized communities.

In addition to traditional means of expression, "voice" in this context means the capacity, opportunity, and resources of diverse segments of society to signal government as to their needs

and their perception of the quality of governance, to have their views represented in mainstream media, and to develop their own media. Broadcast media, as we argue later, are especially relevant and accessible to remote communities, cultural and linguistic minorities, and the very poor and illiterate people.

The 2010 Constitution promotes devolution by ensuring administrative, fiscal and political decentralization (3rd level of decentralization according to Steiner, 2005). It has instituted 47 county governments that replaced 157 local authorities.

In conclusion, the constitutional implementation and democratic electoral transitions are becoming constitutionally accepted mechanism for changes of power in most parts of Africa. Kenya is no exception to this. Suffice it to say that, most African states are in their third era of democratic changeover of power. Also, Africa's political dispensations are increasingly getting more inclusive of all social groups. The main pillars of good governance are: Free and fair elections, universal suffrage, respect of rule of law and freedom of association (World Bank , 2006).

1.2.1 Kangema RANET FM

Kangema RANET FM is a Community Radio based in Kangema constituency, Murang'a County. It was established in 2008 to enhance communication amongst rural communities. It was funded under the RANET Project (RAdio and InterNET rural communication project), a project to connect rural communities with climate and weather updates through an internet-radio pathway. The station has received donations of equipment from the government of Kenya, RANET- Kenya Project, and Kangema Constituency Development Fund (CDF). The station's objectives are: To encourage development by facilitating dialogue on community needs and issues in order for people to identify appropriate solutions aimed at improving the economic and social standards of the community in Kangema constituency and its environs (http://crak.co.ke/index.php/kangema-fm).

Howard (2009), states that community radio has no single definition. It is widely agreed among scholars that community radio has the following characteristics: it is non-profit, independent from government, owned and operated by and in the community. Its programming is tailored towards the interest and development of the community (Tabing, 2002; Solervicens, 2007; Patridge, 1982; Fraser and Estrada, 2001). This definition clearly excludes commercial radio

which is profit-making, but does that mean it should not be considered a community radio? According to the 1992 law and regulations in Australia, for example, community radio includes commercial and community broadcasting services in spite of their different functions (Davis, 2001).

In Kenya the definition of community radio is unclear. Additionally, there has been no regulation that categorizes radio stations, and this was the case during the post election violence. Community radio is largely deemed commercial (private) or local language or vernacular radio (Githethwa, 2008). A community radio in Kenya means a radio that broadcasts for an ethnic community.

1.2 Statement of the research problem

The relationship between Community radio and good governance lies at the heart of this research. The task of any society is to reconstruct and revitalize itself, build its own capabilities and educate, organize and mobilize the citizens with a view to ensuring that democratic space is expanded; democratic culture is deepened, and democracy itself is consolidated and made to become sustainable and irreversible.

Poor information management on the part of leadership alienates citizens from effective engagement in county governance. This calls for the strengthening of communication mechanisms under devolved systems. Poor planning has often contributed to the marginalization of communities, poor prioritization of community needs and high incompletion rates of projects at local levels. Planning under county governments should be grounded on consultative processes and informed by statistical and factual data. Communities need to develop county visions that are guided by strategic action plans. There is need for effective legislation that compels duty bearers in public offices to account to the citizens. Planning, implementation and monitoring and evaluation should be devolved to lower levels within the county system to ensure greater representation of communities. This necessitates the establishment of representative citizen forums.

For devolution to be successful, the citizens must be politically conscious, and have access to information. They must not only be aware of their rights and responsibilities but also know the channels via which they can exercise them (Omolo, 2011).

The Transitional Authority and Commission for the Implementation of the Constitution do not

have an elaborate timetable of events from the processes of information gathering to monitoring and evaluation. The timetable should provide citizens with the information that would facilitate their effective participation at each stage, but the timetable is poorly publicized and resourced. Further, although the structures of community participation exist there is in some cases little commitment to making them work on the part of duty bearers. At times there are deliberate steps to lock out citizen participation. This is achieved through postponement of budget meetings and lack of proper publicity on the schedule public participation meetings. Lack of an ingrained culture amongst county officials to share information is a factor that greatly affects the release of adequate information to citizens. There is a tendency by county officials to lack openness in budgeting, the same way previous local authorities officials used to engage in the budgeting process simply to fulfill funding requirements without a sincere commitment to enhancing public participation (Oyugi and Kibua, 2014).

Poor information management and failure to disclose information regarding local development alienates citizens from local development and provides opportunities for corruption (Oketch, 2010). The right to access information held by governmental authorities often referred to as Freedom of Information is a fundamental human right recognized in International Law. Most recently, Kenya has taken crucial steps towards recognition of the right in the bill of right in the constitution. Article 35(1) state that every citizen has the right to access information held by the State. Further, article 35(3) states that the State shall publish and publicize any important information affecting the nation. The lack of clarity public participation also emanates from the insufficiently detailed policies which cannot provide for real and effective implementation of the Act (TISA 2011).

Access to information is crucial as a right in its own regard and is also central to the functioning of democracy and enforcement of other rights. Without freedom of information, State authorities or agents can selectively release good news while withholding damaging information. Such climates then breed corruption and human rights violations can remain unchanged. To guard against such a climate any policy on devolution should provide for legislation that requires counties to adopt principles of maximum openness. As the TISA (2011) points out, any information held by a public body should in principle be openly accessible. This is particularly in recognition of the fact that public bodies hold information not for themselves but for the public good.

The 2010 Constitution has expanded the comfort of human rights, a vibrant democratic structure enhanced by popular sovereignty; placing powers in the hands of the people, men and women, and their popularly elected representatives, and in doing so, created the very conditions which good governance will flourish. Unfortunately, the environmental factor surrounding the Kenyan democracy makes democratic institutions in counties to remain weak and fragile, therefore becoming susceptible to collapse when not checked properly and also faced with a low level of political stress (Goverment of Kenya, 2010).

It has become clear that the sustainability of counties democratic space and good governance has to be anchored on public participation to check the governors and the county assemblies' representative so as to ensure sustainable development which presently cries for a more serious imaginative and effective management of national resources endowment on the part of the government in the counties. It is important to have effective institutional capacity building for conflict prevention, management, resolution, peace-keeping and security which must be adequately put in place to enhance good governance and economic stability in Kenya.

This research shows that while some arguably slow progress has been made in Kenya relative to the journey towards building a befitting democracy, adopting some form of liberal constitutionalism and in the process of enthroning an enduring democracy, the challenge that confronts the Kenyan counties in relation to good governance remain daunting. Hence, this research intended to analyze and frontally address the teething issues in line with the yearnings and aspirations of democratic rule in the interest of the ordinary Kenyan.

Based on the problems stated the aim of the research is to explore the relevance of public participation and how community radio is used in promoting good governance.

1.3 Research objectives

1.3.1. General objectives

The main objective of the study was to determine the role of community radio in promoting good governance through community participation in Murang'a County.

1.3.2. Specific objectives

The specific objectives of research were:

i.   To determine the role of community radio as an educational tool on issues of good governance.

ii. To determine the role of community radio in information sharing.

iii. To determine the role of public participation and how it is being implemented in Murang'a County.

1.4 Research questions

i.   What is the role of community radio as an educational tool on issues of good governance?

ii. What are the roles of community radio in information sharing?

iii. What is the relevance of the concept of public participation and how it is being implemented in Murang'a County?

1.5 Significance of the study

Participation is important because practical experience on the ground shows that it establishes the necessary sense of ownership. Generally people tend to resist new ideas if these are imposed on them. Participation has greatly contributed to the sustainability of development initiatives, strengthened local capacity, given a voice to the poor and marginalized and linked development to the people's needs. Participation has been instrumental in guarding against abuse of office by public servants and political leaders. It has also provided a control against excessive discretion being vested in civil servants in public procedures. Participation has provided checks and balances against unnecessary political interference in service delivery and disregard for professionalism and meritocracy in the public sector amongst others (Odhiambo and Taifa, 2009).

Direct involvement suggests that citizens are the owners of the government and should be involved in the decisions of the State (Yang and Callahan, 2005). This research will therefore focuses on direct participation. This dimension is administrative centric. This simply means that it focuses on the role of the public in the process of administrative decision-making or their involvement in decision-making related to service delivery. It thus implies governmental efforts

to involve citizens in administrative decision making and management processes. Since it occurs primarily at the administrative-citizen interface direct participation therefore differs from political participation. The latter includes but is not limited to voting in elections, contacting elected officials and campaigning for political candidates (Yang and Callahan, 2005).

The imperative for citizen participation is also drawn from their statutory duty to pay taxes for service delivery. This means that they are not only consumers of services but essential financiers of government. Citizen participation in administrative decision making is thus inclusive of goal setting, determination of strategies, policies, and monitoring and evaluating government services. Citizen participation activities would then relate to the techniques and mechanisms to arrive at these. The techniques include but are not limited to public hearings and sittings, citizen advisory councils and citizen panels, neighbourhood or resident association meetings and citizen surveys. The functional or practical areas for citizen involvement are economic development, education, environmental protection, public health and policing and public safety amongst others. Kenyan citizens will not only engage in the implementation of 15% of the national revenue transferred to their counties, but also in the remaining 85% administered at the national level (Omolo, 2013).

1.6 Scope of the study

The study was carried out in Murang'a County to determine the role played by community radio to promote good governance. The study focused on the current governance issues and level of public participation in county affairs in Murang'a County especially through Kangema FM, a community radio.

1.7. Definition of Key Terms

Role of radio -This refers to the function performed by a radio in promoting good governance

Community: Refers to a collective or a group of people sharing common interests. Community can either be a geographically based group of persons and/or a social group or sector of the public who have common or specific interests.

Community Radio: Is a non-profit, independent body of communication that is collectively owned, managed, and supported by a community. It is a communication and awareness tool that offers quality programs that respond to a need for information, culture, education, development, and entertainment in the community it serves.

Environment: Refers to the factors that can affect a person's behavior.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

In this chapter, literature review related to good governance, community radio and theoretical framework is reviewed to enable proper understanding of key variables used by researcher.

2.1 Good Governance

The African Development Bank (AfDB) policy paper, defines governance as a process referring to the way in which power is exercised in the management affairs of a nation. In the 1992 World Bank report entitled *Governance and Development*, the term good governance is defined as "the manner in which power is exercised in the management of a country's economic and social resources for development" In the 1995 The Asian Development Bank (AsDB), policy paper called *Governance: Sound Development Management*, the AsDB defined good governance as "the manner in which power is exercised in the management of a country's economic and social resources for development" (Swapan, 2009).

Good governance can simply mean the effectiveness with which a government performs its work and promotes the public good. The public good is largely defined as enforcement of law and order, revenue collection, allocation of resources to meet specific demands, provision of infrastructure and promotion of human rights. Although democracy enhances good governance, the latter is not necessarily equivalent to democracy (Oketch, 2010).

"Governance" and "Media" are dual concepts that, particularly in the past decade, have come to the forefront of the development agenda. According to United Nations Development Programme (UNDP) report (2006), governance can be defined as "the exercise of political, economic and administrative authority in the management of a country's affairs at all levels. Governance comprises the complex mechanisms, processes and institutions through which citizens and groups articulate their interests, mediate their differences and exercise their legal rights and obligations. Good governance has many attributes. It is participatory, transparent and accountable. It is effective in making the best use of resources and is equitable. It promotes the rule of law (UNDP 1997).

Good Governance is such a system which is practiced in economics, politics, and through the use of social resources. And it is such a work process in state management that civil society can express the opinion regarding the issues of concerning interest, legal rights, and differences of opinion and can participate in every issue of state. That means there exists less opportunity of effective participation of people in the existing governing system but in a good governance system, there exists manifold opportunities for the participation of people (Amada, 2014). Governance goes beyond government. It challenges the authoritarianism inherent in the concept of government and allows a greater number of participants to determine, carry out and monitor collective endeavors. Governance promotes the introduction of new modes of framing public policies, with emphasis on negotiation. It requires public authorities to give up their central role in regulation and accept a new form of interaction between the various economic, social and political participants. It gives precedence to greater involvement of the private sector and civil society in running the State, and therefore invites a rethinking both of how to govern and of the relationship between the State and society. (UNESCO, Communication for Development, 2008) Governance requires the separation of powers, participation, transparency, accountability, the rule of law, efficacy, equity and consensus along with political, trade-union and media pluralism. Governance advocates the separation of the three traditional powers. The legislature and the judiciary must be allowed to exercise their prerogatives side by side with the executive branch. The person at the top does not enjoy unlimited power but governs for the good of the majority rather than for a faithful few (James, 2014).

The participation of as many citizens as possible in reaching, carrying out and monitoring decisions is an essential pillar of governance. This form of active citizenship has the advantage of making good the legitimacy gap affecting the traditional political elites and leads to participatory democracy. For citizens to be able to participate fully and effectively in decisions concerning their welfare, they must be informed and organized. This presupposes universal free access to basic education, freedom of association and expression, and the existence of an organized civil society (Dunu, 2013).

 Transparency signifies that decisions are taken and applied in accordance with pre-established norms with which citizens agree, undertaking freely to respect them. This presupposes that access to information is free for those affected by the decisions and their implementation. A

further condition is the imparting of such information by free media. Accountability is one of the major requirements of good governance (Mefalopous, 2009).

Any organization – including government institutions, the private sector and civil society groups – is accountable to all who have a stake in society, including the public. Such responsibility cannot be ensured without transparency and the rule of law. Good governance requires the rule of law, with the establishment of a just legal framework impartially applied. It also presupposes the protection of human rights, including those of minorities. This is only possible with an independent judiciary and an impartial and incorruptible police (Adaja, 2012).

Equity is another feature of good governance. It is the principle requiring that no member of the community feels left out and that all groups, particularly the most vulnerable, are given the possibility of improving their lot. Political, trade-union and media pluralism is another principle of good governance. Such a reality, based on the fundamental rights of association and expression, encourages vigilance and monitoring of the action of the public authorities with a view to better functioning of the machinery of state, respect for human rights, and satisfaction of the community's needs. The sound organization of local governance can put communities in control of their own development. Establishing and practicing good governance is conducive to a better human security climate in which people are less vulnerable to hunger, sickness, illiteracy, disasters, anarchy and violent conflict (Jens, 2010).

Another outcome is the emergence of a political culture of affirmation of the fundamental rights of the individual and of good citizenship. The institutions of governance are reinforced and become more effective. Greater and better participation of young people and women in the community's affairs is also necessary. The introduction and operation of effective anti-corruption structures should lead to less institutional corruption. Without the watchfulness of the media and civil society, and without the bravery of the investigative journalists and people who denounce corruption, this evil will pursue its course. Transparency International has recognized the all-important part played by the media in promoting good governance and combating corruption (UNESCO, Communication for Development, 2008).

2.3 Good Governance in the Media and by the Media

The question of whether or not the media can promote Good Governance depends on the media themselves. UNESCO (2005) publication on Media and Good Governance clearly reveals what

the media should be, and should have, in order to perform their duty effectively. According to the UNESCO document the preconditions for the media to effectively contribute to Good Governance depend on these three elements: media freedom, independence and pluralism. Interestingly, the Center for Development Communication (2006) document echoed similar argument this way: To contribute to good governance, media should be editorially independent, free from any pressure and external interferences, and reflect the plurality of opinions and perceptions in order to truly help citizens to be informed, understand the issues at stake, make up their minds, and finally, judge events by themselves.

The media must fundamentally be free from any kind of influence, particularly political, ownership, commercial or governmental control. However, this appears to be a critical challenge for the Kenyan media. Scholars such as Dunu (2013) have noted that the media are plagued with the problems of commercialization; the syndrome of "he who pays the piper calls the tune". Secondly, the term pluralism has been defined as the existence of the greatest possible number of newspapers, periodicals and broadcast stations reflecting the widest possible range of opinions within the society. It is instructive to point out that the media although pluralistic in sheer number, cannot yet be said to be truly pluralistic, since community media are yet to be established in the African media terrain as is the case in other continents. In addition, there are three distinct ways for the media to effectively and efficiently contribute to Good Governance: Good Governance in the Media; Good Governance by the media and Good Governance for the Media (SCG, 2006).

To effectively contribute to Good Governance, the media themselves must be credible example of Good Governance concept. First the media should uphold professional ethical rules set up through self -regulation, and constantly enhance professionalism, be accountable to the public in the way it informs, educates and entertains. In sum the media should recognize that they are accountable for their actions to the public, their profession and themselves (James, 2014).

According to SCG (2006), the media must fight the 3Cs: corruption, collusion and cronyism. They must promote human rights, uphold the rule of law and keep the citizens constantly informed. To discharge this duty creditably, the journalists must be equipped with the necessary investigative capacity to bring out the truths to the public and fulfill their functions in promoting good governance. The media have been accused of factual inexactitude where press conference release are in some cases distorted to give a slant that would suit the idiosyncrasies of either the

reporter or the medium owners. What is obviously advocated here is that the media should shun unprofessional acts capable of jeopardizing the media in any way, and embrace professionalism at all cost. However the issue of professionalism continues to remain a critical area of challenge in relation to the contentions surrounding the journalism practice as a profession (Adaja, 2012).

2.4 Good Governance for the Media

For the media to function effectively they must enhance the creation and maintenance of a favorable legal environment or regulatory framework, which guarantees media freedom, independence and pluralism. However, we need to also point out that it is important for the country to as well provide an enabling environment for the media to investigate. That is an environment that is free from intimidation; detrimental media laws such as criminal, defamation laws etc (Dunu, 2013).

The media practitioners have responsibility to the audience, to their profession and to the country. There are two ways in fulfilling these obligations - professionalism and ethical conduct, in gathering and analyzing information. In addition, there is also the need for infrastructure and organizational capacity and an adequate investigative capacity, without which the media would find it hard to satisfactorily accomplish the promotion of good governance (James, 2014).

2.5 Role of community radio

Global media have become powerful tools to control people and have been grown as a profit sector where people's voices are marginalized and neglected. The nature of communication is changing the way people relate. Controlled media dominate the world where common people have least of the access to take part in decision-making process expressing their views and opinion and are also left out of the development process. The influence of government over media also impedes the way of work that ultimately blocks the freedom of people's choices for expressing their ideas and views. But in an equitable society, people's participation in the development process is considered as a major factor especially where community radio is involved (UNESCO handbook on community radio 2010).

In this context, community radio is a prior agenda and social cognitive that can help building up participatory practice in the society, which leads to people's governance. It can facilitate people's access and promote their participation in local level decision-making process a campaign in a free dug community, which ultimately results in participatory governance in the society. We can say community radio can play the role as promoter of participatory, accountable

and transparent system in a society and it can also create enormous opportunities for growth and poverty reduction (UNESCO, Communication for Development, 2008).

The economy of the world is concentrated to a fewer number of institutions constituted by the rich nations and their institutions that have taken over the role of dominance mainly on the lives and livelihood of the poor people through control of resources in the world. The process of the dominance has manifold implications, in political, social, cultural, religious traditions, knowledge.

Rural communities are totally deprived of getting the opportunity in information sharing and communications, which is a deprivation of their rights to access information. However, steps taken in Nepal, Pakistan and India encourage other fellow countries to create a favourable environment in community broadcasting use since this helps solve many problems that are affecting the communities and more so the youth who have turned to cases of drugs and substance use (Offor, 2002).

To come out of the existing scenario of lack of involvement of community in governance issues, people's media is essentially important to be explored by community to help them participate on governance issues (AMARC 2002).

Community radio promotes positive voluntary participation in media production rather than passive consumption of media. The sector provides facilities that ensure access to the media by all parts of the community where the community radio is based. The core of the community radio is the relationship between the station and the community in which it's situated. Easy access allows local people to focus on local issues, giving voice to groups and individuals who otherwise have no choice (Economic Commission for Africa, 2005).

The marginalized rural and poor people may get an opportunity to discuss these actual rights through the programs of community radio. Side by side, this sort of radio plays a role of mirror in the society and accelerates pro-people endeavor of local administration and the politicians and arouses their responsibilities to the society (Wanyande, 2004).

Community radio can review the problems of community and come up with solution. This discussion regarding local government or council or live telecast of meetings and conferences are the excellent strategies of community radio (Rahman, 2013).

2.6 How Community Radio can work in ensuring Good Governance

Community radio can give importance in keeping democratic process always advanced by keeping up its position impartial during discussion on governance issue (Rahman, 2013). Community radio can create pressure to government by involving community and civil representatives through dialogues, talk shows, discussion programs and magazine programs so as to keep the rulers accountable. As a matter of fact, ensuring good governance is not possible if state, market and society don't work collaboratively (James, 2014).

Community radio can perform specific functions to enhance good governance and development. Some of the specific functions include: enhancing participation of people and civil society in accelerating the work of local government and broadcast program relating to alternative opinion; creating awareness in rural community regarding things to be done in drawing up local government's budget and lengthy planning. The media should scrutinize the budget of local government and ensure transparency and accountability and offer information regarding the role of civil society organizations in enhancing participation of common people. Producers should arrange question- answer program among local parliament member and local people through community radio, to make the citizens aware of responsibilities regarding state, market and society by means of running citizen education program (Macky 2009).

It is also important to broadcast program regularly regarding how the citizens and the elected representatives of local government will play more responsible role in the society. The programs should be tailored to notify people regularly regarding the procedures of legislature, executive and judiciary; in this sphere, to inform the community people regarding the things to be done. Community radio should broadcast program on how the community people can get good effect in achieving access of family and village court, and to broadcast issue based program and help people participate in the program so that the community people can be able to involve themselves in development program by exchanging information (Rahman, 2013).

Community radio can accelerate its victorious mission of good governance strategically by means of ensuring local community participation. Community radio can ensure rural community participation in establishing good governance through policy making discussions with government, existing marketing system, and civil society leaders (Wanyande, 2004).

Over the recent past, provision of information and skills has become a powerful mean of empowering communities and community radio has been identified as a unique and effective

tool. In many countries and regions of the world, community radio is recognized as a means of communication which play an important role in the development process and the advancement of good governance practices. CR has proven particularly useful as a tool to reach and give voice to the most disadvantaged sectors of society, which include the poor, women and children (UNICEF *op.cit* 2009).

Moreover, the United Nations, the Organization of American States, the African Commission on Human and People's Rights, and prestigious economists such as Amartya Sen, Joseph Stieglitz and Jeffrey Sachs, among others, have recognized the relationship between sustainable development and freedom of expression, reflected in a pluralistic and independent media sector (Ibid 2009).

Community radio is a distinct media sector and a vital alternative to state owned public broadcaster and commercial private media. Communities have sought in community radio a means to express their own issues, concerns, cultures and languages. The expansion of CR is the result of the reduction of diversity of voices that accompany the formation of media conglomerates that accompanies the globalization processes (AMARC.2007).

According to Champman *et al* (2003) the growth of community radio stations affect both the improvements in information technologies and the shifting of development paradigms towards a more participating style of information and knowledge transfer.

Radio, in particular, has been identified as an avenue for participatory communication and as a tool relevant in both economic and social development. In many spheres of the globe today, community radio acts as a vehicle for all stakeholders (community and voluntary sector, civil society agencies, NGO and citizens to work in partnership to promote development).

Walters *et al* (2011), in their research on the role of community radio in Indonesia, concluded that effective radio activities can make significant changes in community life. They observed that community radio can address a number of problems including poverty, agriculture, education, gender, inequality, social problems among others.

Champman *et al* (2003) found out that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. In this regard, radio provides a participatory communication technique that supports agricultural extension efforts by using local languages to communicate directly with farmers and listeners' groups. It has been observed that over the past years, women have taken a more active role in community development than their

male counterparts. Through the media skills, training, community radio facilitates a number of capacity building activities- exchanges of information. All these are key determinants of societal and generational change.

Sterling (2007) provided evidence that female community radio listeners are given a voice with which to respond to programming and create programming content. Since it's a participatory approach, the programming content is owned by community and decision making on the execution is made simpler. Community radio is usually for the people, by the people and owned by the people. Secondly, it enhances the capacities of local people to work together to tackle a range of social problems indicating poverty and exclusion through radio. Lastly, it contributes to nurturing of creative talents of community and providing a forum for a diversity of opinions and information.

2.7. Theoretical framework

The researcher used citizen participation theory. Citizen participation is a process which provides private individuals an opportunity to influence public decisions and has long been a component of the democratic decision-making process (Cogan & Sharpe, 1986 p. 283)

Well-planned citizen involvement programs relate the expectations of both the citizens and the planner. Arnstein's "ladder of citizen participation" can assist the planner in determining his or her perceptions of a program's purpose and compare this with the anticipated perceptions of citizen participants (Burns et al, 1994).

The particular importance of Arnstein's work stems from the explicit recognition that there are different levels of participation, from manipulation or therapy of citizens, through to consultation, and to what we might now view as genuine participation, i.e. the levels of partnership and citizen control. The limitations of Arnstein's framework are obvious. Each of the steps represents a broad category, within which there are likely to be a wide range of experiences. For example, at the level of 'informing' there could be significant differences in the type and quality of the information being conveyed. Realistically, therefore, levels of participation are likely to reflex a more complex continuum than a simple series of steps (Parker 2002).

The use of a ladder also implies it stresses the importance of cultural identity of local communities and of democratization and participation at all levels— international, national, local

and individual. It points to a strategy, not merely inclusive of, but largely emanating from, the traditional 'receivers' (UNESCO, 2008).

However, increased control may not always be desired by the community and increased control without the necessary support may result in failure. Participatory communication is a term that denotes the theory and practices of communication used to involve people in the decision-making of the development process. It intends to return to the roots of its meaning, which, similarly to the term community. Therefore, the purpose of communication should be, "to make something common, or to share meanings, perceptions, worldviews or knowledge. In this context, sharing implies an equitable division of what is being shared, which is why communication should almost be naturally associated with a balanced, two-way flow of information (Mefalopous, 2009).

Jens (2010) refers to this as the right of all people to individually and collectively speak their word: 'This is not the privilege of some few men, but the right of every man. Consequently, no one can say a true word alone—nor can he say it for another, in a prescriptive act which robs others of their words'. In order to share information, knowledge, trust, commitment and a right attitude in development projects, participation is very important in any decision-making process for development.

This theory stresses reciprocal collaboration throughout all levels of participation. Also, these newer approaches argue, the point of departure must be the community. It is at the community level that the problems of living conditions are discussed, and interactions with other communities are elicited. The most developed form of participation is self-management. This principle implies the right to participation in the planning and production of media content. Information, consultation and deciding together are important to participation on governance issues (Wilcox, 1999).

However, not everyone wants to or must be involved in its practical implementation. More important is that participation is made possible in the decision-making regarding the subjects treated in the messages and regarding the selection procedures. One of the fundamental hindrances to the decision to adopt the participation strategy is that it threatens existing hierarchies. Nevertheless, participation does not imply that there is no longer a role for development specialists, planners, and institutional leaders (Amada, 2014).

Good governance would require a more participatory approach to development. This more participatory approach had been already highlighted in the World Bank's 1989 Africa study. Participation has been perceived as being intrinsic to good governance. Participation is the process through which stakeholders' influence and share control over priority setting, policy-making, resource allocations and access to public goods and services. That means that all civil groups involved in the development process have to be included (African Development Fund, 2006).

Participation is also a cross-cutting theme throughout good governance. Especially accountability and transparency and information focus on the participation of the population. Accountability stresses the importance of parliament in the participatory process. Democratic forms of governments are one possible way (Dunu, 2013).

2.8. Conceptual framework

Figure 1. Source: (Researcher 2014).

Community radio
- Radio programs
- Radio shows
- Publicity

Independent variable

Promotion of good governance
- Ensuring public participation
- Ensuring accountability
- Civic forum for public debate
- Educational tool

Dependent variable

Listenership

Intervening variable
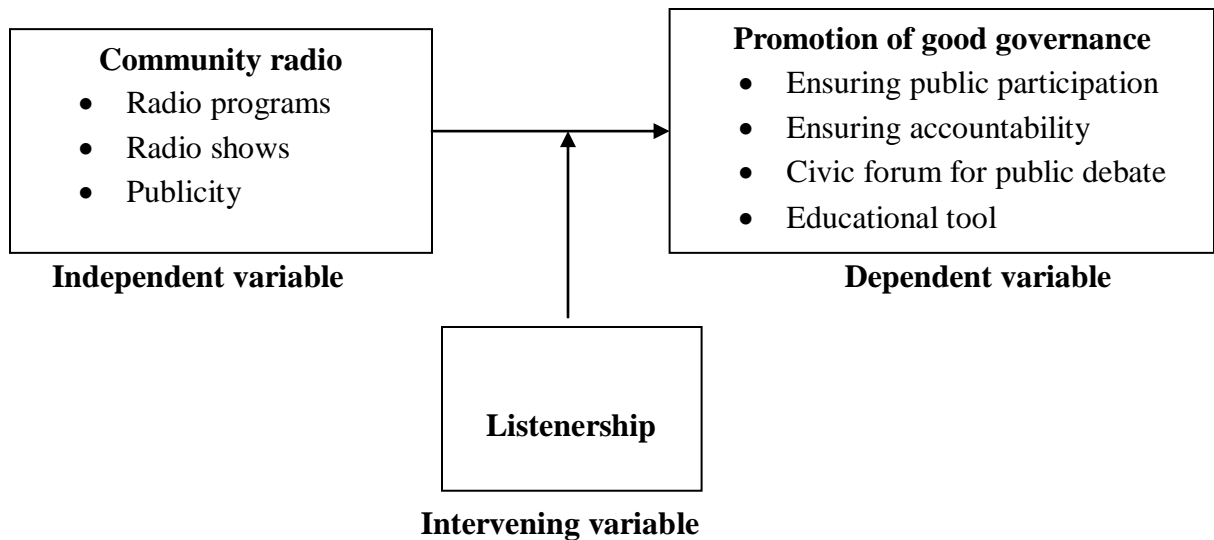
The figure above shows how good governance depends directly on radio. This is mainly done through the programs aired that may help in promoting freedom of communication. However, listenership base of particular station may be a determinant on whether the station achieves its objective, bearing in mind there are other stations that broadcast in Kikuyu language. Therefore, listenership acts as an intervening variable.

2.9. Conclusion

Achieving good governance requires the understanding and participation of every member of the society. However, it has been observed that for governance to be just and democratic, leaders

more than any other sector of the society need to use their power responsibly and for the greater good. Systems and procedures need to be in place that impose restraints on power and encourage government officials to act in the public's best interests. The media, their roles, channels and contents, are considered powerful enough to make this achievement a reality (UNESCO, Good Governance, 2005).

The Kenyan media have been in the vanguard in promotion and sustenance of the democracy we now have in the country. The struggle for independence was also pioneered and fought for by the media. But a great number of existing media channels in the country need to take up the responsibility of adequately engendering better governance in our democratic polity. As the institution mandated to hold those in governance accountable, the media can effectively achieve this if they apply the basic principles of patriotism, accountability, transparency and objectivity in the discharge of their duties as well as to uphold the sanctity of truth and fairness at all times. In effect, for the media to contribute to good governance, the media must embrace the principles of good governance themselves as a critical precondition for effectiveness in discharging their functions to the society. The watchdogs must watch themselves (Dunu, 2013). Community radio has proved to be one of the best media of communication and agenda setting at the grass-root level (UNESCO, Good Governance, 2005).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction

A descriptive research design was used and primary data was collected from chosen respondents. A multi-stage random sampling and purposive technique was used to select research respondents and a structured questionnaire was the appropriate medium of data collection.

3.2. Target Population

Target population is the aggregate of the cases about which the researcher would like to make generalizations. The researcher population was drawn in Murang'a County. Therefore, the selected population was used to obtain the sample size.

3.3. Sampling technique and size

The sampling technique adopted was multi-stage where the researcher selected a sample size of 200 listeners of Kangema FM from a population of over 200,000. This was done to ensure that there was equal opportunity for each person being picked hence increase validity of the data selected. Media staffs were handpicked using purposive method. Mugenda (2003) suggest that this criterion is used when the researcher want to select important sources of information who have the required information. The method was essential in picking 15 media staff of Kangema FM.

For purposes of this research Muranga county was divided into seven sub-counties: Kangema, Kigumo, Murang'a South, Kiharu, Kandara, Gatanga and Mathioya. The researcher concentrated on three sub- counties namely Kangema, Kigumo and Kiharu. In the three he further subdivided them into wards where he picked 3 in each sub county. The picked were Kinyona, Kangari, Kigumo, Kanyenyeini, Iyego, Rwathia, Murarandia, Mugoiri and Kahuro. From each ward the researcher picked 22 respondents.

3.4. Data collection procedure

The researcher collected the data by means of questionnaires, interviews, and the study of relevant documents. The questionnaire was used to obtain quantitative data and factual information related to good governance that could be provided by the respondents.

In this research study, a self-administered questionnaire was used. A questionnaire is an instrument of gathering self-report information from respondents through self-administered questions in paper and pencil format.

The structured questionnaire enhances objectivity and supports statistical analysis. In keeping with the flexible nature of qualitative research designs, interview and discussion guides can be modified over time to focus more attention on areas of particular importance, or to exclude questions the researcher has found to be unproductive in relation to the objectives of the research (Lofland and Lofland, 1984).Interviews and group discussions are justified on the grounds that they are suited for occasions where the questionnaire is not satisfactory (Lofland and Lofland, 1984). The interview guide was employed to help the researcher elicit verbal responses from the targeted people. Use of interviews helped the researcher to probe the respondents and therefore get more in-depth information. Interviews are open and this characteristic was pertinent to this study because unwilling respondents could more easily and be flexible convinced to answer all the questions.

3.4.1 Pre-testing of the research instrument

Pre-testing of a research instrument was done to determine its feasibility and validity.

Validity refers to the degree to which an instrument measures what it is supposed to measure. The researcher pre-tested the questionnaire prior to data collection to enhance its validity.

Reliability means the likelihood of obtaining the same results when the instrument is used to measure the same variable more than once or when more than one person measures the same variable.

Reliability therefore relates to the measurement accuracy of the data collection instrument. An instrument can be said to be reliable if its measurement accurately reflects the true scores of the attribute under investigation.

Interview was to obtain a descriptive related to the study that will be explored in greater depth. In addition, the researcher also engages in field observation and documentation of library research.

Field observation helped the researcher to get a clear picture about real conditions in the community related to the living conditions. Document study also enabled the researcher to compare the results of his own research with the outcomes of other similar studies.

Qualitative interviews and discussions were used either as the primary strategy for data collection or in conjunction with observation, document analysis or other techniques (Bogdan and Biklen, 1982). During the time of interview and group discussions a list of questions on general topic was explored. The questions or topic kept interactions were more focused to the problem.

3.5 Research design

A descriptive design was selected because of its high degree of representativeness and the ease with which the researcher could obtain the participant opinion.

3.6 Data analysis procedure

Data analysis refers to the systematic organization and synthesis of research data. This study utilized descriptive design and as such descriptive statistics was adopted. Descriptive statistics enabled the researcher to reduce, summarize and describe quantitative data from empirical evidence.

The researcher assumed that radio enhances good governance while communication alone cannot enhance good governance without the support of other pillars such as observing rule of law and consensus oriented decision making. This is because the research design used target groups and therefore it was used to predict measurement, performance evaluation or valuation of instrument. Quantitative data were analyzed by use of a table and a chart.

CHAPTER FOUR

RESULTS AND DISCUSSION OF RESEARCH FINDING

4.0. Introduction

In this section, the results and research findings are reported from data collected by questionnaires and interviews. The findings are analyzed using, percentages, tables and charts. The researcher analyzed the results by making sure objectives, research questions were clearly answered.

4.1 Audiences' responses in terms of age

Responses of the audiences were collected from a total of 143 respondents. 3% of the audience were aged between 10-18 years, 22% contained the respondent between 19-27 years, 34% aged between 28-36 years and 41% above the age of 37 years. From the analysis of the responses people above 28 years are more interested with the community radio station than those below age of 27 years.

Figure 1: Response in terms of Age
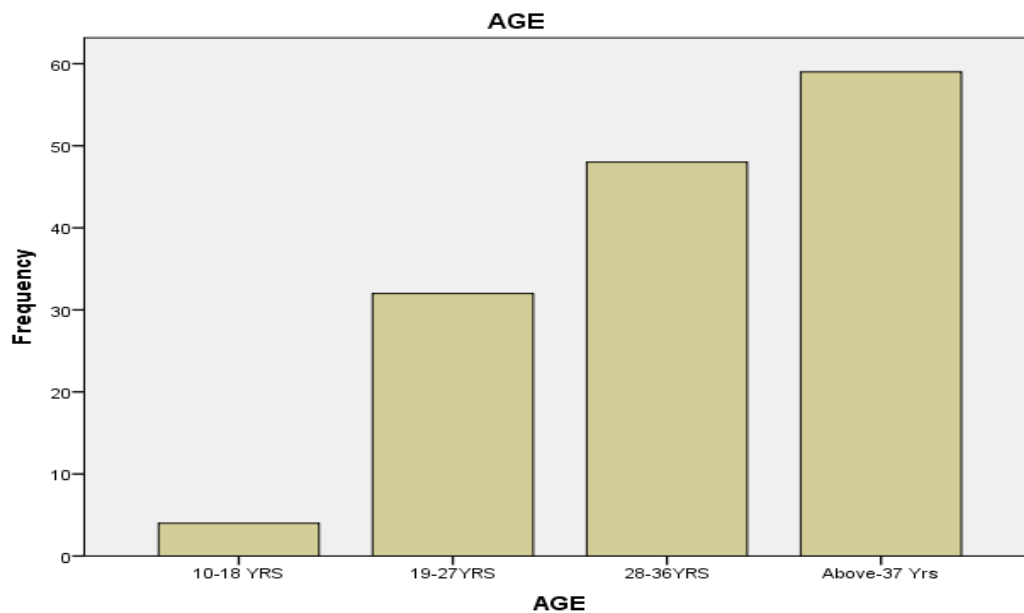
4.2 Respondents in relation to Gender

Responses were collected using questionnaires. Many females were willing to participate in the study than the male counterparts as shown in Table 1 below:

Table 1: Respondents in terms of gender

	Frequency	Percent
Male	52	36
Female	91	64
Total	143	100

4.3. Responses from the management staff on areas that the station ensures good governance

Responses were collected from management staffs inform of interview. The respondent included media staff i.e. presenters and reporters (information officers), senior members of staff who included officer in-charge of sub-county meteorological department, human resource officer, programmers and Engineering and ICT officer. Data collected were intended to assess the opinion of management staff on how the station ensures it promotes good governance. The finding from the responses were analyzed and reported in Figure 2.

Figure 2: Areas that the station ensures good governance
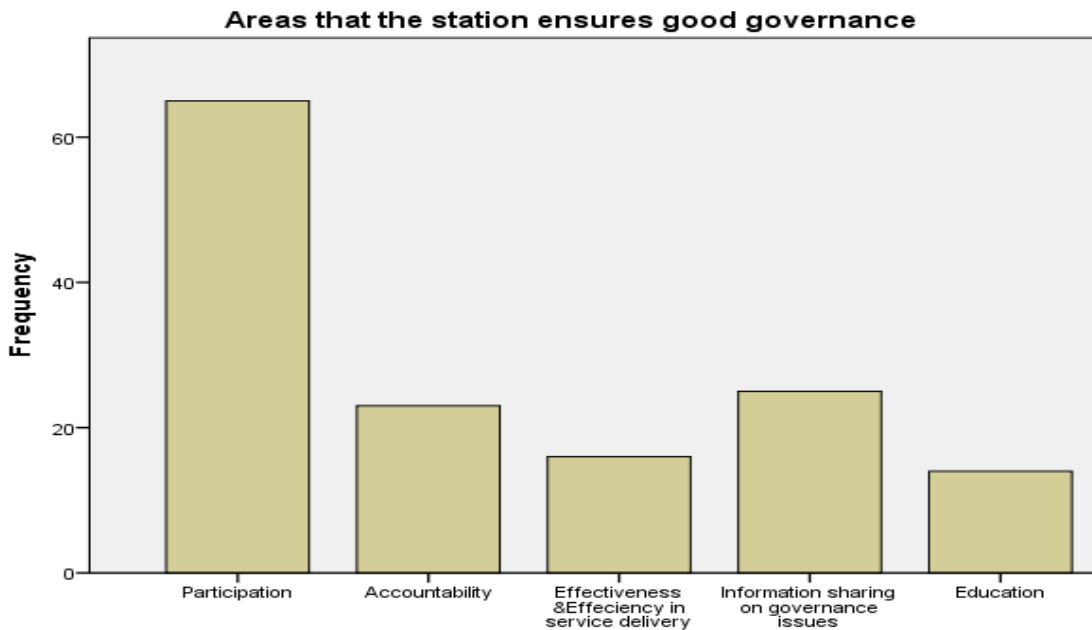
From the above, it emerges that Kangema FM a community radio is involved in promoting good governance in Murang'a County. Apart from weather reporting which is the major goal of the station programming, it emerged that the station encouraged community participation on

governance (46%). It emerged also that 18% of the station programming is allocated to information sharing on issues of governance. 17% of the station programming focuses on ensuring county officials are accountable to citizens.11% of programming focus more on ensuring efficiency and effectiveness of leaders in service delivery. Education on issues of good governance is usually allocated 10% of the station programming.

4.4. Method used by Kangema FM to ensure community participation on issues of good governance

The questionnaires were analyzed on the modes through which the stations use to ensure community participation on issues of governance. From the analysis it was revealed that some methods were popular than others. It's clear that by involving listeners in their programmes the audiences are in better position to share what they think on governance issues. Table 2 below indicates the responses on method used by the station to ensure community participation.

Table 2 Method used by Kangema FM to ensure community participation on issues of good governance

	Frequency	Percent (%)
Call in	67	33
Short Messages	105	52
Open discussion with community leaders	4	2
Inviting the public to co-host	9	5
Others	17	8
Total	202	100

From the questionnaires, audiences indicated the methods through which they are allowed to make contributions to the station. 52% indicated they mostly participate using SMS (short messages), 33% make phone calls, 8% others which included social media, 5% invites the public to co-host, and 2% open discussions with community leaders. From the results participation of listeners is essential to effectiveness of governance since participation is a key pillar of good governance. This can be summarized by Figure 3:

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Figure 3 Participatory methods used by Kangema FM to ensure community participation on issues of good governance

Partipatory Method used by Kangema FM to ensure community participation on issues of good govervance
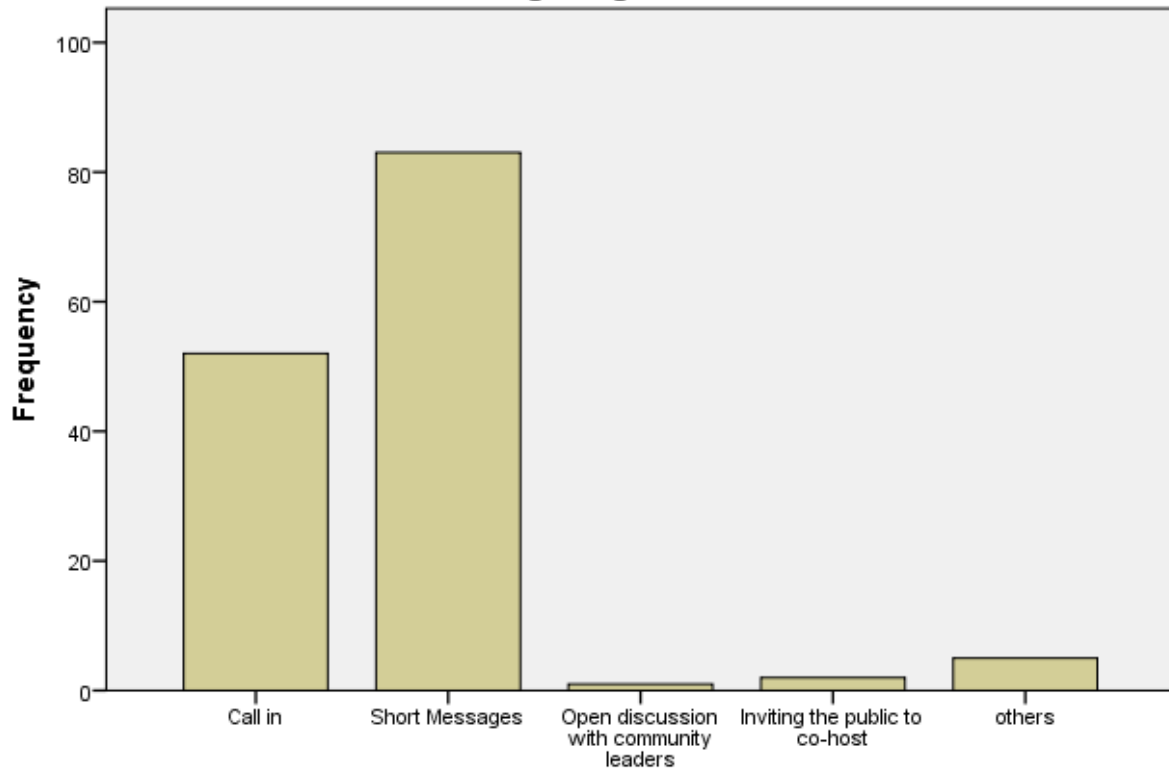
4.5. Programmes aired by Kangema FM which ensure community participation on issues of governance

Community radio can perform specific functions to enhance good governance and development, some of which include: enhancing participation of people and civil society members for accelerating the work of local government and broadcast program relating to alternative opinion. Kangema FM ensure transparency and accountability by offering information regarding things to be done by the members of civil society organizations in enhancing participation of common people by arranging question- answer program among local parliament member and local people. In the Figure 4 below show the programmes which the audience feels ensure community participation on issues of governance.

Figure 4: Community participation on issues of governance
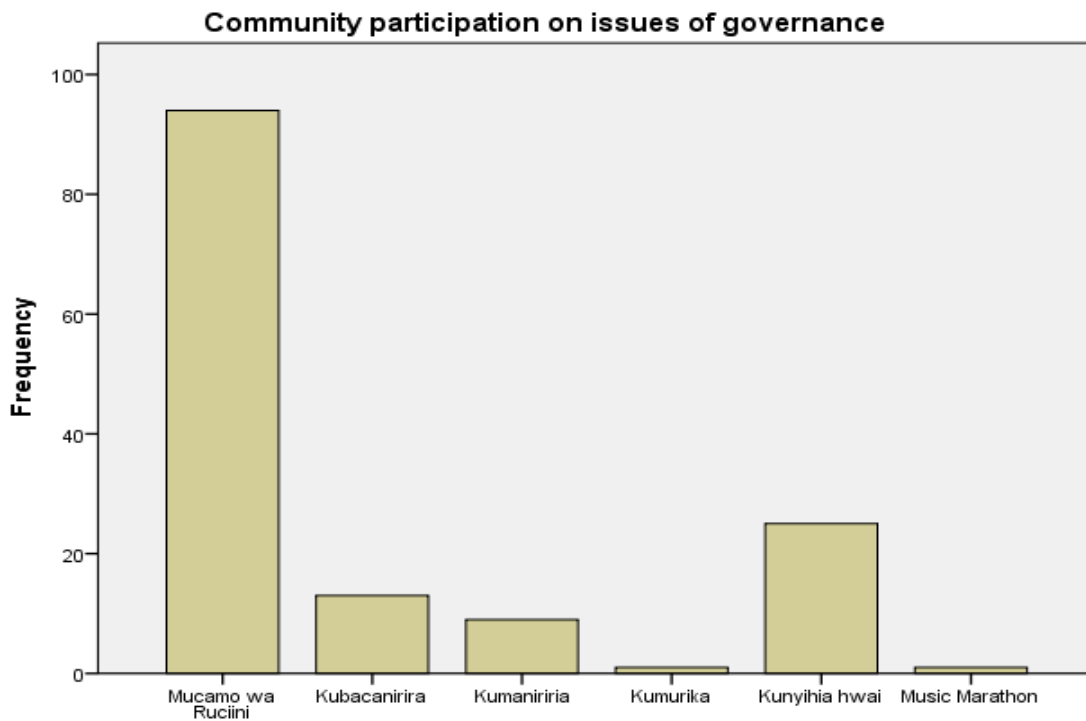
The questionnaires completed by listeners indicated that 66% of *Mucamo wa ruciini* programme content encourages community participation on governance issues, 17% of the content of *Kunyihia hwai* programme ensures community participation, 9% of *Kubacanirira* is dedicated on community participation on governance issues, 6% of *Kumaniriria* content is dedicated to

governance issues and 1% of the audience indicated that *Music Marathon* and *Kumurika* were more concerned with other issues rather than good governance. Hence it is evident the time and the audience type targeted determined whether the program will focus on community participation on governance issues.

4.6 Specific programs planned by the community

Participatory model stresses reciprocal collaboration throughout all levels of participation. It is at the community level that the problems of living conditions are discussed, and interactions with other communities are elicited. The most developed form of participation is self-management. This principle implies the right to participation in the planning and production of media content. (Dunu, 2013). The research revealed that the audience are involved in production of content as a mean of encouraging community participation. The responses are analyzed in the Table 3.

Table 3: Specific programs planned by the community

	Frequency	Percent (%)
Mucamo wa Ruciini	55	20
Kubacanirira	107	38
Kumaniriria	30	11
Kumurika	24	9
Kunyihia hwai	57	20
Music marathon	7	2
Total	**280**	**100**

38% of the audience said that they are involved in content development of *Kubacanirira* program, 20% *Mucamo wa Ruciini*, 20% *Kunyihia hwai*, 11% *Kumaniriria*, 9% *Kumurika* and 2% *Music marathon*. Kungu(2014) explains that, "Community radio gives a community a forum to air their concerns." Community radio promotes positive voluntary participation in media production rather than passive consumption of media. The sector provides facilities that provide access to the media to all parts of the community the community radio is based. The core of the community radio is the relationship between the station and the community in which

it's situated. Easy access allows local people to focus on local issues, giving voice to groups and individuals who otherwise have no choice. (Economic Commission for Africa, 2005)

4.7. Number of times the county government officials are invited to the station to educate the public on governance issues in a week

Community radio can play the role regarding the discussion program with community members and the personnel of different administrations by reviewing the problems of community. This discussion regarding local government or council or live telecast of meetings and conferences are the excellent strategies of community radio. In some cases, the influential personalities do not have any way without tolerating these broadcast discussions. (Bangladesh, 2009)

The interviews conducted with the station management and staff on the number of times government official were invited to the station to educate the public were analyzed below in Figure 5.

Figure 5: A pie chart on number of times county officials feature on station to educate the public

No of times the county government officials are invited to the station to educate the public on governance issues in a week

- Once
- 2-4 times
- 5-9 times
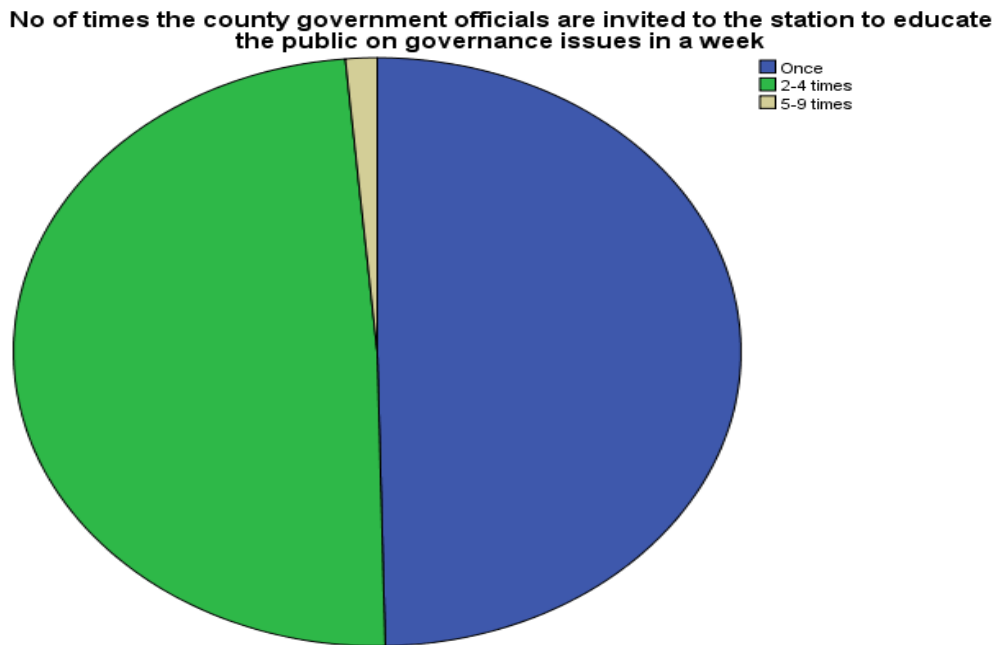
50% of the respondents' said that the station invites the government official once while 49% responded that they are invited only 2-4times and only 1% for 5-9times.

4.8. Audience response to kind of the messages aired by county government in Kangema FM

Lewis (2008) states that community radio promotes the right to communicate and assist in the free flow of information and opinions encourage creative expression and contribute to democratic process. Direct involvement suggests that citizens are the owners of the government and should be involved in the decisions of the State (Yang and Callahan, 2005).

The findings analyzed below show the audience response on the kind of message county government officials broadcast through the radio.

Figure 6: Graph showing type of messages run by county government in Kangema FM
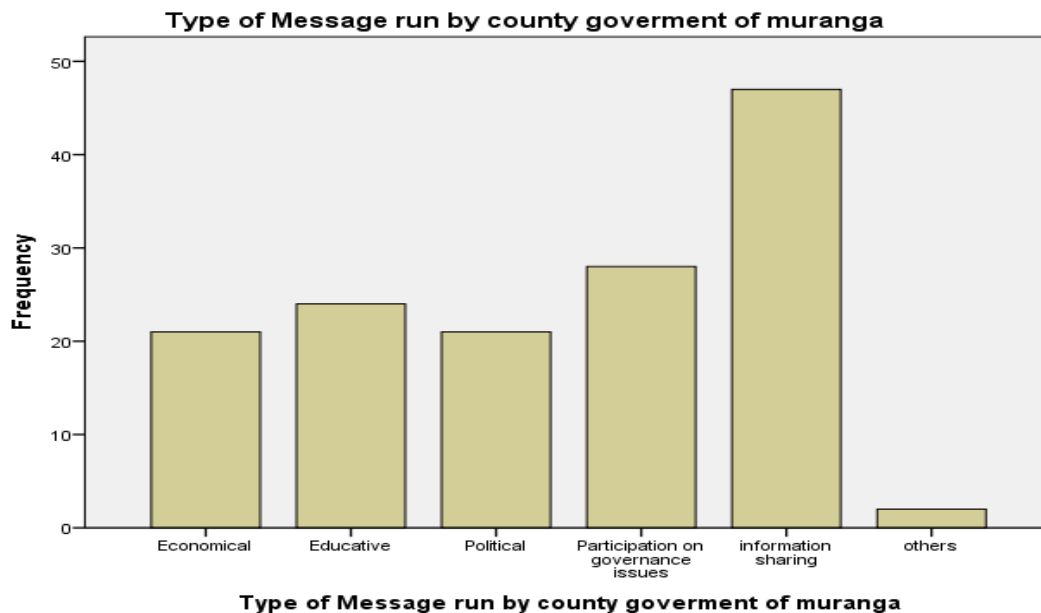
33% of the respondents said that the message aired concerns more on information sharing, 20% on participation on governance issues, 18% educative message, 15% of messages run by the station is political, 14% on economical issues. The respondents felt that the government should tailor the message to be more economical than political.

4.9 Role of Kangema FM in information sharing

According to SCG (2006) media must promote human rights, uphold the rule of law and keep the citizens constantly informed. To discharge this duty, Kangema FM utilizes the use of local language in their programmes especially Kikuyu since it is easier to relate the message. Majority of the audience said that they prefer presenters who present in Kikuyu. It is important for the station presenters to use Kikuyu for participation to take place.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter begins with a summary of the study, including the purpose of the research. A summary on the major findings is given and conclusions drawn from the research are presented followed by recommendations for improvements.

5.1. Summary

This study critically analyzed the role community media plays by examining how community radio can be an essential tool of ensuring that the principles of good governance are achieved by encouraging participation. The researcher used descriptive design so as to adopt descriptive statistics. The researcher applied both multi-stage and purposive sampling method and data collection was undertaken using questionnaires and interviews. The key findings can be summarized below:

Kangema FM offers the community an opportunity to participate on governance issues by providing them with information, giving them an opportunity to be part of content developers and using the community own language.

Kangema FM is both a radio station and weather station that constantly airs weather alerts for farmers in Murang'a County.

Use of Kikuyu as a language of presentation was seen as a way of enhancing participation on issues of governance.

County government officials were noted to be using the station on passing information but still a majority of respondents felt they were not doing enough to enhance participation on governance issues. Programme content was not tailored to focus more on public participation on governance issues.

Achieving Good Governance requires the understanding and participation of every member of the society. However, it has been observed that for governance to be just and democratic, leaders more than any other sector of the society need to use their power responsibly and for the greater good. The media, their roles, channels and contents, are considered powerful enough to make this achievement a reality.

5.2 Conclusion

Achieving good governance requires the understanding and participation of every member of the society. However, it has been observed that for governance to be just and democratic, leaders more than any other sector of the society need to use their power responsibly and for the greater good. The media has a responsibility to check the rulers. Community media create an alternative forum and platform for community's expression and participation. The county governments have a great opportunity to utilize the station to educate the public on governance issues and station management need to involve the community in content development.

5.3 Recommendations

The researcher makes the following recommendations:

i.   Kangema FM needs to carry out more community awareness by conducting road shows, exhibitions and other events on activities of the station.

ii. Community radio stations should widen the horizon of community participation in the production of local programs tailored towards governance.

5.3.1. Recommendations for further research

The researcher recommends the following areas for further study:

i.   Effectiveness of weather stations in information sharing in Kenya.

ii.   Sustainability of community radio station.

iii. Community participation in enhancing community radio performance.

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APPENDIX I

Cover letter that will be distributed with research instruments.

I Mr. Festus Irungu Ndirangu am a student at University Of Nairobi undertaking a Masters in Communications, doing a research on **THE CONTRIBUTION OF COMMUNITY RADIO IN PROMOTING GOOD GOVERNANCE IN MURANG'A COUNTY, A CASE STUDY OF KANGEMA**. The main purpose of this study is to establish the role community media plays by examining how radio can be an essential tool of ensuring that the principles of good governance such as: a watchdog over the powerful, promoting accountability, transparency and public scrutiny; as a civic forum for political debate, facilitating informed electoral choices actions; and as an agenda-setter for policy makers, strengthening government responsiveness for instance to social problems and to exclusion is achieved in counties specifically in Murang'a county. I will maintain the privacy and confidentiality of all accessible data that will be provided and understand that unauthorized disclosure of personal/confidential data is an invasion of privacy and may result in disciplinary, civil, and/or criminal actions against me. I will not disclose data or information to anyone other than those to whom I am authorized to do so.

To accomplish this objective, you are kindly requested to complete the questionnaire provided so as to provide the necessary data. If you are interested in the results and recommendations of this study, please advice the researcher to avail them as soon as the study is completed.

The deadline for submitting the data will be 30th September 2014 before 4pm.

Your contribution is highly appreciated.

THANK YOU FOR YOUR CO-OPERATION

APPENDIX II

A questionnaire on the contribution of community radio in promoting good governance in Murang'a County.

The purpose for this questionnaire is to gain insight on Good governance among Murang'a county residents. Information gathered through this questionnaire will be made available to legitimate and interested stakeholders in order to establish partners for the development of problem solving strategies in relation to good governance. This questionnaire is not a test but merely an information exercise. Please answer the questions as honestly as possible. Remember that there is no right or wrong answers.

In order to help address and promote good governance, your contribution in this research is important. Therefore, you are kindly requested to provide the researcher with accurate information. Your responses will be processed by computer and will be treated as confidential. Please do not write the name of the institution.

Provide the following information by ticking/ writing the applicable number in the blocks provided.

SECTION 1: BACKGROUND

1. Age of respondent

   10-18yrs [   ]   19-27yrs [   ]

   28-36yrs [   ]   Above-37yrs [   ]

2. Sex of respondent

   Male [   ]   Female [   ]

3. Have you ever enrolled in school

☐   ☐

i) Yes   ii) No

If yes indicate the level of education

      i)   Primary   ☐

      ii)   Secondary   ☐

      iii)   College   ☐

      iv)   Other (please specify) ☐

SECTION 2: GENERAL INFORMATION ON KANGEMA FM, PUBLIC PARTICIPATION & GOOD GOVERNANCE

4. Have you ever heard of good governance?

    Please tick

    Yes ☐   No ☐

    What is your main source of governance information?

    Radio   ☐

    Television   ☐

    Friends   ☐

    School/teacher   ☐

    Newspaper/magazines ☐
    Parents/guardians   ☐
    others (specify)………………………………

If it is radio answer the following questions:

5. Which one do you listen?

Kangema FM ☐

Mururi FM ☐

Kameme FM ☐

Inooro FM ☐

Cooro FM ☐

Other (Please specify)_____

If your answer is not Kangema FM answer question 6. If you answer is Kangema FM answer question 7.

6. Give the reason why you don't listen Kangema FM?

…………………………………………………………………………………………………

…………………………………………………………………………………………………

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7. How often do you listen to Kangema FM in a day?

Once ☐

2-4 times ☐

5-7 times ☐

Above 8 times ☐

Whole day ☐

8. Which programme do you listen most in Kangema FM?

Mucamo Wa Rucini ☐

Kubacanirira ☐

Kumaniriria ☐

Kumurika ☐

Nyihia Hwai ☐

Music Marathon ☐

9. Do you understand what public participation is?

Yes ☐

No ☐

10. Do you think Kangema FM encourages Public Participation?

Yes ☐

No ☐

11. Which programme do you think airs on good governance?

Mucamo Wa Rucini ☐

Kubacanirira ☐

Kumaniriria ☐

Kumurika ☐

Nyihia Hwai ☐

Music Marathon ☐

12. Does the station educate the public on good governance?

Yes ☐

No ☐

13. Do you think the Kangema FM is doing enough to report on good governance in Muranga County? explain your answer

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14. Do you think Kangema FM broadcast programmes that meet your need? Explain your answer

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15. Do you think Kangema FM does enough to encourage public participation on county issues.

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16. What should be the content of radio programmes more so in community radio?

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17. How would you rate Kangema FM on airing programmes that promote good governance?

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18. Does the county government ensure public participation?

If yes,

why?..

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If no,

why?..

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19. How is the county government involving the public in county government issues?

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20. In your own views do you think Kangema FM play it role as an educational tool?

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21. How do you think Kangema FM promotes dialogue on community issues and needs?

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22. Does Kangema FM inform you well on Murang'a county government issues?

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23. What do you think the Murang'a county government should do to utilize Kangema FM?

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………

24. Does Kangema FM air programmes that educate on constitutional issues?

Yes   ☐

No   ☐

25. What recommendations would you like to make in relation to the Kangema FM?

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THANK YOU FOR YOUR CO-OPERATION

KANGEMA FM STAFF INTERVIEW GUIDE

General Information

Position ………

Experience ……

Education level ……

1. In what area does your station ensure good governance?

2. Which program in your opinion ensures total community participation on issues of governance?

3. Which specific program has been planned by the community?

4. Which participatory method does your station mostly use to ensure community participation?

5. How do you ensure that your target audience understands issues on good governance?

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6. How many times in a week do you invite county government officials to your station to educate public on governance issues?

THANK YOU FOR YOUR CO-OPERATION