

**A STUDY OF BROADCAST PROGRAMMES ON DEVELOPMENT: CASE
STUDY OF KBC RADIO TAIFA.**

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DECLARATION

I declare that this research project is my original work and has never been submitted for examination in any other learning institution for examination purposes.

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This research project has been submitted for examination with my approval as the University supervisor

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DEDICATION

This research project is dedicated to my whole family. I appreciate the efforts of my mother, sisters, brothers and my husband. You assisted me a great deal by facilitating me socially, emotionally and financially.

Thank you for correcting my mistakes in every step of the journey. May God bless you all!

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LIST OF ABBREVIATIONS AND ACRONYMS

- ABS: African Broadcasting Corporation
- BBC: British Broadcasting Corporation
- CEES: College of Education and External Studies
- DFID: Department for International Development
- DJ: Disk Jockey
- DRC: Democratic Republic of Congo
- DTR: Development through Radio
- DVB-T: Digital Video Broadcasting-Terrestrial
- EABC: East African Broadcasting Corporation
- FM: Frequency Modulation
- ICT'S: Information Communication Technologies
- IDRC: International Development Research Centre
- JTEC: Japan Telecommunication Engineering Consultancy Service
- KBC: Kenya Broadcasting Corporation
- KBS: Kenya Broadcasting Service
- NGO'S: Non-Governmental Organizations
- PEOU: Perceived Ease of Use
- PU: Perceived Usefulness
- RPM: Radio Programmes Manager
- TAM: Technology Acceptance Model
- TV: Television
- UK'S: United Kingdom's

ABSTRACT

The study seeks to investigate if broadcast programmes on development are given a priority in airplay, focusing on KBC Radio Taifa. The overall objective of the study is to find out how much airtime is allocated to development programming. The study was based on the programming schedule of Radio Taifa. The specific objectives of the study were; to find out how much of the radio airtime is dedicated to development journalism, establish challenges facing development journalism in the newsroom and to assess the impact of development journalism on the audience. This study has employed a qualitative research approach. The study used primary data which was collected through purposive sampling of Radio Taifa's programme schedule. It has also involved the use of face to face interviews, telephone interviews and self-administered questionnaires. The study used Technology Acceptance Model and Agenda Setting Theory. The study established that 33% of airtime was allocated to development programmes which is not enough as more time was allocated to entertainment which is of less importance to society; The study also found out that the need to increase development programmes was hindered by financial constraints, the need to beat deadlines, adhering to audience wishes and ownership objectives. The study therefore recommends that a more precise definition of development journalism should be put in place to avoid mischief where the media house airs larger percentages of content that does not readily address or solve the locals' problems; and dedicate lesser airtime for genuine development communication programmes for own interests. Also, Since programme production costs are high and business interests are at stake, there is need to facilitate production costs for the development journalism programmes so that interest parties may not swindle own interests in the otherwise noble course development journalism seeks to address.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Norah C. Quebral, defines Development journalism as the art and science of human communication linked to a society's planned transformation from a state of poverty to one dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential. The World Bank defines development communication as the 'integration of strategic communication in development projects'. Radio is a dominant mass-medium in Africa with the widest geographical reach and the highest audiences compared with television (TV), newspapers and other information and communication technologies (ICTs). In Overall, radio is enjoying a reincarnation and a great number of radio stations have come up something that can be related to an explosion over the last twenty years, this trend is attributed to democratisation and market liberalisation and also due to more affordable technologies. Radio seems to have proven itself as a development tool, particularly with the rise of community and local radios, which have facilitated a far more participatory and horizontal type of communication than was possible with the older, centralised broadcasting model of 1960s and 70s. There seems to have been a rediscovery of radio in the context of new ICTs, new technologies have made radio into a more two-way medium and that it can help bridge the digital divide by providing a powerful tool for information dissemination and access, especially for hard to reach rural audiences (Balancing Act 2008; BBC WST, 2006).

Radio is one of the oldest and most relied on sources of media for information exchange. With time, various people, community groups and nations have utilized radio as a tool for national development. Some of the reasons radio has been adopted as a medium for communication as well as for information transfer to incite social change, to impart knowledge and to exchange ideas is because it spans literacy gaps, geographic distances , language barriers and remains an affordable source of information that reaches the masses. Its varied uses have enabled radio's sustainability even through explosions in information technology, such as the advent of advanced two-way communication and the

Internet (Odero Mitch and Kamweru Esther, 2000). As a tool for social justice, developmental journalism can be very valuable. A development journalist can speak for those who cannot by informing the rest of the world about important issues within developing nations. Looking at the strengths and weaknesses of a country may also help identify ways in which the nation can be helped. This type of developmental journalism helps in empowering a nation and its people. (Ibid).

Financial constraint is one of the challenges for development content on African radio. Programmes have to be produced on a tight budget, the impact is that potentially high impact educational dramas which require retaining a dedicated team of manpower ranging from writers, actors, technicians, editors, vehicles, fuel supplies etc are too expensive to produce and are therefore produced by separate production houses which are funded by donor aid. Much development content is produced in this way, with radio stations selling air-time to NGOs and civil society organisations to air their programmes.

The prevailing culture of African radio is that of live broadcast, rather than the meticulous and costly pre-recording and editing of magazine programmes, features and dramas. It is therefore no accident that the African airwaves are full of live studio-based programmes, like news, DJ-led music shows, call-in programmes, and live studio discussions. Such programmes give African radio a fresh feel but its dangers in terms of broadcasting unconsidered opinion, trivia and at times incitement to political or ethnic violence when live discussions are badly managed outweighs the advantages. (BBC WST 2008).

The Kenyan media, thought to be the most vibrant in East and Central Africa combines aspects of development Journalism and the conventional way of reporting to aid development of the nation. (Media Observer, 2009). The Steadman Group, now Ipsos Synovate, in 2008 carried out a survey on the most trusted institutions in the country where the media was voted as the most trusted institution in Kenya with rates above 80%. This point at the power of the media in society and how the study intends to utilize the trust to feed them with development information (MCK Annual Report, 2005).

1.2 Background of the Study

The base of radio for development is community participation in and ownership of communication programmes and systems, whereby broadcasting tools such as radio are employed to facilitate participatory processes of generating, sharing and utilizing knowledge to the livelihoods of the people and the environment. Radio for development is development broadcasting specifically through radio broadcast.

Traditionally, radio for development is referred to as programming produced by state broadcasters in the city targeted at rural communities. However from the late 1980's radio for development started out on a new path, they established small local stations in rural areas, to cover small (Ilboudo, 2003). At the same time, the concept 'rural' was revised by scholars and researchers to mean an economic situation rather than a geographic terrain (Karayenga, 1997). The focus of this interventionist model of radio, therefore, has changed and embraces both development and the processes of empowerment.

1.2.1 Radio for Development as Community Engagement

Employment of radio practices and structures as support tools in development interventions varies across the continents, this variation has produced diverse, if not conflicting, terms and definitions including development radio, radio for development, education broadcasting, development communication through radio, indigenous radio, development radio broadcasting, debate radio, rural radio, the other radio, community radio or participatory radio. Radio for development is a practice involving the employment of radio-based communications to support planned change (Librero, 1985: Moemeka, 1994). It's conceptualized as the strategic, method based and method driven employment of radio networks and programmes as spheres of and situations promoting deliberative development that leads to collective publications. Radio becomes a tool, a forum, a dialogue and a process of reinforcing the capabilities of local development institutions, enabling them to achieve a notion of development as freedom (Freirean 1972, 1996).

Radio for development initiatives ideally places the citizen at the centre of mediated engagement, as a way of strengthening deliberative development and democracy. These radio formats institutionalize public deliberation, which is the foundation upon which public decision-making in liberal democracies is consolidated. Radio as mediated engagement, therefore, offers a sphere for the cooperative production of subject-generated radio radio thereby providing possibilities for perceiving the world from the viewpoint of the people who lead the lives that are different from those traditionally in control of the means for imaging the world (Ruby, 1991). Managing mediated community engagement processes enables communities to develop legitimate policies by using radio to establish rationally motivated consensus.

1.2.2 Approaches and formats in Radio for Development

Moemeka (1994) and McAnany (1973) present five strategies for exploiting radio in development: open broadcasting; instructional radio; rural radio forum; radio schools; and radio and animation. Open broadcasting involves the airing of development messages to an unorganized audience; instructional radio relies on cooperation and guided listening; rural radio forum uses radio programmes to initiate group discussions on specific topics; radio school is used for rural community education; and radio and animation is a radio participation group aimed at training leaders to promote community dialogue on development issues (Boafo, 2000; Moemeka, 1994).

Studies of all five strategies, however, reveal that in implementing them, broadcasters focus on two objectives, namely, audience participation in generating radio programming content and community management of radio forums or stations (Berrigan, 1981; Ilboudo, 2003; Librero, 1985, 2004; Servaes, 2008). Based on these two objectives, Moemeka suggests that the two main approaches to understanding employment of radio for development as a community engagement strategy are participation in programme development and management of radio structures. As participation in development practice, community engagement has been shaped by dominant development thinking in its aim to maximize community capabilities and strengths as the building blocks of sustainable development (Taylor, Wilkinson and Cheers, 2008).

The integration of communication in development was required to meet the larger ideological vision of modernizing the periphery (Lerner, 1959; Rogers, 1962, 1976, 1977; Schramm, 1964; Servaes, 2003, 2008). Mass media were perceived to have responsibility for social change, bringing new aspirations to communities and societies in order to help them achieve mobility and stability, which were considered necessary stages in the transition from old customs and behaviours to new practices and social relationships.

The dependency and structuralist approaches perceived poverty and underdevelopment as the consequences of structural inequalities that forced developing nations to rely on developed nations for economic decisions and strategies (Kidd, 1982; Servaes, 2008). Dependency theorists were highly critical of the Structural Adjustment Programmes (SAPs) that western financial lending institutions were forcing on developing world economies to reduce poverty and strengthen their economies (Adedeji, 1993; Deng, 1998; Servaes, 2003, 2008). This period (1970s-1980s) became known as the era of dependence and dispossession, since the increased reliance on foreign debt were ‘albatrosses around the necks of African countries’ (Adedeji, 1991: 770).

In the late 1970s, communication scholars started to question some of their earlier assumptions, and began to appreciate the importance of the location and contribution of communication (Servaes, 2003, 2008). It began to be realized that a strategy of local, horizontal communication must be at the centre of a development strategy in order to facilitate local decision-making (Schramm, 1979; Servaes, 2008). Communication scholars introduced the concepts of integrated rural development, focused on development support communication and participatory rural appraisal as consultation tools for collectively designed, meaningful development interventions. New development could be built on popular participation in self-development, the integration of traditional with modern systems, emphasis on self-reliance and local resources, and equality in the distribution of information. Development was seen as a wide participatory process of social change that ‘allows for better realization of human values that allow a society greater control over its environment and over its own political destiny’ (Rogers, 1976: 117).

Communication for development can be defined as method-driven and theory-based public and community engagement strategy, constructed on participatory generation, sharing and utilization of knowledge towards the building of sustainable communities, livelihoods and a sustainable environment. Such a strategy involves strengthening local decision-making structures, reducing illiteracy and poverty, and improving socio-economic growth through coordinated efforts aimed at combating underdevelopment, disempowerment and marginalization.

1.2.3 Radio and Development in Kenya

(Myers M. 2008) The Communication Division of International Development Research Centre (IDRC) did not become involved with the Development Through radio (DTR) experiment until the evaluation stage, but it has funded and encouraged the evolution and development of the Kenyan experiment from the outset. In 1989, Ms. Mary Ngechu, the radio lecturer from the University of Nairobi's College of Education and External Studies (CEES), approached IDRC with the idea of developing radio programmes which would disseminate the results of agricultural research to small holder farmers in Kenya, who, for the most part, she believed, were excluded from service within the traditional extension system. And to obtain a clear definition of her proposed target audience—its composition and demographics—IDRC and Ngechu agreed that prior to the funding of a major research experiment in the usefulness of radio in delivering development information, she should undertake a feasibility study. The results of this feasibility study were illuminating (Ngechu, 1991). Radio indeed was the most widely-used Information resource in the areas of rural Kenya she studied, and therefore, it holds promise for the channel of delivery of development information. Moreover, because the radio is their primary information resource, households put a priority on the purchase of batteries to keep their radios operational. When asked how they obtained advice on agricultural questions at present, all of those interviewed, both men and women, stated that their most frequently-used information resource was advice from their neighbours. Indeed, of the 216 interviewees in the sample, none had ever had an extensionist visit his/her farm! Interviewees, both men and women, indicated that they would listen to programmes which would give them advice and information on agricultural practices - if such

information were broadcast, which they did not perceive to be at present. However, they also stated that their preferred way of listening to such programming, if given the opportunity, would be as participants in radio listening groups which included an extension advisor. They believed it important to have a means of "talking back" to their radios, either by being able to ask a local resource to answer any question as they might have, or to communicate directly with the programme producers.

(Myers M. 2008) One important learning from this study, beyond the interviewees' enthusiasm for two-way communication with the radio, was the fact that female members in the households had far less access to, and little, if any control of the radio medium (Ngechu, 1992). Because women constitute by far the greatest percentage of the practicing small holder farmers in Kenya (more than 70%, according to Ngechu's research), and since they are effectively excluded from obtaining information from the male-dominated extension system by the cultural practices of the tribal system, women's current problem of access to information resources is acute. On the strength of the information gathered in the feasibility study, the IDRC has now funded a major pilot study of the use of radio listening groups to improve farmer adoption of development information.

(Myers M 2008) The initial intention was to provide exclusively agricultural information but if the farmers themselves made the programming decisions, the subject matter to be addressed in the programmes would not be so constrained. If, for example, a radio listening group determines that its most pressing problem concerns the community's access to health care, then the programming must adapt itself to the listeners' expressed needs. The Intent In this experiment was to determine whether the radio medium can be democratized in Kenya in the same way and to the same extent that it has been in Zimbabwe through the DTR project. The methods for attempting this democratization is to turn the old dominant communication paradigm (Source-Medium-Receiver) of the 1950s and 1960s "on its head" to create a dialogue between the radio audience and the programme producers through feedback from the listeners in the RLGs, to see whether such a dialogue can increase smallholder farmers' adoption of development information.

As Ascroft and Masilela (1989) explain, these sorts of projects hold the promise of genuine beneficiary participation in the development process. They fit their definition of development support communication, whose effect is "create a climate of mutual understanding between benefactors and beneficiaries" (1989: p. 17). The promise of democratised programming on national broadcasting systems is that the listeners cease to be passive recipients of exogenous messages. They begin to participate in and take responsibility for improvements which they perceive to be important in the quality of their lives.

1.2.4 The History of Kenya Broadcasting Corporation

(www.kbc.co.ke) Transmission by Radio started in Kenya in 1927 with advent of the East African Broadcasting Corporation (EABC) which relayed BBC news to the colonies. English Radio Broadcasting began in 1928. The Broadcasts targeted white settlers who monitored news from their home and other parts of the world. In September 1931, another agreement was made between the Government and the Imperial and International Communication Ltd which was to take over the responsibility of broadcasting for a term of 25 years. Later the Imperial and International Communication became Cable and Wireless Ltd. First radio broadcasts targeting Africans came during the World War II to inform parents and relatives of African soldiers what was happening at the war front. English broadcasts continued until the beginning of the war when Asian and African programmes were introduced.

(www.kbc.co.ke) In 1953, the first broadcast service was created for Africans. African Broadcasting Services (ABS) carried programmes in Swahili, Dholuo, Kikuyu, Kinandi, Kiluhya, Kikamba and Arabic. In 1954 a commission was set up by the colonial government to look into the future of broadcasting in Kenya. As a result of the recommendations of that commission, Kenya Broadcasting Services (KBS) was established in 1959 and regional stations were set up in Mombasa (Sauti ya Mvita), Nyeri (Mount Kenya Station) and Kisumu Station in Nyanza (at the time comprising the current Western Province and Kericho Districts.)

(www.kbc.co.ke) By 1960, it became evident, that independence was inevitable. The colonial government having used radio to suppress the nationalist movement did not want this important mass media organ to pass on to the African government on attainment of independence. This led to the formation of Kenya Broadcasting Corporation (KBC) to take over from the government controlled Kenya Broadcasting Services.

(www.kbc.co.ke) In 1962, Television service was introduced in Kenya. The first transmitting station was set on a farmhouse in Limuru and transmitted a radius of 15 miles. In 1964, Kenya Broadcasting Corporation was nationalized into Voice of Kenya through an Act of parliament. Six years later, a new television station was opened in Mombasa to relay programmes and produce local dramas, music, cultural and other programmes touching on coastal issues. In 1989, the Voice of Kenya reverted to Kenya Broadcasting Corporation through an Act of Parliament. The same year KBC signed a contract with Japan Telecommunication Engineering Consultancy Service (JTEC) for improvement and expansion of the national medium wave frequency radio broadcasting network.

(www.kbc.co.ke) In 1991, another contract was signed between KBC and Marubeni Corporation of Tokyo Japan for upgrading of medium wave transmitting stations and construction of new ones. KBC embarked on a major modernization project to upgrade its transmitting stations, construct new ones and improve on switching and routing network two years later. In 1996, Metro FM was commissioned as a 90% 24 hours entertainment radio channel. However in 2006 it was transformed to a full time reggae channel.

(www.kbc.co.ke) In September 2000, KBC commissioned Metro Television as a sports and entertainment channel. December same year Coro FM was launched to transmit in Kikuyu language to Nairobi and Mount Kenya Region. In 2001, Pwani FM was started to cater for the coast region, followed by the commissioning of Kitwek FM, Kiambu radio service, Ingo FM, Minto FM, Mayienga FM, Eastern services and Nosim FM in 2011. This was the national broadcaster's effort to modernize its operations and reach a wider

audience base by the use of indigenous languages. In 2009 the government licensed KBC to spearhead the migration from analogue to digital. Later same year, President Mwai Kibaki opened the DVB-T centre at Broadcasting House.

1.2.5 KBC Radio Taifa

(www.kbc.co.ke) Brand Radio Taifa launched its transmissions in 1953 having been hived off English service which hitherto was part of the colonial efforts to inform the national publics on the post war situation in Kenya. The station was then known as Kenya Broadcasting service Kiswahili. This station has evolved through the times and lived to its billing as both the national station transmitting its signal beyond the borders. Throughout its lifetime, Radio Taifa has transformed itself to meet ever changing audience demands. Through the times they have transmitted on various frequencies initially short wave, then combined short wave and medium wave before installing the crystal clear FM. They however still maintain the Medium Wave frequency transmission in selected parts of the country whose terrain and topography can only handle signals on a Medium wave platform. Previous brand names for the station were Sauti ya Kenya, Idhaa ya Taifa and now Radio Taifa.

1.3 Problem Statement

This study seeks to establish how KBC Radio Taifa is embracing developmental journalism as opposed to the traditionally slanted and non-issue journalism reporting. The study also points out the possible opportunities not being tapped by the above mentioned radio station. By extension, the research will also help other media realize the potential in developmental journalism and harness it. The Radio Taifa developmental programming only occupies less than 35% of the total programming; this is far too little compared to entertainment programming which occupies over 50% (MCK Media Monitoring report, 2012). All the most recent and reliable surveys agree that radio is still the dominant mass medium in Africa (Balancing Act 2008; BBC WST, 2006; RIA; 2005) with the widest geographical reach and the highest audiences compared with TV, newspapers and other ICTs. This study helps point out the need for developmental journalism in radio programming which is predominantly entertainment oriented. It also

helps realize the potential of developmental journalism in transforming societies through the radio medium.

1.4 Objectives of the Study

The overall objective of this proposed study will be to find out the amount of airtime allocated to development programmes in Radio Taifa

The specific objectives are:

- i. To find out how much of the radio airtime is dedicated to development journalism.
- ii. Establish challenges facing development journalism in the newsroom
- iii. To assess the impact of development journalism on the audience

1.5 Research Questions

- i. What percentage of radio airtime is dedicated to development journalism?
- ii. What challenges face development journalism in the newsroom?
- iii. To assess the impact of development journalism on the audience

1.6 Significance of the Study

The study will be significant in a number of ways. First, it will assist practising journalists to realize that developmental journalism is far more beneficial than the traditional journalism which often fuel conflicts besides having no educational value. Non-Governmental Organisations will have a bigger opportunity to and platform to sell their developmental agendas countrywide. This will lead to efficiency and sufficiency in terms of outreach to the Kenyan and extension the East African region. The State and other state organs for example the ministry of Agriculture, ministry of information, the health ministry will have the Kenyan population educated and informed thus able to hold them accountable for the various management decisions made. This will improve the country's Institutional management.

The government can also utilise developmental journalism as a way of promoting development using information as a catalyst to the wellbeing of the state and expanded democratic space and also to set up regulations to check social vices in the society such as corruption. This study will be an eye opener to the media owners to know the best content for their audience, for students of journalism it will help them know the importance of working on and disseminating developmental pieces to the audience. It will also help commercial advertisers choose to spend money on developmental programming rather than entertainment. Lastly, the Kenyan population will access vital information necessary to help them make informed decisions besides expanding the democratic space.

1.7 Scope of the Study

This study will cover Kenya Broadcasting Corporation (KBC) radio Taifa. The researcher chose this as a case study because KBC is a state corporation established by an Act of parliament CAP 221 of the laws of Kenya to undertake public services. Kenya Broadcasting Corporation promotes the Universal access to information for all through provision of free to air services to inform, educate and entertain.

Radio Taifa uses Kiswahili to communicate, which is the national language, a language that is understood by most Kenyans and it also has a wide audience reach. Development communication is the engine of national development and if adopted into media it will help in the country's overall development. Despite this opportunity the media uses most of its airtime on entertainment rather than development (Melkote and Steeves).

1.8 Ethical Considerations

With the significance of ethics in mind, the study will exercise honesty at all the stages; avoid biasness in content analysis, interpretation and avoid exaggeration in data presentation. While collecting data from the Programme Managers, the study will exercise caution and integrity in harmonising the data to ensure that the ideas of respondents are well captured. The study will not mention the names of the respondents so as to maintain integrity and the privacy of the respondents.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Development journalism is the type of journalism which pays attention to the coverage of ideas, policies, programmes, activities and events dealing with the improvement of lives of people (Edeani, 1993). The term development journalism was first coined in the 1960's at the Press Foundation of Asia. Two Filipino journalists Alal Chalkley and Juan Mercado had a concern about how news organizations covered socio-economic developments in a superficial way, while journalists reported government press releases leaving little space for analysis or evaluation of development projects. Today, development journalism looks at conditions in developing states and how to improve them. It exposes poverty worldwide and helps to research the causes, consequences and how to address poverty in developing nations. Accordingly, it is the journalists' duty to critically examine and evaluate the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it is actually (Aggarwala, 1979). The reporting on national and international events is only desirable if they constructively contribute to the development and improvement of the living standard (Kunczik, 1995).

Different forms of development journalism can be identified in literature (Kunczik 1995). The first form is comparable to a western style investigative journalism. It consists reporting which critically examines development projects on the one hand and controls government activities on the other hand. However press freedom would be a basic requirement for it. Another form of development journalism is the benevolent-Authoritarian, this allows systematic manipulation of information in favour of a subtle development serving the common welfare. More recent conceptions include a Chinese version which focuses on intellectual development journalism, this stipulates that "The journalists should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve

them by reasonable criteria free of social constraints” (Kunczik 1986: 270). Development news should critically examine, evaluate and interpret the relevance of development plans, projects, policies, problems and issues. It should indicate the disparities between plans and actual accomplishments and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. Development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; Tertiary needs such as cultural diversity, recognition and dignity (Aggarwala, Hemant Shaw (1990: 1035-36).

Development journalism can further be divided into two types of journalism where the first new school started appearing in the 1960’s, this school of thought is similar to investigative reporting which focuses on the conditions in the developing world and how to improve them. The second one involves heavy influence from the government of the country involved. This can be a very powerful tool for local education and empowerment however it can also be a powerful means of suppressing information and restricting journalists (Joseph, 2002).

The first type of development journalism attempts to document the conditions within a country so that the larger world can understand them. Journalists are encouraged to travel to remote areas, interact with the citizens of the country, and report back (Ibid). On the one hand, government participation in mass media can help get important information spread throughout the nation. Governments can help to educate their citizens and enlist cooperation on major development projects. However, a government can also use the idea of “development” to restrict freedom of speech for journalists. In this case, journalists are told not to report on certain issues because it will impact the ‘development’ of the nation in question and therefore citizens are not actually being given access to the whole picture. (McQuails, 2000).

In rural Kenya, radio is the greatest tool for disseminating information. Radio listenership is at its peak in Nyanza and Western provinces due to the keen interest taken by women in the community to tune in. They carry their radios to the shamba and work as they listen to the programs but journalists cannot be delinked from the process of influencing content generation over the airwaves. This influence is shaping perceptions and the conscience of society (Eribo, 2002).

2.1: Advantages of Development Journalism

This type of journalism has a lot of attraction for developing countries. First, in countries where poverty is the norm, the government of the day wants and needs as much support as it can get. A press that reports government inefficiencies is therefore not welcome. As a tool for social justice, development journalism is very valuable in that it acts as a voice for the voiceless by informing the rest of the world about important issues within developing nations. Also the government will probably have to take decisions which are based on the common good but which harm individual liberties. These decisions may be highly unpopular but they have to be taken, and a hostile press can hold back government's progress while a supportive press can help the government push these policies ahead. A journalist reporting on development has the duty to put things straight in the face of the common mwananchi, if a project has not turned out the way it should to benefit the citizens then they need to be informed so, the most important function of the journalist being to build the nation. However, many political leaders see journalists who follow this approach as traitors.

2.2: Disadvantages of Development Journalism

([Mecs.ukzn.ac.za/.../lecture notes-development journalism.sflb.ashx](http://Mecs.ukzn.ac.za/.../lecture%20notes-development%20journalism.sflb.ashx)) The pitfalls of the development approach are many. First, the press becomes far less critical and eventually is forced to give up its "watchdog" role in society. As it continually panders to the government, the media loses its critical edge and becomes nothing more than another government mouthpiece. When this happens, it paves the way for a virulent underground or alternative press with a strong anti-government approach. The most dangerous pitfall is the fact that the press gives up its right to question and demand accountability from the

government of the day. As the press tries to promote the government and the common good, it can start to lose sight of the individual and the individual's human rights.

(Mecs.ukzn.ac.za/.../lecture notes-development journalism.sflb.ashx) In other words, a developmental press has come to be equated with one in which the government exercises tight control and prevents freedom of expression, all in the name of noble ends. Government censorship does only happen in Africa and South America. In 1975 Gandhi imposed strict censorship in India. But despite this censorship, many Indian journalists sneaked into their news columns words, phrases and even sentences and paragraphs that escaped the attention of the censors and that conveyed concealed meanings to knowledgeable readers.

(Mecs.ukzn.ac.za/.../lecture notes-development journalism.sflb.ashx) Overall, the message for any government is that it will have to struggle to keep up control of the media for very long and will need huge resources to police the system. What starts out as a good idea to promote development may end up a nightmare.

2.3 Criticisms of Development Journalism

- Too much attachment to government thus they end up behaving like the government's mouthpiece this makes them neglect their watchdog role of being social and political gatekeeper this increases the government control over the press
- Media Presents issues of development not impact of development this leads to development Journalism becoming obsolete due to liberal/market oriented media (J. Boateng Feb , 2010).

2.4 News Values of Development Journalism

- Development: Journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to the knowledge of the audience

when they point out what the government is supposed to do for them and is not being done. Development journalists should report in terms of positive programmes through success stories and advocacy.

- Social responsibility: Journalists reporting development need to focus on ordinary people because, its these common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population.
- Education: This is where the development journalist makes the audience understand how they will benefit from the adoption or use of a certain project.
- National integration: The pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse and sometimes hostile communities.
- Human Interest: Development stories need not be lifeless and predictable, the journalists can give these stories impact by putting people in them because in the end, development is about changing lives and that's what listeners relate to.

2.5 The Role of the Mass Media in National Development

Herman and Chomsky (1988) attribute to the mass media the role of inculcating individuals with values, beliefs and codes of conduct that will integrate them into institutional structures of the large society. They postulate that in societies which are characterized by major social conflicts and concentration of wealth, the mass media can fulfil this role only by systematic propaganda.

This model focuses on inequality of wealth and power and its effects on mass media interests and choices and how these are able to filter out marginalize dissent and allow the government and dominant private interests to get their messages across to the public. Most media were handed back to the African countries when they gained independence from their colonial masters, even though these countries had neither a sense of nationhood to preserve, nor national institutional structures to which the mass media could integrate citizens. The disparate peoples in former European colonies that gained independence as African nations with full status at the United Nations had no consensual

values in culture, politics, or economics, nor was there agreement on the mode of political leadership and how those leaders were to be chosen and changed. As Riegel (Supra) says , Bringing emerging nations into the twentieth century in communications usually translated into providing governments with tools to combat tribal differences and other fragmenting loyalties for the purpose of promoting national unity and discipline.

Disputing Riegel's sarcasm and overstatement, he aptly captures the essence of the problem. Most African countries explicitly stated that it was the role of the mass media to create national unity and foster development. In fact this was deemed so important that many governments became the mass media through nationalization. Journalists suddenly became civil servants and government spokespeople. Most journalists did not object to this development and actively supported government nationalization in the belief that this was being done for patriotic reasons, and that politicians would play their traditional role of leadership and leave journalists to play their of watchdog and sentinel.

Some did not fully support this idea for example; Tanzanian journalist Ng'wanakilala (1981) argued that what was crucial was whether the media were used for liberation or oppression of the popular masses. He further stated that: where a government is committed to development of all the people, media takeover by the government is an act of liberation and emancipation.

Others like Kenyan editor and publisher Hilary Ng'weno (1969) were willing to accept a certain amount of limitation of press freedoms associated with democratic societies. He suggested that the media should impose limitations upon themselves rather than have the government impose censorship, and that such action was justified because: The challenge to the young press in young countries is laying down the foundations upon which the future freedoms will thrive. There are some conditions under which some Asians, Africans and some Latin Americans live where it will be sacrilegious to talk about press freedom, for freedom loses meaning when human survival is the basic principle upon which the people live. In such countries, the main duty of the press is to encourage greater national unity.

Some politicians like the late president of Ghana, Kwame Nkrumah, a former journalist who used his paper to whip up support for his political party 'during the struggle for Ghana's independence, rejected the idea of an independent press. He argued that 'Within the competitive system of capitalism the press cannot function in accordance with strict regard to facts' (Nkrumah, 1965). Nkrumah believed in activist journalism, insisting that journalistic practice involves choice of topics and arrangements of facts in a way that fits in with the preferences of the owners. He argued that, in privately-owned media, the journalist often 'finds himself rejecting or distorting facts that do not coincide with the outlook and interest of his employer or the medium's advertisers. Under the pressure of competition for advertising revenue, trivialities are blown up, the vulgar emphasized, ethics forgotten, the important trimmed to the class outlook. Enmities are fanned and peace is perverted.

Nkrumah believed that a journalist should have high ideals, be a political activist and party member, and 'His newspaper a collective organizer, a collective instrument of mobilization and a collective educator, a weapon first and foremost for the overthrow of colonialism and imperialism and to assist total African independence and unity. The true African journalist often works for the organ of the political party to which he himself belongs and in whose purpose he believes. He works to serve a society moving in the direction of his aspirations. '

Ng'weno and Nkrumah's arguments remain the two most powerful inspirations and justifications for African's mass media policy. They also provide the utilitarian underpinnings of development journalism as an occupational self-perception and a theory of the press. Many citizens are taught that the news is a reliable and useful source of information. For example, within a developing nation which has a corrupt government, journalistic exposé of the government are extremely important for reform. If journalists are not allowed to write about what is actually going on, the citizens are not well served. Several international press organizations release reviews every year which look at the freedom of press in individual nations in an attempt to bring freedom of the press to all countries for this very reason (Ibid).

2.6 Radio and Development Impact in Africa

Radio has had a number of proven successes in development for example radio as an instrument for development through development communication, radio as a development actor in its own right through community radio and emphasis on empowerment and also by radio professionals in support of good governance by taking an effective fourth estate role.

2.6.1 Gender Inclusion and Participation Issues

(M.Myers, 2008) Reliable evidence of radio's positive impact exists but it cannot be denied that there are still question marks over radio's developmental impact. Some of the grey areas are questions about gender inclusion. The use of radio just like all ICTs is not gender neutral. There are significant differences between the way women and men use radio and there is evidence that women have less access to radio than men especially in the rural areas (Myers, 2008).

(M.Myers, 2008) Several factors were found to negatively affect rural women listeners, namely men's ownership and control of radio sets, women's lower levels of education and women's higher and more constant domestic workload which left them little time to devote to radio listening (Myers, 2004). So, it must not be assumed that because radio is a relatively cheap and accessible technology, that special measures are not needed to ensure women's access to it. This includes scheduling with the female audience in mind. (Ibid)

Therefore to solve this problem it was suggested that radio be distributed to women groups so they can listen in groups where they are more comfortable and also increase programming for the women audience .It was also suggested that women journalists should be given more opportunity to be able to work in newsrooms (Ibid).

(M.Myers, 2008) In terms of reaching the rural poor, the problem is that, although people have access to a local community radio station and may listen to it frequently, they do not have access to the same diversity of stations as urbanites and their stations are often

under-resourced. This means that they can often lack access to a media channel that allows them to participate in public debates at the national level or society-wide level. The danger is clear, unless national broadcasting corporations have a commitment to reaching the whole country with independent, trusted, public service content, the rural poor will remain marginalised and their right to information and their right to a voice will continue to be infringed (Panos London, 2008).

2.6.2. Promoting peace or war

Like all media, radio can be a double edged sword. It has the power to educate and inspire but also to trivialise and ‘dumb –down’. It can propound truth or tell lies. Likewise it has the power to promote peace, but also to incite war and hatred. Whether or not radio actually incites people to commit acts of violence, it is nevertheless true that what people hear and see on day to day basis helps to have a pervasive impact on what they regard as acceptable or normal (Buckley et.al.2008). The onus is therefore on all stakeholders in radio to use radio for peace building, counter propaganda and truth-telling.

2.6.3: Influencing behaviour change

There are various schools of thought about how radio influences human behaviour. Some would prefer to look at changes in power, inclusion and ownership as opposed to changes in behaviour, be it individual or at societal level (Panos London, 2008). Firstly, it is safe to say that radio can rarely –if ever influence behaviour and sustain behaviour change on its own. Normally, when one looks at successful radio initiative there is invariably some additional influence of field agents, radio clubs, teachers, field workers or medical personnel helping the process along and or a mix of media such as visual support to radio messages through posters, newsletters and the like (AFRRI, 2008). Secondly, radio seems to have less direct influence. The more media rich the context, and the more sophisticated and media literate the audience. (Ibid)

Thirdly, the more interactive, entertaining, engaging or compelling the radio content, the more likely it is to have an impact. This is thought to be partly because it encourages

interpersonal dialogue (Scheepers et al, 2004) Now that audiences can participate more and more in radio programmes and can even produce their own content through new ICTs the potential for empowerment and enrichment is greater. (Ibid) Dramas are effective for engaging audiences and long running series and soap operas (edutainment) ensure audience loyalty and regular listening (AFRRI,2008). Sustained and regular listening seems to be more crucial for behaviour change than exposure to a specific radio campaign (Ibid).

2.7: Future Prospects for Radio and Development in Africa

FMs can be predicted to have a future in Africa though we need to be sure that it will be digital in Africa as it's in the rest of the world. Currently the combination of radio and mobile phones is producing exciting new programme formats and opportunities for interactivity; the future looks really bright for this convergence. It can be said that radio which at one time was regarded as the poor cousin of the newer ICTs has been brought back into the ICT family, largely due to recognition that the poor, when they seek information or a voice, make no such distinctions and that the radio's future will converge with those of other mass-media and other digital platforms and devices.

A huge amount of aid money has been invested in radio for development in recent years. For instance as Myers put it (2008) the Gates Foundation currently has worldwide ICT support strategy worth approximately US\$100m. Digital platforms and devices. A huge amount of aid money has been invested in radio for development in recent years. For instance as Myers puts it (2008) the Gates Foundation currently has worldwide ICT support strategy worth approximately US\$100m; The Network of Open Society Foundations Worldwide spend up to US\$500m annually on democratisation initiatives, a large proportion of this being on media support; USAID, the biggest bilateral funder of media initiatives worldwide spends over US\$50m on media development annually(2004 figures but reportedly growing year on year); The UKs DFID has various large media support programmes across Africa, for instance approximately US\$11million for the DRCs media alone; the World bank has a 'Development Communication Division and a new five year programme on communication for Governance and Accountability

(CommGap) worth approximately US\$10m (Myres and Grant, 2007, partially based on figures from Becker and Vlad , 2005). With world aid budgets on the rise for communications having now largely been made, aid flows to radio could well increase, particularly if it is seen as a key part of promoting good governance and accountable states.

2.8 Theoretical Framework

2.8.1 Technology Acceptance Model (TAM)

Based on the theory of reasoned action, Davis (1986) developed the Technology Acceptance Model which deals more specifically with the prediction of the acceptability of an information system. The purpose of this model is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users.

The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably. Perceived usefulness (PU) - This was defined by Fred Davis as the degree to which a person believes that using a particular system would enhance his or her job performance. Perceived ease-of-use (PEOU) - Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989). TAM has been widely criticised, despite its frequent use, leading the original proposers to attempt to redefine it several times. Criticisms of TAM as a "theory" include its questionable investigative value, limited explanatory and predictive power, triviality, and lack of any practical value. (Chuttur 2009).

Benbasat and Barki suggest that TAM "has diverted researchers' attention away from other important research issues and has created an illusion of progress in knowledge accumulation. Furthermore, the independent attempts by several researchers to expand TAM in order to adapt it to the constantly changing IT environments have led to a state of theoretical chaos and confusion" (Benbasat & Barki, 2007). In general TAM focuses on the individual 'user' of a computer, with the concept of 'perceived usefulness', with

extension to bring in more and more factors to explain how a user 'perceives' 'usefulness', and ignores the essentially social processes of Information Systems (IS) development and implementation, without question where more technology is actually better, and the social consequences of IS use. The critics also claim that, together, TAM and TAM2 account for only 40% of a technological system's use. Developmental journalism is a new concept of technology in radio which currently is entertainment oriented (McQuails, 2000). The acceptability and usability of developmental journalism depend on the ease to use by the intended audience. Radio uses sound thus the messages are relayed in the simplest form possible for the audience to understand, this makes it easy to use TAM to get the information to the audience. Through radio, the listener can be persuaded to adopt new technologies that are beneficial to them, because of the advantages of radio over other media. For example radio is portable, its affordable, one can listen while accomplishing other duties. It also broadcasts in vernacular.

2.8.2 Agenda setting theory

(Wikipedia, the free encyclopedia) Agenda-setting theory describes the ability of the news media to influence the salience of topics on the public agenda. (McCombs, Reynolds, (2002) That is, if a news item is covered frequently and prominently the audience will regard the issue as more important.

Agenda-setting theory was formally developed by Dr. Max McCombs and Dr. Donald Shaw in a study on the 1968 presidential election. In the 1968 "Chapel Hill study", McCombs and Shaw demonstrated a strong correlation between what 100 residents of Chapel Hill, North Carolina thought was the most important election issue and what the local and national news media reported was the most important issue. (McCombs, Shaw, (1972). By comparing the salience of issues in news content with the public's perceptions of the most important election issue, McCombs and Shaw were able to determine the degree to which the media determines public opinion. Since the 1968 study, published in a 1972 edition of *Public Opinion Quarterly*, more than 400 studies have been published on the agenda-setting function of the mass media, and the theory continues to be regarded as relevant. Two basic criticisms underlying most research on agenda-setting: (1) the

press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on political communication systems). This theory is applicable in this study in that radio is a strong medium of communication that influences people's choices and decisions and also structures public debates.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

This chapter deals with the methods and procedures that the study will employ to collect data from the target population for analysis. The chapter discusses the research design adopted, target population for the study, sample size and sampling procedure, data collection procedures, procedures for data analysis and ethical issues in the study.

3.1 Research Design

Research is defined as an organised, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it. (Sekaran, 2003). A research design is a logical task undertaken to ensure that the evidence collected enables one to answer questions or to test theories with least ambiguity possible. It maximises the chance of drawing correct underlying inferences from data collected (Ibid).

Research design has a great bearing on the reliability of the results arrived at and as such constitutes the firm foundation of the entire edifice of the research work (Kothari 2004). It helps the researcher to organise his ideas in a form whereby it will be possible for him to look for flaws and inadequacies (Nesbary, 2000). Research design is determined by the research purpose which could be explorative, descriptive, diagnostic or experimental in nature. When designing research it is therefore essential that the researcher identifies the type of evidence required to answer the research question in a convincing way (Ibid). There are three research designs: quantitative, qualitative and mixed methods approach (Cresswell, 2003).

In quantitative research, one aims at determining the relationship between one thing and another in a population. Quantitative research designs are either descriptive or experimental (Ibid). A descriptive study establishes the performance of given sets of alternatives and the researcher has no control over the variables, he can only report what

has happened or what is happening while Qualitative research is research involving detailed, verbal descriptions of characteristics, cases, settings, people or systems obtained by interacting with, interviewing and observing the subjects (Ibid). In mixed methods research, the investigator collects and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches and methods in a single inquiry or series of studies (Creswell, 2003).

This study employed a case study strategy with qualitative research design. During this time, the researcher used face to face interviews, phone interviews and self-inducted questionnaires. Interviews are designed to generate participant perspectives about ideas, opinions and experiences. A case study is an in-depth conceptual analysis of similar situations in, where the nature and definition of the problem happen to be the same as that being experienced in the current situation - under study (Sekaran, 2004). Case study assumes that things may not seem as they seem and privileges in-depth inquiry over coverage: understanding 'the case' rather than generalising to a population at large. It is particular, descriptive and inductive, and ultimately seeks to 'illuminate' the readers' understanding of an issue (Stark & Harry, 2005).

3.2 Target Population

A target population is the entire assembly a study is interested in, from which a sample is gotten in order to draw conclusions (Bryman, 2004). This study's target population are the listeners of KBC Radio Taifa. This was done in Nairobi, and its environs because the time, funds and other logistical challenges do not allow for a larger geographically sparse target population. Also the radio Taifa programmes manager and the managing editor at KBC newsroom.

3.3 Sample Size and Sampling Procedure

A sample design is a definite plan determined before any data is actually collected for obtaining a sample from a given population. The sample size must be large enough to allow the researcher to make inferences about the population (Obeng-Quaidoo, Kothari, 2004). So as to ensure that inferences made about the population characteristics on basis

of the sample characteristics are accurate. The elements in the sample must be representative of the population and the sample size must be adequate (Ibid).

The study used random sampling to determine the programmes to be analysed. The random sampling was used for content analysis of the KBC Radio Taifa programmes, while purposive sampling was used on the programming manager and the Managing editor from the station to ensure the samples have the relevant knowledge of questions the interviewer asks. Pattern (2004) advises that to ensure an unbiased sample, every member of the sample population should have equal opportunity to be selected in the sample. Simple random sampling was used to pick individual programmes for analysis. Purposive sampling was used to pick the programme manager interviewees.

3.4 Data collection methods

Data can be obtained from both primary and secondary sources. Primary data refer to information obtained first hand by the researcher on the variables of interest for the specific purpose of the study (Bryman, 2004) Secondary data refer to information gathered from sources already existing (Ibid). Data can be collected in a variety of ways in different fields. The one instrument used for data collection: Programmes Manager. The researcher conducted a self-inducted questionnaire interview with the Radio Programmes Manager (RPM) from the radio station and both face to face and telephone interviews with the sample audience whereby the data will be analysed and tabulated in Chapter Four. A pilot study can be described as getting the bugs out of the instrument so that the subjects in the study may have no difficulties completing it. It also helps one to carry out preliminary analysis which helps detect and resolve difficulties potential to respondents as cited by Bell in (Naoum, 1998).

3.5 Data collection procedures

The three survey methods for collecting data include: face- to- face interviews, telephone interviews and self-administered questionnaire (Obeng- Quaidoo, 2009). As I had interviewees with mixed literacy levels I employed self-administered questionnaires, telephone interviews and scheduled face to face interviews. Content analysis involved

viewing through the randomly sampled programmes to ascertain the developmental journalism in it.

3.6 Data Presentation, Analysis and Interpretation

Data analysis refers to a process of inspecting, cleaning, transforming and modelling data with the aim of highlighting useful information, suggesting conclusions and supporting decision-making (Kombo and Tromp, 2006). In qualitative data analysis, emphasis is laid on the stated experiences of the participants and on the stated meanings they attach to themselves, to other people and to their environment (Ibid). Sometimes, the study may make use of direct quotations from the respondents, if they are appealing (Cumberbatch, 2004). Analysing qualitative data consists of three parts namely: noticing, collecting and thinking about interesting things (Cresswell, 2007). The data analysis was then organised according to subsections; content analysed and interviews conducted, then translated into meaningful messages.

3.7 Ethical Issues

Ethics, in academics, is a branch of moral philosophy concerns about the study of conduct that strives to answer age-old questions about duty, honour, integrity, virtue, justice, the good life, and so on (Resnik, 2007). Areas of dishonesty to constitute unethical issues according to Trochim (2006) include: plagiarism, fabrication and falsification, non-publication of data, faulty data gathering procedures, poor data storage and retention, misleading authorship, sneaky publication practices, involuntary participation, uninformed consent, anonymity and confidentiality.

The above mentioned variables constitute ethical research and are dependent entirely on the researcher conducting the study. With the significance of ethics in mind, the study exercised honesty at all the stages; avoided biasness in content analysis, interpretation and avoided exaggeration in data presentation. While collecting data from the respondents, the study exercised caution and integrity in harmonising the data to ensure the ideas of respondents are well captured. The study does not mention the names of the respondents so as to maintain integrity and the privacy of the respondents. All responses

received were deemed right. The study involved a good sample population of more than half the target population this increased the reliability of the result system. The study findings are printed as a research project and copies can be accessed at The University of Nairobi library to enhance wide sharing of knowledge with the many interested parties so as to help improve media training in the country and the world at large.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

The study was able to interview 37 respondents through face to face interviews, telephone interviews and self-administered questionnaires. This sample population was representative of the actual population.

The study targeted 50 respondents randomly sampled in Nairobi CBD and its environs: Kangemi, Kiambu, Rongai, Kajiado, Kikuyu and Kamulu. Out of the probable 50 the study managed to get responses from 35. Of the 35 interviewees, 15 were ardent listeners of Radio Taifa while 20 were not so committed and listened to other stations like *classic 105, Milele Fm, QFm, Radio Jambo, Radio Maisha* and *Radio Citizen*. Apart from *radio Taifa*, 57% of the listeners supported development journalism citing that it educates and enlightens a society thus empowering the masses given that radio as a tool of communication reaches so many people.

50% of the respondents listened to development programming, of the development content on Radio Taifa, the most informative and educative according to the audience was *Mali Shambani* as it taught the farmers better farming techniques and gave them information about current market trends. It also opens the farmers mind to think about agribusiness as a way of making an extra shilling. The other 50% have different reasons for not listening to developmental programming including lack of entertainment aspect in the programmes together with the feeling that the programmes are too mundane. A few others cited lack of creativity with the delivery others also cited lack of infrastructure like electricity and geographical reasons.

70% of the respondents felt that Radio Taifa and other radio stations need to put more input in Environmental conservation, economic development, employment, education, housing conditions, environmental sustainability, gender equality, Technology and innovation, Social entrepreneurship, infrastructure and other business practices. They felt Radio Taifa concentrated more on politics especially Bunge which it gave 20% of airtime

and entertainment, programming that adds very little value to the audience. The respondents suggested that Inventive Innovative and creative packaging and presentation would make them listen to the developmental programmes, also if the programmes are well researched and well edited then they can give it an ear. The study established that 40% of the listeners yearn for developmental content on radio stations which they feel is lacking, most were mature people aged 30 and above. The young people preferred entertainment over developmental programming as they deemed it boring. The study also had two key informants sampled through purposive sampling in which two managers: a Programmes manager and a managing editor. These were sampled to provide key information needed to analyse development journalism content on Kenya Broadcasting Corporation (KBC).

The study established that KBC's radio programming has 33% of the content dedicated to developmental journalism on average per week. This is comparatively a larger airtime allocation. In part, it is because development journalism has been discovered to help to create awareness about problems of the society and makes public developmental work so that others may know about it and draw inspiration from it. This can be illustrated graphically as shown below:

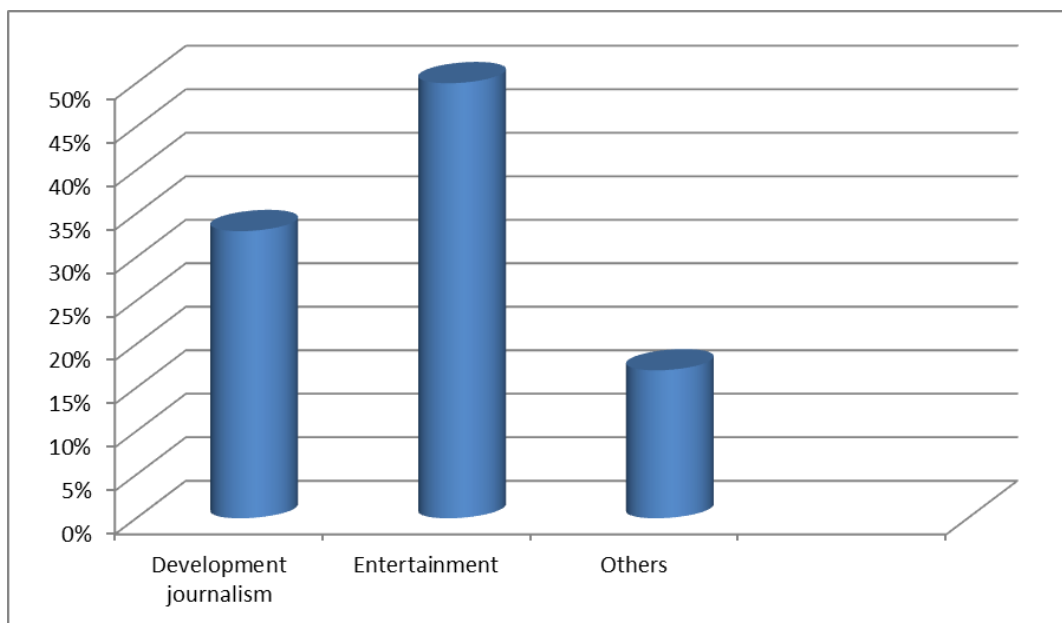


Figure 1: Showing the percentage of the airtime allocated to development journalism

Among the development programmes aired on KBC Radio Taifa include Sema na Kiongozi at 2%, Nyumba Kumi at 2%, Mali Shambani at 3%, Kikwetu at 4%, Kina dada Live at 2, while a large chunk of time is dedicated to parliament live coverage called Bunge at 20%. Bunge is categorized as development programme because when citizens are enlightened about governance issues, they can then make better informed choices and decisions. Below is the graphical representation of the airtime allocation to development programmes on KBC Radio Taifa.

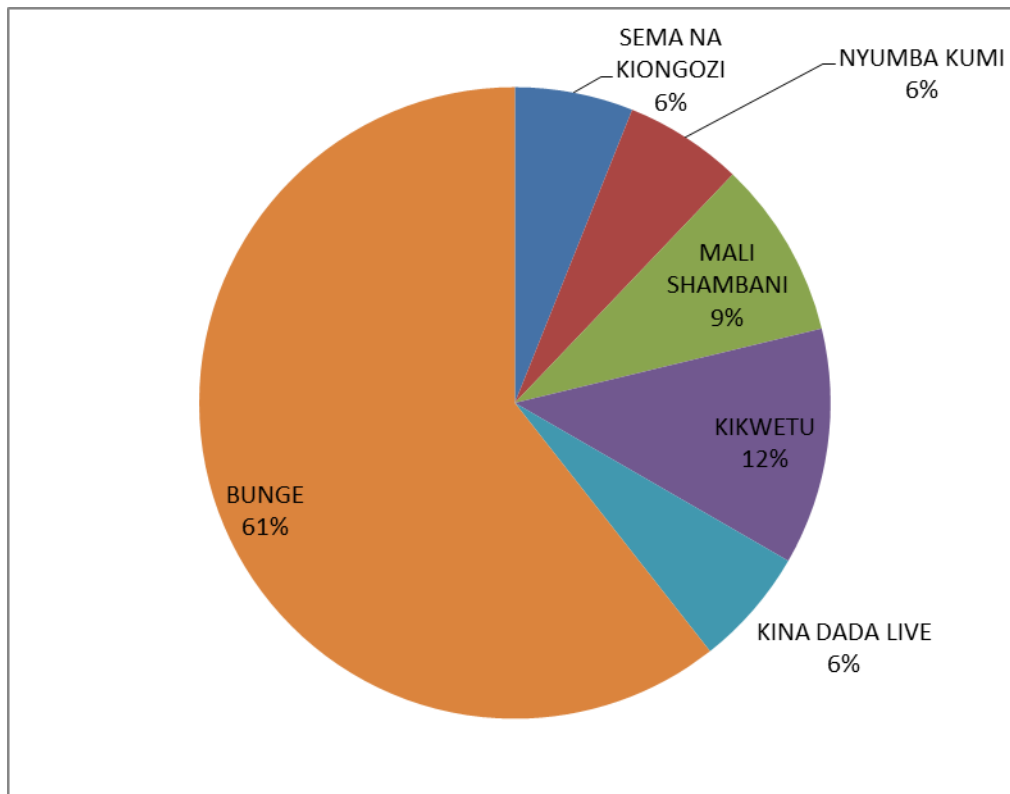


Figure 2: Showing the % allocation of time for development journalism programmes

4.2 Availability of facilities

The study established that Bunge production, a live production offer challenges because the equipment requires more technical skills to operate. Still, the technical crew need to be given overtime allowances for working beyond regular hours; making it expensive to produce. Again the packaging of development journalism news to win audience attention

is hard. The managing editor argues, development journalism is perceived as the alternative journalism primarily focused on national development-agriculture, family planning, health and rural development cum projecting to the forefront the plight of the poor masses, which is not appealing to the audience.

Compared to the western style journalism which is mainly investigative and entertaining and not so much concerned about advocacy, it breeds misconceptions including one that mainstream media do not give development recording the place that it warrants in our society. That is often relegated to niche columns, magazines and journals. That the positive issues and developmental projects that are undertaken by the mainstream media are not highlighted enough.

4.2 Misconception unearthed

This study also established that the mainstream media ‘pretend’ to have incorporated development journalism into their daily duties by reporting government projects and statements and view of policy makers in their broadcasts but this is far from it. Development journalism helps to create awareness about problems faced by the society. However, KBC Radio Taifa programmes manager holds that diligent efforts should be made to publicize all development works so that others who may not know about it and in the best case scenario, draw inspiration from it.

4.3 Types of Development Journalism Practiced at KBC Radio Taifa

The first type of development journalism is investigative journalism; the journalist looks at proposed government projects to improve conditions in the country, analyses whether or not they will be effective. Ultimately, the journalist may come up with proposed solutions and actions in the piece suggesting ways in which they might be implemented. Often this type of journalism encourages a cooperative effort between citizens of the nation and the outside world.

The second type can walk a thin line, On the one hand, government participation in mass media can help get important information spread throughout the nation. Governments can

help to educate their citizens and enlist cooperation on major development projects, on the other hand the government can use its powers to hoard important information from the public by dictating to the media on what information to pass and what to withhold. In this way, journalists effort to report fairly, fully and independently can be hampered. Since development is considered as a solution to social problems in general, development journalism is no longer exclusively limited to rural areas. Development news should refer to the needs of people which may vary from region to region but should include the primary, secondary and tertiary needs.

4.4 Problems experienced during programming

The study found out that problems in development journalism programming can be viewed in different perspectives: In the actual facts, the programmes are less critical thus lack the “watchdog” role in society. The programming seeks consensus rather than criticism and as it continually agrees with the government, the media programmes lose their critical edge and becomes nothing more than another government mouthpiece. When this happens, it paves way for virulent alternative programmes with a strong anti-government approach to win more audiences. Yet, as the development journalism programmes try to promote the government and the common good, it can start to lose sight of the individual and the individual’s human rights. A critical examination, may show that development journalists can be equated with one in which the government exercises tight control and prevents freedom of expressions, all in the name of noble ends.

4.5 Challenges facing Development Journalism

This study established that development journalism as a journalism field often faces obstacles due to low professional journalistic standards, a lack of sufficient financial resources, work technical skills, fragmented legal frameworks and an undemocratic political system. Also, there is risk of patronage- the media may not be able to break free from its political constraints and may operate according to clientele or be captured by private interests.

However, the challenges affecting KBC most are summed up in the chart and discussed below:

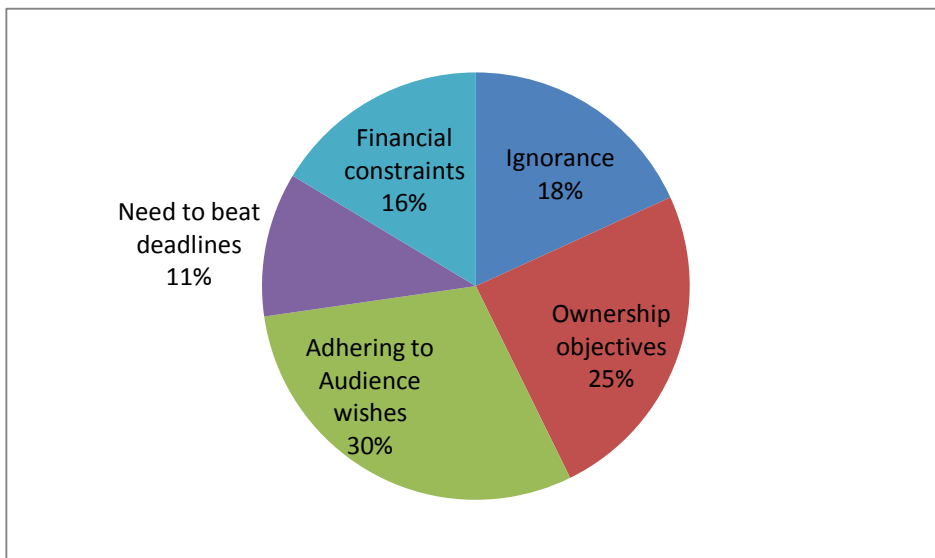


Figure 3: Showing the challenges facing development. Journalism at KBC radio

The study established that 20% of the challenges is due to the ignorance of what is necessary by the masses. For instance, global issues such as climate change, cultural and resource conflict among are important yet are of interest to elites alone. To craft a programme that arouses the interest of mass poor and semiliterate is difficult and uneconomical since mass media majorly depend on elites for economic survival. 27% is due to ownership objectives. The ownership that dictates business interests may not be interested in development journalism because they create a profit making motivation that often overshadow the common good. As such editors and reporters stick to the mission and the vision of the owners to retain their job.

The other common challenge in development journalism is the need to beat deadlines. Development journalism productions take longer time due to the nature of the issues covered and the multifaceted approaches used, yet the very Journalists have strict deadlines to beat. This often robs the poor masses the chances of accessing development journalism news. 33% of the response argued that the wishes of the audience dictate how development Journalism content is accepted. Often the audience wants infotainment

which often is not readily achievable in the short run. The result is that stories that may have objective realities are ignored in favour of those more diluted with entertainment to appeal to a larger member of audience.

The need to beat deadlines does not give development journalism a chance as newsrooms look at how many stories one has done at the end of the day to measure productivity of a journalist. 12% of the respondents concur that development journalism involves a lot of investigation to get facts right which involves a lot of time, thus many journalists would rather go for the quick catches that can be done quickly

The study also established that 18% of the stories that are costly to cover are down played or ignored; such stories that create financial risks are ignored and the effect leads to homogenization of the programme content to avert the elite business class wrath.

In fact, KBC's programmes manager warns that total dependence on the press releases which characterizes the present day development journalism in Kenya is not good for the citizens and for journalism as a whole. The effect of such journalism being that the ordinary citizen will be shortchanged and will be completely out of news since the news releases are tailored to further the interest of the public figure that issued it. He argues instead of our media becoming development journalism it has become "envelopment" journalism. Above all, KBC's Managing editor advises that apathy for reading and research by journalists covering development issues is a more critical challenge than the others mentioned.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND FINDINGS

5.1 Summary of Findings

The study established that KBC's radio programming has 33% of the content dedicated to development journalism on average per week. This is comparatively a larger airtime allocation. In part, due to democratization, development journalism has been discovered to help create awareness about problems of the society and makes public developmental work, so that others may know about it and in the best case scenario draw inspiration from it.

Among the developmental journalism programmes aired on KBC radio, Bunge has the greatest air time allocation. It is categorised as development journalism since it enlightens citizens about governance issues, to help them make better informed choices and decisions. With the new wave of democratization witnessed in Kenya, the press has become an active participant in the tasks of promoting, projecting and supporting the activities of government. Development journalism is perceived as the alternative journalism primarily focused on national development-agriculture, family planning, health and rural development cum projecting to the forefront the plight of the poor masses, which is not appealing to the audience.

The thought that mainstream media do not give development reporting the place that it warrants in our society has been mitigated here either for good or for bad. KBC radio may have 'pretended' to have incorporated development journalism into their daily duties by reporting government projects and statements and views of policy makers in their broadcasts but this is far from it. Over 60% of the development journalism at the radio station is largely a live broadcast of Kenyan Parliament which is more about governance than the community awareness programmes.

5.2 Conclusion

In conclusion, there is no genuine intention by KBC radio to increase airtime for development communication programming. It is because of the desire to be seen to be leading other media houses in increasing local content to 40 % of total programming as required by the law of Kenya, that it has used parliament sessions to bloat its development journalism air time to 33%. This can be proved by the fact that the most enlightening programme at KBC radio development journalism was *Mali shambani*, yet it was given the least airtime during programming; just at 3% out of the possible 33%. *Mali shambani* was the most enlightening because it aired awareness of farming techniques to realize maximum harvest. Kenya being a predominantly agricultural economy, the programme was more necessary than the parliament session and deserved more airtime. In fact Parliament session which is more about governance than pure community enlightenment did not deserve the 20% airtime out of possible 33%.

5.3 Recommendations

- i) A more precise definition of development journalism should be put in place to avoid mischief where media houses air larger percentages of content that does not readily address or solve the locals' problems; and dedicate lesser air time for genuine development communication programmes for own interests.
- ii) Since programme production costs are high and business interests at stake, there is need to facilitate production costs for the development journalism programmes so that interest parties may not swindle own interests in the otherwise noble course development journalism seeks to address.
- iii) The public does not prioritise well in that it seeks for entertainment at the expense of development communication programmes. There is therefore need to educate the public on the need to put their priorities right so as to pay attention to the development programmes and get awareness of the economic opportunities available to them.
- iv) Where as it is least mentioned, there is need for the development journalists to keep reading so as to stay in the know. Otherwise they will be as ignorant as the masses they seek to educate. Reading widely and consistently will help the journalists stay informed.

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APPENDICES

APPENDIX I: AUDIENCE QUESTIONNAIRE

Disclaimer: These interview schedules will be used to evaluate the impact of developmental journalism on the audience .The information will be used for academic purposes only.

(Please tick where appropriate)

- 1. Name
(Optional).....
- 2. Gender Female [] Male []
- 3. Age 18-25yrs [] 26-30yrs [] 31-34 []
35-40yrs [] Over 41yrs []
- 4. Do you own a radio set? If Yes, which radio station(s) do you listen to.....
- 5. In your opinion is development journalism important? Yes () No ()
- 6. If Yes what's the importance and if No what makes you feel it is not important.....
.....
.....
.....
- 8. Do you listen to developmental programming or programmes? Yes [] No []
- 9. If yes which one (s)?
(Please specify)
.....
.....
.....
- 10. If Yes What makes you listen to those programmes and if No why don't you listen to such programmes.....
.....
.....
.....

.....
.....
11. What areas of developmental journalism in radio need more concentration?.....

.....
.....
12. In your opinion what can be done to make developmental programmes appealing to the Kenyan audience

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

APPENDIX II: MANAGER QUESTIONNAIRE

Disclaimer: These interview schedules will be used to evaluate how KBC Radio Taifa report on developmental issues. The information will be used for academic purposes only.

(Please tick where appropriate)

1. Name (Optional).....

2. Gender Female [] Male []

3. Age 18-25yrs [] 26-30yrs [] 31-34 [] 35-40yrs [] Over 41yrs []

4. Do you include developmental issues in your programming? Yes [] No []

5. If yes which one (s)?

(Please specify)
.....
.....

6. Do you think the facilities in your media House pose challenges to developmental programme production? Yes [] No []

7. The following factors influence radio developmental journalism programmes:

a) Training Facilities:

1[] 2[] 3[] 4[] 5[]

b) Media house contentment with developmental journalism work:

1[] 2[] 3[] 4[] 5[]

c) Problems encountered in a bid to promote developmental journalism

1[] 2[] 3[] 4[] 5[]

(In a scale of 1-5 please tick the appropriate:

[1] Strongly disagree [2] Disagree [3] indifferent [4] agree [5] strongly agree)

8. What are some of the challenges you experience with the developmental programme?

(specify).....
.....
.....

.....
.....
9. Do you find developmental journalism necessary Yes [] No []

10. What areas of developmental journalism in radio need more concentration?.....
.....
.....

11. What are the benefits of developmental Journalism to the audience?

a).....
.....

b).....
.....

12. Do you think media houses should be involved in developmental Journalism reporting Yes [] No []

13. Is there any collaboration between your media house and development agencies like NGOs? Yes [] No []

14. If Yes, in what areas?

a) Industrial attachment []

b) Quality control []

Other(s)

(specify).....
.....

15. Suggest any ways you think can improve radio coverage on developmental Journalism in Kenya.
.....
.....
.....
.....

APPENDIX III: LETTER OF INTRODUCTION



**UNIVERSITY OF NAIROBI
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SCHOOL OF JOURNALISM & MASS COMMUNICATION**

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Telex: 22095 Fax: 254-02-229168
Email: director-soj@uonbi.ac.ke

P.O. Box 30197
Nairobi,
Kenya

OUR REF:
YOUR REF:

DATE: September 8, 2015


TO WHOM IT MAY CONCERN

RE: SIMIYU, Irene Nanjala - K50/64625/2010

This is to confirm that the above named is a bona fide student of the University of Nairobi's School of Journalism and Mass Communication registered for Master of Arts degree in Communication Studies.

Ms. Irene has completed her course work and is currently going to collect data for her research project leading to a Master of Arts Degree in Communication Studies.

Any assistance accorded to her will be highly appreciated.



Immaculate Akinyi
Administrative Assistant
School of Journalism & Mass Communication

/dm

APPENDIX IV: CERTIFICATE OF FIELD WORK



**UNIVERSITY OF NAIROBI
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REF: CERTIFICATE OF FIELD WORK

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

Reg. No: KS0/64625/2010

Name: IRENE HAJALA SIMITU

Title: THE ROLE OF DEVELOPMENTAL JOURNALISM

IN IMPROVING ACCESS TO INFORMATION: CASE STUDY KBC RADIO TAIFA

LEAH MUCHEMI
SUPERVISOR

Dr Samuel Sinngi
PROGRAMME COORDINATOR

Dr. Ndetei Ndetei
DIRECTOR

[Signature]
SIGNATURE

[Signature]
SIGNATURE

[Signature]
SIGNATURE/STAMP

13/4/2015
DATE

18/8/2015
DATE

18.8.2015



APPENDIX IV: CERTIFICATE OF CORRECTIONS



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This is to certify that all corrections proposed at the Board of Examiners meeting held on 21/09/15 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can now be prepared for binding.

Reg. No: KS0/64625/2010

Name: IRENE NANTIALA SIMITU

Title: A STUDY OF BROADCAST PROGRAMMES ON
DEVELOPMENT: CASE STUDY OF KBC RADIO TAIFA

LEAH MUCHEMI
SUPERVISOR

[Signature]
SIGNATURE

4/11/2015
DATE

Dr Samuel Siringi
M.A. COORDINATOR

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SIGNATURE

15/11/2015
DATE

for Dr Samuel Siringi
DIRECTOR

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15/11/2015
DATE

