The Role of Broadcast Media In Promoting Peace and Cohesion In Society:
The Case of Pamoja FM Community Radio In Kibera, Nairobi

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Reg. No. k50/68815/2011

A Project Submitted in Partial Fulfillment of the Requirement for the Masters Degree in Communication Studies, University of Nairobi.

October, 2013
Abstract
This study explores the role of community radio in promoting peace and cohesion in society. The study focuses on the extent to which Pamoja radio in Kibera promotes peace activities in the community. This was informed by the realization that Kibera is a large informal settlement hosting various communities with the potential for conflict as evidenced in studies published earlier..

The findings of the investigation revealed that the community radio is an invaluable communication channel in addressing peace and development in any society. The study established that, despite the perceived potential of the community radio in promoting peace and consequently development, there are inherent challenges that hamper their effectiveness. The main challenge facing community radio stations is lack of requisite financial resources.

In light of the foregoing and based on the conclusions drawn from the study findings, the community needs to be involved structurally in the management and programming of the community radio content.

On financial sustainability, it is recommended community radio stations should identify and establish strategic partnerships with potential sponsors including the Government and locally-based NGOs. Community stations should explore more proactive marketing and publicity approaches that will provide access to potential sponsors.