

**THE ROLE OF COMMUNITY RADIO IN THE IMPLEMENTATION OF COUNTY
DEVELOPMENT PROGRAMS IN VIHIGA COUNTY, KENYA**

BY

BONGO DAVID NGOSEYWI

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN COMMUNICATION
AND MEDIA STUDIES**

SCHOOL OF ARTS AND SOCIAL SCIENCES

MASENO UNIVERSITY

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DECLARATION

By student:

I declare that this research project Role of Community Radio in the Implementation of County Development Programs in Vihiga County, Kenya is my original work and has not been submitted for a degree in any other university. No part of this project may be reproduced in any form without the prior permission of the author and/or Maseno University.

Bongo David Ngoseywi
PG/MA/00093/2011

Sign..... Date.....

By Supervisor:

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

Dr. Charles Nyambuga
Department of Communication and Media Technology,
Maseno University

Sign..... Date.....

ACKNOWLEDGEMENT

My sincere gratitude goes to my Supervisor, Dr. Charles Nyambuga, whose enormous patience; insight and academic guidance into scholarship in Media Studies cobbled and shaped my perspectives on the study. Without your invaluable input, this project would never have been completed.

I thank all the members of the Faculty in the Department of Communication and Media Technology led by Dr. Emukule Emojong' for inspiring in me the urge to undertake this study. To all the non-teaching members of staff thank you.

To my wife Caren who offered encouragement when energy levels ebbed and sat through many monologues while I remained glued on my laptop, thank you dear. My special recognition goes to my daughters Kimberley and Shamillah, and son Madiba who missed many play times, walks and story narrations. I hope the time spent away from you will pay huge dividends in future and spark a life-long love of studying in your hearts.

Thank you to all the Vihiga County fraternity and staff in the three community radio stations all of whom were critical and remained steadfast during the time of study.

To my colleagues in the graduate class with particular mention of Dr. Molly Anyango, whose input into the study has been invaluable: thank you very much.

To my parents, James Ngoseywi and Rose Ngoseywi thank you for your inspiration and informal input during the duration of the study.

DEDICATION

This research project is dedicated to my parents James Ngoseywi Givonde and Rose Jaremba Ngoseywi who together toiled and sacrificed to educate me and instilled in me the value for education and my lovely children Kimberley Rehema, Madiba Bongo Junior and Shamillah Rose, may this encourage you to scale to greater heights.

ABSTRACT

The media is critical to the development process because it provides appropriate knowledge and effective communication tools necessary for influencing and modifying human attitudes and behavior. Media is a catalyst for social change and a necessary component of interventions aimed at achieving sustainable development. The inception of Counties in 2010 by the Constitution of Kenya has seen the establishments of county development programs, as counties have been seen as agents of development. Vihiga County has several community radios broadcasting in various local dialects aimed at sensitizing and informing the public on county development programs. Despite the development of community radio, it is not clear how the counties and community radios have collaborated to disseminate county development programs hence the need to assess whether these development programs are disseminated to the public through the community radio stations. This study investigated the role of community radio on the implementation of county development programs. Specifically, the study hoped to identify the role of radio programmes by the community radios on the implementation of county development programs in the Vihiga county. Secondly, to establish the role of audience involvement in community radio programmes on implementation of development in Vihiga County. Thirdly, to establish the challenges facing community radios and their effect on implementation of development programs in Vihiga County. This study was guided by the development communication theory and participatory communication theory. To understand the role of community radio stations, the study used a descriptive case design. Glenn Israel's sampling formula (1992) was used to calculate the sample size for the general public from a population of 33,654 and a multistage cluster sampling procedure was used to administer the questionnaires. Purposive sampling was used to sample three registered community radios in Vihiga county while twelve county government officers (CGOs) and six community radio staff (CRS) were sampled from populations of 118 and 60 respectively using 10% of Mugenda and Mugenda (2014) formula. Six CRS, two from each community radio were sampled purposively and interviewed. Additionally, twelve CGOs were sampled purposively and interviewed. Qualitative data was gathered through interviews, analyzed thematically and reported verbatim. Quantitative data was analyzed using tables and charts. Face and content validity of the instruments was ascertained through expert opinion. Reliability was ascertained through Cronbach's Alpha of 0.699 thus instruments were deemed reliable. The study revealed as follows; firstly, that there are community radios to which most of the people listened to (73.8%) and that most of the programmes aired were not on development (59.8%) and neither did the programmes sensitize people on county development (62.6%) nor did the CGOs use community radio to engage people on development (67.8%). Secondly, majority of the listeners were not involved in the radio programmes design (77.3%) and that the community radio stations occasionally communicated county development programs (50.2%). Third, majority of the respondents agreed that most community radios lacked financial support for airing local content (69.3%) and hire competent personnel (69.0%). The Study recommended that the county should design a framework of engagement with community radios through integrating communication via Community radios during programs implementation. The findings of the study may help County Government of Vihiga develop effective framework of engagement with community radios through development of policies. The study has provided data on the importance of community radios stations and their effectiveness in enhanced programs implementation.

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LIST OF ACRONYMS AND ABBREVIATIONS

CCCS	:	Centre for Contemporary Cultural Studies.
CDs	:	Compact Discs.
CDPs	:	Community Development Projects.
CEO	:	Chief Executive Officer.
CGOs	:	County Government Officers.
CRS	:	Community Radio Staff.
CRSs	:	Community Radio Stations.
DCT	:	Development Communication Theory.
ECK	:	Electoral Commission of Kenya.
HIV/AIDS	:	Human Immune Syndrome/ Acquired Immune Deficiency Syndrome.
KRA	:	Kenya Revenue Authority.
NGOs	:	Non-Governmental Organizations.
SGS	:	School of Graduate Studies.
SPSS	:	Statistical Program for Social Sciences (SPSS).
TV	:	Television.
C4D	:	Communication for development.
DZLB (1116 AM)	:	This is a college radio owned and operated by the University of the Philippines Los Baños through its College of Development Communication. Its studio is located at the DZLB Broadcast Studio, 2nd Floor, College of Development Communication Building, UP Los Baños, Laguna.
MUERC:	:	Maseno University Ethics and Review committee.

DEFINITION OF TERMS

- Community Radio Staff** : Employees working in the various sections in the
- Community Radio Stations** : Non profit radio stations set-up by Community Based Organizations (CBOs) and registered as community radios in Vihiga county.
Community radios set up by the Kenya Meteorological Department (KMD), run by local management committee in Vihiga county and registered by Communications Authority of Kenya (CAK).
community radios which operate and air their programmes in Vihiga County.
- County Development Programs:** Programs Vihiga County has planned to undertake in a given financial year based on the available budget.
- County Government of Vihiga :** This is one of the 47 County Governments established by the promulgation of the Constitution of Kenya 2010 located in Western Kenya and coded as 038.
- County Government Officers** : People who work in various sections in the Vihiga County public service and who are responsible for the implementation of the county development programs.
- Development** : A process whereby there is a quantitative increase in
for development process to be complete, it must adhere to five dimensions which include; social, political, Gender, Environmental and economic dimensions. All encompassed in the devolved functions in Kenya.
- Implementation** : Execution of the development programs by Vihiga County.
It is the actual absorption of public resources into the programs they were intended for.
Non profit radio stations registered by religious bodies under the low power frequencies but are managed and run

by religious organizations and/or community-based organizations in Vihiga County.

Role : The position or purpose that something has in a situation, organization, society, or relationship.

Vihiga County : This is an administrative Unit established by the promulgation of the Kenya Constitution 2010. Vihiga County Government' GDP which is accompanied by improvement of its citizen's welfare and the qualitative increase of the standards of living of the citizens. In, order

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The use of mass media has been described as an enticing approach for carrying out and discharging institutional tasks aimed at promoting human development and preventing socioeconomic challenges (Wallack, 1981). Adequate awareness and effective communication tools are critical in influencing and modifying human behaviour, which is why the media is so important in the development process (Porche, 2004). McGuire (1986) asserts that media is a catalyst for social change and a necessary precondition for intervention in sustainable development. According to Omotoso and Palakurthi (2010), the spread of media technologies and devices has played a significant role in the contemporary era's growing industrialization and human institutions.

Tayman, (2012), argues that the media, specifically newspapers, radio, television, and the Internet, play a significant role in moulding a country's development. Aside from a few minor issues, the media's function in national development is undeniable and encompasses all three of these areas—political, economic and social—and by doing so, it serves as a conduit for information to move from government to the public.

Many people have come to regard the media as an essential part of their daily life, which is understandable. People from a range of different groups can join in a virtual social community where they can view a changing people's perceptions and opinions about a wide range of social and physical realities in real time or through time-shifted media programmes (Tayman, 2012). There are four additional gatekeeping duties the media fulfil in addition to those mentioned by Tayman: relaying, limiting, expanding, and reinterpretation (Bittner, 1996).

The Communications Authority of Kenya has assigned frequencies to 155 Commercial FM broadcasters and 37 Community FM broadcasters countrywide (CAK 2022). MCK (2021) states that the majority of Kenyans listen to radio and that only 16% do not. In 2015, BBC Media Action conducted a nationally representative study and discovered that virtually all of Kenya's adult population (98 percent) has access to radio and a mobile phone (97 percent). Additionally, the survey indicates that the bulk of Kenya's population lives in rural areas, accounting for 63% of the population, compared to 37% in urban areas. Both of these populations have a high level of radio access, with 95% of rural respondents and 94% of urban respondents having access to a radio in the house. These findings justify the current study's decision to focus on radio, which has a strong presence in rural areas.

More than 150 licensed radio stations in Kenya were operational in 2015, according to the Reuters Institute at Oxford University's assessment, and all of them were broadcasting. Based on the above argument it is critical to realize that the media in Kenya irrespective of the specific category has a role to play having noted, the media generally is expected to inform, educate, gate keep and entertain. From the above discussion, it is clear that radio is a dominant form of media that is more accessible to most citizens in Kenya as opposed to the other forms of media, the statistics clearly place radio a head in terms of accessibility and listenership. Additionally, the fact that Vihiga county population is largely rural based at 90.1% (KNBS 2019) and needed a communication medium that would greatly reach the rural population led the current study to focus on community radio and examine its role in the implementation of development programs in Vihiga County. Media involvement has grown increasingly important in the previous century for most national governments as a means of redefining national ideals, cohesion, and interdependencies, both internal and foreign, in order to prompt individuals to take action in response to their changing environments (Osabuohien, 2004). While this way of widening

governance is required in the West, it acts as a refinement of communication between the general media, public broadcasting, and society as a whole. Various efforts have been made to stimulate social change in order to provide the ideal conditions for social development in particular countries. Development communication tactics have been used to assist bridge the chasm that exists between those communities who have implemented programmes to reduce poverty and others that have not been established with communication strategies embedded in the service delivery of these programmes (Mukhongo, 2010). Community radio as a communication tool therefore has become one of the main cornerstones of communication theory strategy development. It is through community radio that a framework of engagement with Vihiga County ought to have been established to spur development through addressing the issues that may be contributing to a slowed implementation of development programs. As a platform, it is hoped that, programs identification, sensitization and implementation will be undertaken.

The technique of participatory development has been adopted by a number of development organizations, including charitable organizations and non-profit organizations that provide services, in order to improve communication and information sharing in the communities where they operate (Mukhongo, 2010). This argument places the community radio stations in Vihiga County at the centre together with the county government in order to initiate a participatory process of development. Information about development programs and how they are expected to be prioritized requires effective communication and enhanced information sharing in order to cause effective implementation. According to Malik, Aaliya, and Sabe, (2015a), the media's role is to make people aware of how important it is to carry out specific national development processes, as well as how important it is to educate, inform, and entertain. Nwabueze (2005) points out that media affect people's activities in a certain direction and hence publicize and disseminate the data and knowledge needed to attain their own personal development and

transformation objectives. For the MDGs to have been met by 2015, a team effort was needed from all stakeholders in development. To achieve the MDGs by 2015, Aboum (2004) recognised seven main development actors with varied roles and responsibilities. Multilateral institutions such as the World Bank and International Monetary Fund; the International donor community; the poorest people; and civil society and faith-based organisations were all included. Aboum (2004) did not include the media in his list of seven development actors. Without a strong media presence, the universal MDG target of 2015 would be unlikely to be met, according to Vernon and Baksh (2010). A greater grasp of what constitutes development and how change occurs is needed in the development discourse, they argued. Good leadership is needed from within the assistance sector, as well as politicians and the media, because of the aid system's inertia. As Aboum (2004) points out, the media is crucial to the success of the implementation of development in all of the above cases. Persuasion by the media staff on community radio stations is what is supposed to make the listeners fall in love with the programming, allowing them to participate actively. There is a lot of discussion on the role and status of the media in general in this area. The definition, function, and genesis of community radio have been discussed in the section on community radio, and several scholars' definitions have been considered.

1.1.1 Community Radio

Alumuku (2007) points out that Latin America was the birthplace of community radio in the mid-1940s. In the face of repressive administrations, communities in this region turned to community radio as a political tool because of their poverty and perceived social injustice. Radio Sutatenza, which was founded in Colombia in 1947, is regarded as the first community radio station in the developing world (Girard 2007). It was two years later, in 1949, that the Miners' Radios of Bolivia developed to advocate for better circumstances for tin miners. These stations were funded in part by the miners themselves, who contributed a monthly amount from their

wages to cover the operating costs of the stations. According to Amaldo (1998), "Community radio is a social process or event in which members of the community associate together to design programmes and produce and air them, thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighborhood, or a community-wide campaign on how to use clean water and keep it clean, or agitation for the election of new leaders. The emphasis is on the ownership of democratic and development efforts by the members of the community themselves and the use of media, in this case radio, to achieve it. Every aspect of this is a participatory communication (not a programme about them prepared by someone else) People and the message and the audience are all part of the process, not just a technology or a method. For the purposes of community radio, a group of people who are connected in some way, whether through families, neighborhoods, or even entire villages or towns, is most relevant. I see community radio as a way for people to communicate with each other and work toward common goals," he continues (Fraser and Estrada 2001). Community radio should be owned and democratically governed by local residents, according to Alumuku (2007) who agrees with this statement. For example, according to Myers (2011), Latin American community radio thrives because of its lengthy history, large numbers of listeners, and perhaps larger public service function than official broadcasters. Based on the studies reviewed above, the current study is expected that the radio stations sampled for the study are domiciled among the rural communities with programmes developed to closely involve them in the discussions on air. Additionally, the programmes should have the direct input of key stakeholders in terms of audience involvement in community Radio programmes on the implementation of county development programs.

According to Tabing and UNESCO (2002), there are several types of community radio, but they all have one thing in common: they serve a specific area and provide content that commercial or

mass-media broadcasters don't. On a non-profit basis, this is a radio station that operates in and for the community, as well as for the community. Global Community Radio Broadcasters (AMARC) (1998) asserts that community radio represents the democratization of communication since it provides individuals of a community with access to information, education, and entertainment. Accessibility and affordability are among the advantages of community radio, which is able to suit the socioeconomic and cultural needs of its audience and is therefore important in grassroots development.

Fraser and Sonia (2002) highlight the functions of community radio as a reflection and promoter of local identity, character, and culture through a major emphasis on local material; diversity of thoughts and viewpoints on the air with its openness to participation from all sectors; and to through the provision of an impartial platform for interactive debate of community concerns and decisions, encourage open conversation and democratic procedures, and to promote Community radio thrives when it develops from a sense of internal cohesion and consciousness within the community. A community that does an in-depth analysis of its requirements and considers the underlying reasons of its issues and marginalization will frequently conclude that communication is necessary to facilitate the formation of shared understanding. This effectively establishes community radio as a viable medium for listeners in Vihiga to participate in their development agenda through discourse. The Constitution of Kenya (2010) and the County Governments Act (2012) emphasize on the need for people participation in the government's development agenda, equally the same act emphasizes on the need for a robust communications structure to relay information and get feedback to enhance service delivery. Therefore, this study wanted to establish whether Vihiga County has established a framework of engagement with community radios to enhance the success of programs implementation.

According to Mrutu (2008), in Tanzania, community radio has been crucial in resolving conflicts among Maasai herders in Arusha region. In addition to settling in permanent settlements and sending their daughters to school, it has given them the confidence to come up with new ideas for stopping the practise of female genital mutilation. Participatory communication approaches, such as employing local languages and rural radio to connect directly with farmers and listeners' groups, help agricultural extension activities, as found by Chapman, Blench, Kranjac-Berisavljevic and Zakariah (2003) in Northern Ghana. People in rural areas are better informed about solutions to community development issues through community radio, which has been employed in a wide range of areas, including culture and rural development; education; sanitation; agriculture; and local governance. Community radio has attracted quite a few academic studies in Kenya, and those that have dealt with audience studies or community participation in CR stations that are less than 20 years old are exceptionally rare.

Seidu Al-hassan, Alhassan Andani, and Abdulai Abdul-Malik (2011) in a study titled *The Role of Community Radio in Lively hood Improvement: The Case of Silmi Radio in Northern Ghana* Noting that many community radio stations offer programming to their listeners that is not always available on larger commercial radio stations, it is stated that community radio stations can play a crucial role in grassroots rural development. For instance, programming efforts could be directed on issues such as poverty, agriculture, gender inequity, education, and societal challenges. Afterwards, this study recommended that regular feedback from the listening audience be obtained in order to identify the tastes of different listener segments (youth, women, men and the elderly) and to avoid including political and religious topics in broadcasts. Gathering data was done through meetings, focus group discussions, stakeholder interviewing, debriefing sessions, and observations, among others. This study used Interviews of key stakeholders and questionnaires to gather data and only utilized one radio station as opposed to

the current study which utilized three registered community radio stations in Vihiga County hence Seidu Al-Hassan et al (2011) study cannot use its findings to make generalizations and recommendations about the current study.

Walters et al. (2011) conducted an examination of community radio's effects in Indonesia and concluded that effective radio operations can have a significant impact on the lives of community people. The research of Sterling et al. (2007) demonstrated that female community radio listeners are given a voice, allowing them to express their opinions about the programming and to contribute to the creation of new programming. Olusegun Hakeem Adebumiti (2016) investigated the impact of community radio on popular understanding of the government's policy agenda, which he discovered to be positive. In contrast to the current study, this study concentrated on a single facet of community empowerment. N. Johnson and K. Rajadurai, (2020) Community radio was critical in women's life because it raised awareness, offered information and education, assisted them in improving their abilities, and generally encouraged women's social, cultural, political, and economic development, which they referred to as "empowerment." Numerous studies have demonstrated that community radio may be a powerful tool in transforming the lives of women. This study further used case studies, focus group discussions as techniques and covered the entire of Indian rural communities. The current study only utilized interviews and questionnaires as instruments of the study, focused only on Vihiga County and both male and female listeners. This in effect shows that both Sterling *et al* (2007) and N. Johnson, K. Rajadurai, (2020) findings and conclusions cannot be used to make generalizations about the current study. Based on the above literature reviewed, the current study was expected to identify the role of radio programmes and audience involvement by the Community Radio stations on the implementation of county development programs in Vihiga County. The following sub section will specifically examine the status of community radio stations in Kenya.

1.1.2 Radio in Kenya

Radio is the most widely used and most easily accessed news media in Kenya, because it speaks the language of the majority of the country's citizens (Bowen, 2010). Nearly 85% of Kenyan households have a radio (KNBS, 2019). Radio becomes an essential source of information in Kenya, where around 70% of the rural population does not have access to newspapers or television (Mbeke, 2010). Radio coverage in Kenya is 87% (GeoPOLL, March 2021 in CA Baseline Survey 2021)

According to the Communications Authority of Kenya quarterly report December 2018/2019, there are more than 131 commercial radio stations and 42 community radio stations in Kenya. (CAK 2019). The Kenya Information and Communications Act of 1998 established a broadcasting framework that included Public Broadcasting Services, Community Broadcasting Services, Private or Commercial Broadcasting Services, Subscription Broadcasting Services, and Signal Distribution Services. In line with the regulations, any other type of licence may be determined.

According to the preceding, Kenya's radio sector includes public radio, private/ Commercial radio and Community radio. These radio stations predominantly broadcast in; Kiswahili, English, and ethnic language (Ugangu, 2012).

Public broadcasting involves radio, television and other electronic media outlets whose primary mission is public service. Public broadcasters receive funding from diverse sources including license fees, individual contributions, public financing and commercial financing (UNESCO AND World Radio and Television 2011). Kenya Broadcasting Corporation (KBC) is the state-run media organization of Kenya. It broadcasts in English and Swahili, as well as in most local languages of Kenya. The corporation started its life in 1928 when Kenya was a British colony. It

was the first station in Kenya. In 1964, when Kenya became an independent country, the corporation's name was changed to Voice of Kenya. In 1989, the Kenyan parliament reverted the corporation's name from Voice of Kenya to Kenya Broadcasting Corporation (Kenya Information and Communications Act, CAP 221, 2018).

Most radio stations in Kenya are considered commercial, with only a small minority making up the non-commercial category. The non-commercial category according to the Communications Authority of Kenya are public service radio stations, radio stations owned by educational institutions and the community radio stations, (CAK 2021).

CAK (2021) further notes that the core difference between commercial and non-commercial radio stations is the degree to which they each air commercials. Commercial radio stations are also described as private radio stations. Commercial stations tend to play advertisements in long, aggressive, attention-grabbing blocks, with shorter blocks of music tucked in between. By comparison, non-commercial stations do not run advertisements at all. Most commercial stations operate in basically the same manner. They rely on advertisements to generate their profits, because outside companies pay commercial stations for ad placement. The station is effectively acting like an auditory billboard, charging a price in exchange for giving other companies exposure to their listeners. Since major stations can have millions of people regularly tuning in, there's a massive captive audience, which is hugely appealing for the advertiser. Unlike commercial stations, non-commercial stations such as educational radio stations owned by training institutions, public radio stations and community radio stations are generally run by smaller staffs, often consisting of volunteers and community members who are simply in it for the purpose of serving the community.

In Africa, the first community radio was set up in May 1982, in Homa bay Kenya, under partnership between the UNESCO and Government. However, the Homabay 1982 initiative was short lived, following lack of support from both UNESCO and Kenyan Government (Oriare et al, 2010). Then, Mang'elete applied for license in 1997, but had to wait until 2002 (Nyanjom,O., 2012). UNESCO would aid in setting up other community radio stations, such as Radio Dzimwe (Malawi), Radio Katatura (Namibia) and Mazabuka community radio (Zambia). Because Kenya was a one-party state at the time, the government shut down the station after just two years, in 1984, out of concern for an independent voice.

In February 1994, after a five-year wait for a licence, *Mang'elete* Community Radio became the first community broadcaster to go on the air for an extended period of time. Eco News Africa served as the project coordinator for the East African Community Media Project. For 16 hours a day, it broadcast in Kikamba and Kiswahili to the semi-arid Makueni District (6am to 10pm). Community Integrated Development Project (MCIDP) brought together 33 disadvantaged rural women organisations to establish the station. Radio listening groups were originally formed to share information on nutrition, reproductive health, agriculture, and other developmental concerns (Githaiga 2011). The concept was that students would be able to learn more and participate more actively if they had their own radio station. It was envisioned that community radio stations' mandate would reflect the cultural, religious, linguistic, and demographic needs of their respective communities; provide a separate broadcasting service that emphasises the uniqueness of the communities they serve; and educate, entertain, and inform their listeners in a manner distinct from other broadcasting services in the area.

Communications Authority of Kenya (CAK 2020) agreed that Community radio was born out of the necessity to provide alternate means of disseminating information to those segments of

society who were unable to access mainstream media. Depending on the location, linguistic barrier, or broadcasting house policy, this exclusion may occur. This marginalisation was remedied by the use of community radio, which broadcast to a specific audience in the language of that community and discussed problems that were important to that group.

According to Tabing and UNESCO (2002) and Anduvate (2014), community radio is a feasible medium for community development interventions because it directly meets the needs of the community. This is further substantiated by the population census, which revealed that Vihiga county has a rural population of 90.1% (KNBS), who are the primary users of community radio stations. When it comes to the needs of the community it serves, community radio is a powerful force for social change (World Association of Community Broadcasters, 1998). Through various forms of community participation, community radio tries to make communication more democratic. One of the most important roles that community radio stations can play is providing a forum for local residents to discuss and exchange ideas about the various stages of development programmes, such as planning, implementation, monitoring, and evaluation. This is especially true for rural areas that have traditionally been underserved by mainstream media. The function of community radio stations in the implementation of development projects will be investigated as part of the current study. It is possible to use community radio in Vihiga County to involve citizens at all stages of development, from planning to evaluation, by utilizing local stations. As a result of radio's ability to communicate with the general public regardless of their literacy level, as well as its adaptability to a variety of production and presentation methods, including chat shows/call-ins, live broadcasts, serialization and redundancy; drama and poetry, the medium has maintained its position as the most pervasive mode of communication (Anduvate, 2014). Making use of radio's unique position as a mass communication medium, the expansion

of community radio has been welcomed with universal favors in rural communities that are marginalized by urbanization.

Fairbum and Rukaria (2009), in their paper “Poised for Growth: Community Radio in Kenya,” highlighted as a valuable asset the ability of more than ten community radio stations in Kenya to remain operational for two to five years despite great difficulties. A lack of self-awareness as community radio stations, insufficient audience research, poor governance structure, understaffing, high staff turnover, poor financial controls, lack of financial transparency, limited programming abilities, and misperceptions in the communities and Kenyan culture about what community radio stations are were some of the challenges experienced by the stations. Kenya has not been a hotspot for community radio expansion according to the Audience Scape National Survey of Kenya (2009), which conducted a survey of Kenya's national media industry. "Community broadcasting has consistently struggled to develop a foothold in Kenya," as noted in a recent BBC report. Only a handful of community radio stations were included in the BBC report, including Mangelete FM, Radio Maendeleo, Koch FM, Pamoja FM, Mugambo, Jyetu, Shinyalu, and Konoina, which collectively reach a small fraction of Kenyans (Audience Scapes National Survey, 2009).

Mbeke et al. (2010) adds voice to the challenges confronting community radio in Kenya, arguing that the future of community media in the country is uncertain due to financial sustainability issues and Involvement from local politicians in the constituencies where community media operations are situated. Additionally, they note that the umbrella organisation, Kenya Community Media Network (KCOMNET), which has been there for about a decade and a half, is facing funding issues, which have resulted in a reduction in programme activity. Seidu Alhassan, Alhassan Andani, and Abdulai Abdul-Malik (2011) stated in their research that *Silmi*

Radio has struggled with leadership. Recruiting a Station Manager has remained a significant difficulty (*Simli Radio*). The absence of such a figure has had a detrimental effect on the station's service delivery and administration. Additionally, radio programmes frequently vanish after individual presenters depart the organisation. This is due to the fallacy of structuring programmes around a single individual (e.g., Naisah's women's problems programme terminated shortly after she left the station). Although there appear to be common issues confronting community radio stations, the current study focuses on the challenges confronting three community radio stations rather than just one (*Silmi Radio*). After reviewing the preceding research, the present study will attempt to identify the challenges confronting the three community radio stations in the implementation of county's development programs.

Scott (2014) argues that development should be a social process based on discourse and a varied array of tools and methodologies; a process that involves listening, building trust, sharing information and skills, developing policies, arguing, and learning for sustainable and meaningful change. The approach places a premium on integrating strategic communication into development in order to increase success rates through information dissemination, education, or awareness-raising, media advocacy, social marketing, and behavior change communication. This therefore implies that development communication theory was utilized to establish whether community radio stations infused development programs in their broadcast content to help accelerate projects implementation for the County Government of Vihiga.

1.1.3 Devolution in Kenya

The *Constitution of Kenya, 2010* established a two-tier system of governance, the national government and forty-seven devolved units. The aim of this strategy had been to devolve development and planning to speed up economic growth and get rid of inequalities. According to Ochichi (2014), people's rights to self-governance and a greater say in how their government

operates and the decisions that affect them are some of the main goals of decentralization. Other goals include; fostering national unity, protecting and promoting the environment, recognizing the right of communities to run their own affairs, ensuring that Kenyans have equal access to resources at all levels of government, as well as ensuring that all Kenyans are treated fairly.

1.1.3.1 Vihiga County

Vihiga County, which has its headquarters in Mbale, is located in the western region of Kenya. It borders four counties; Nandi to the east, Kisumu to the south, Siaya to the west, and Kakamega to the north. Located in the former Western Province, it is one of the four counties. Luanda, Emuhaya, Hamisi, Sabatia, and Vihiga are the five sub-counties of Vihiga County.

The County's population stood at 590, 013 in (KNBS 2019) an increase of 35, 391 from the 2009's count with 283,678 male and 306,323 females. The Vihiga county rural population consists of 531, 629 (90.1%) and urban population stands at 58,384 (9.9%). The age distribution is given as 0-14 years 230,421 (39%), 15-64 years 315,276 (53%), 65 years and above 44,295 (7.5%) with the population above the age of twenty-five years totaling to 331,654 representing 56.2% of the population, (KNBS, 2019).

1.2 Statement of the Problem

The inception of County governments in 2010 has seen the establishments of county development programs as county governments have been seen as units of development. Despite community radio stations being considered an attractive method for implementing development through sensitizing and mobilizing people and there being numerous community radio stations in Vihiga County to which the public have access to, it is not clear if there is any form of structured engagement and collaboration between the community radio stations and the County Government of Vihiga in the implementation of its development programs.

Therefore, this study sought to establish if the County Government of Vihiga had developed a framework of engagement with the community radio stations and exploited the potential of

community radio stations to accelerate the implementation of its development agenda. In addition, there is inadequate literature on the role of community radio stations in the implementation of county development programs hence the need to undertake the study.

1.3 Research Questions

The study aimed to answer the following questions:

- i. What is the role of radio programmes by community radio stations in the implementation of county development programs in Vihiga County?
- ii. What is the role of audience involvement in community radio programmes on the implementation of county development programs in Vihiga County?
- iii. What are the challenges facing community radio stations in the implementation of county development programs in Vihiga County?

1.4 Objectives of the Study

The objectives of this study were discussed under general and specific objectives as follows:

1.4.1 General Objective

The general objective of this study was to establish the role of community radio stations in implementation of development programs in Vihiga County.

1.4.2 Specific Objectives

Specifically, the study sought:

- i. To identify the role of radio programmes by the community radio stations in the implementation of county development programs in Vihiga County.
- ii. To establish the role of audience involvement in community radio programmes in the implementation of county development programs in Vihiga County.
- iii. To assess the challenges facing community radio stations in the implementation of county development programs in Vihiga County.

1.5 Significance of the Study

The findings of the study could help Vihiga County develop effective framework of engagement with community radio stations that are both relevant and acceptable to all the stakeholders. Communication scholars may also use the findings when conducting studies based on community radio and community development.

The study's findings will guide the development of interventions such as legislation and regulations promoting the execution of upgraded programmes targeted at empowering Vihiga County citizens. The findings of this study will aid in a greater respect and knowledge of the function of community radio in the overall development of rural communities in Vihiga County.

1.6 Scope and Limitations of the Study

The study focused on the role of community radio on the implementation of development programs in the five sub counties of Vihiga County namely; Vihiga, Luanda, Emuhaya, Sabatia and Hamisi. The study was confined to three community radio stations (CRS) registered and broadcasting in Vihiga county namely: Vihiga FM 105.0, Anyole Radio 101.2 FM and Samaritan 88.3 FM. Community radio staff (CRS) in the three community radio stations was limited to the presenters, reporters, producers. The county government officers (CGOs) considered for the study were county chief officers, county directors, Deputy Directors, Heads of sections and the county administrators. The study was further guided by development communication theory and participatory communication theory.

There were concerns about the use of respondents' subjective opinions instead of more objective indicators. Merchant, Stringer, and Theivananthampillai (2010) say that subjective performance evaluations are difficult to predict since they are based on subjective impressions and judgments.

Because of the respondents' perceptions that the information sought was sensitive, the CRS and CGOs interviewed individually were apprehensive. As a result, the questionnaire's response rate was just 87%, rather than the expected 100%. In spite of these limitations, the study's quality and results remained unaffected.

1.7 Theoretical Framework

This section of the study, presents theoretical framework on which it is anchored. This section provides the background of the theories employed, namely, development communication theory and participatory communication theory.

1.8 Development Communication Theory

Although, Development communication theory was founded on the developmental idea of westernisation, it eventually evolved into the ideology of modernization in the 1950s. Mayhew (1985), the proponent of modernization theory holds that the Third World's issues stem from a lack of information and conventional cultural traditions that impede development, and that communication is the solution to these difficulties. This, he adds, traditional societies would evolve and develop if they were exposed to the mass media, which would expose them to modern western attitudes and that media outlets such as newspapers, magazines, and radio stations have long been used to disseminate information to people in developing countries with the hopes of empowering them.

In the present definition, media is seen as a means of disseminating information to a wider audience. It is founded on the assumption that the advent of mass media can lead to the development of underdeveloped areas of society (Margaretha, 2019). With criticisms of strong media effects, the technological deterministic viewpoint, and western-centric assumptions about development that it has received in the past, its current approaches to development communication have shifted away from the so-called dominant discourse to include participants'

or recipients' voices through participatory exchanges. For development to be a social process that relies on discourse and a wide range of tools and methods, it must include listening, sharing information and skills, creating trust formulating policies and debating and learning in order to result in lasting and meaningful change (Scott, 2014).

According to Anduvate, (2014), development communication theory stresses the importance of incorporating communication into the conceptualization, planning, execution, and assessment of development. Effective communication generates harmony, which is vital to the effectiveness of development interventions, in addition to informing the masses. A key component of this theory is the inclusion of strategic communication as a means of increasing chances of success by disseminating knowledge, educating people, or raising consciousness. Communication for development, or "development communication," focuses on the role of media and communication in promoting social change (Melkote and Steeves, 2015).

Melkote and Steeves, et al. (2015) add that the term "development communication" refers to the use of communication to enhance social development, and that it involves stakeholders and policy makers, establishes favorable conditions, analyses risks and possibilities, and promotes information flow in order to effect virtuous social change through sustainable development. As Quebral (2011) explained, "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes it possible for greater social equality and the greater fulfilment of human potential." According to UNICEF, "Communication for Development" (C4D) is more than just spreading knowledge. Being aware of people's views, values, and cultural conventions is an important part of this process. It involves getting people involved, listening to what people have to say, and taking action on what they hear. Individuals and groups can be empowered to

take action to better their lives by using a range of communication tools and tactics to share ideas and knowledge in a two-way process of communication.

To sum it up, the principles of development communication can be summarized as follows: Education and spread of knowledge: Citizens' participation in the democratic process is encouraged and empowered by access to information, which maintains and enhances the rule of law and provides a viable outlet for public opinion. It influences the political leadership's decision-making process, which in turn promotes growth. By distributing information and sensitizing listeners to Vihiga county programmes, it will be possible to improve programme implementation.

Secondly, behavior modification which involves any intervention with people, groups, or communities to build communication tactics to encourage positive behaviors that are relevant to their contexts and therefore solving the society's problems.

Thirdly, social marketing which promotes socially beneficial information and socially acceptable conduct. Marketing principles, tools, and strategies are combined with socially helpful notions in order to improve communication and the well-being of the entire community. A lot depends on how the development programmes are packaged before they are delivered. Packaging that is unappealing results in slower programme adoption, whereas packaging that is desirable results in increased listener involvement and hence improved programme implementation.

Fourth, social mobilization, in which, it is argued that allies collaborate to increase awareness of and demand for a specific programme; support in the delivery of resources and services; and reinforce community engagement. This principle strives to include all relevant parties, including the public, CGOs, and the media. All these stakeholders should work together to determine which development programs should be prioritized and how they should be implemented.

Fifth, media advocacy, which involves the use of any kind of media to assist in the promotion of an organization's or a company's aims or goals, which are derived from the group's vision and purpose. In order to affect public opinion and make choices, advocacy entails the mobilization of resources and people in support of given subjects or policies. This means that the County Government of Vihiga as an entity can use community radio stations to promote its development initiatives by having its officers appear on radio to promote the development programs in their respective developments.

Sixth, community participation, also known as "participatory" is focused on discussion and promotes the empowerment of all parties involved by encouraging the exchange of information, thoughts and opinions. In addition to exchanging information and experiences, it is also a means of exploring and creating knowledge that may be used to improve the problem at hand. Despite the fact that community-driven development is frequently associated with participatory communication, it can be applied at any stage of decision-making (locally, nationally, or internationally) regardless of the diversity of parties engaged. Knowledge of what the County Government of Vihiga engages with is in itself power for the listeners since the people ought to know which functions are devolved and which functions remained with the national government. This will enhance accountability since the listeners will be more empowered to know who to hold accountable. This can very easily be achieved through community radio stations.

Development communication must have the ability to disseminate information and education. The current study sought to establish whether radio programmes on community radio stations communicated Vihiga County development programs and whether this information on development programs educated the listeners and resulted in enhanced implementation of the development programs by Vihiga County. Based on this theory, community radio stations should

have its programmes well choreographed to include in them programmed elements on development programs from Vihiga county. This is because, the respective radio stations act as a platform for providing information on the specific programs and educate the listeners on each of these programs as packaged.

Additionally, the airing of these radio programmes are suppose to result into behavior change. The United Nations Development Fund (UNDP; 2002), suggests that teaching and equipping individuals with information does not lead to desired changes of their response/behaviors. As a result, the target group's behavior changes when they are in a supportive setting with information, education and communication. Perceiving an anticipated change in the target group's behavior is accomplished through a strategic and group-oriented strategy. In this case, the residents of Vihiga county through the community radio stations with proper language of communication and programming, sensitization are expected to perceive and appreciate the development programs initiated and experience enhanced implementation of these development programs.

The Kansas University Center for Community Health and Development (2020), defines media advocacy as the use of any kind of media to help an organization or a company achieve its goals or objectives, which are based on the group's vision and goal. More specifically, the centre identifies the following motivations for media advocacy: educating journalists, influencing media coverage so that your organization or coalition may tell your members' stories in their own words, influencing media to give your organization or coalition significant publicity, and sharing stories on one's terms, giving communities more control by allowing marginalized residents to have stronger voices in the media and persuading news outlets to cover stories that will encouraging community members to become involved and contribute to the development of

community-based solutions. Based on this study, the tenet on media advocacy was used to analyse the role of audience involvement on community radio to enhance implementation of development programs by the County Government of Vihiga. Through audience involvement, the radio stations were expected to involve both the members of the public, CRS and the CGOs in determining the broadcast content through which the public highlighted their preferred development programs by priority and equally allowed the county government to fuse into the broadcast content in the community radio stations the programs they undertake and offer sensitization for each. Khan (2017) agrees with the idea that community radio can assist us in more effectively and strategically tackling economic, social, cultural, educational, health, water and sanitation, and disaster-related issues. It is through media advocacy that issues affecting the public on education, health, water and sanitation will be brought to the fore and consequently the members of the public can equally put more pressure on the organization to have the specific issues addressed within the timeframe for implementation.

According to Buckley (2008), there are many ways that community radio helps people get the information they need and get involved in the process of making things better. Khan (2017), adds that there is need for community members to participate in many different ways that represent the interests of those they serve. According to this theory, by requiring community participation in the station's operations, the radio stations ensure that local residents are involved in everything from board elections to policy development for station administration, programming and production hence the station can better represent itself to the community. In accordance with the Community Radio Manual (1999), CRSs must be easily accessible to their listeners, accountable, acceptable, and cost-effective to them. In order to participate in the programmes, voice their demands, or debate topics of interest to their own neighborhood, community inhabitants should be able to access the radio station and profit from it without any obstacles. Access to the station

should be equal for all members of the community served. Based on this study, the tenet of community participation on the community radio stations was used to analyze how the community radio stations involved the listeners in its programmes through the creation of broadcast content, debates, the involvement of social media accounts, the viability of the language used and the invitation of key stakeholders to shed light on the development agenda by Vihiga county. The survival and expansion of community media depends on the ability to communicate in a truly participatory way by highlighting the importance of self-expression in this context (Chalisa 2007). With regard to this study, the success on the implementation of development programs by the County Government of Vihiga required an examination of the community radio stations radio programs, their audience involvement in creating its broadcast content and the challenges these radio stations faced in the implementation of county development programs in Vihiga County.

The review presented has revealed that development communication theory and its tenets are useful in guiding a study on the effectiveness of achieving an organizations goals and therefore should be used by the County Government of Vihiga to enhance its programs implementation. In spite of the successes of community radio stations in different parts of the world in involvement in development programs, this study sought to establish if community radios had fully been utilized by the County Government of Vihiga in enhancing programs implementation. Therefore, according to the theory on development communication, Community radio plays a significant role in enhancing development and, if well utilized, can provide a viable platform for Vihiga county to engage the communities in its development initiatives.

1.9 Participatory Communication Theory

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, originate from the Latin word *communis*, i.e. common (Mody, 1991). 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."

Participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment. It is not just the exchange of information and experiences: it is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved. Participatory communication tends to be associated with community-driven development, but it could be used at any level of decision making (local, national, international) regardless of the diversity of groups involved (Tuftte, T. and Mefalopulos, P., 2009).

There are two major approaches to participatory communication which almost everybody today accepts as common sense. The first is the dialogical pedagogy of Paulo Freire (1970, 1983, 1994), and the second involves the ideas of access, participation and self-management articulated in the UNESCO debates of the 1970s (Berrigan, 1979). Every communication project which calls itself participatory accepts these principles of democratic communication. Nonetheless, there exists today a wide variety of practical experiences and intentions. Before moving on to explore these differences, it is useful to briefly review the common ground.

Tuftte, T. and Mefalopulos, P. (2009) identifies the principles of the participatory communication as; dialogue, participation, cultural identity, and empowerment.

These two theories are both important in county development program's implementation, based on the objectives of the present study. First and foremost, Development communication theory offered tenets used in determining whether there was audience involvement in broadcast content and goes further to examine the role of radio programme in county programs implementation. Additionally, it is critical to note that the principles for the two theories on community participation, dialogue, utilization of the community radio for advocacy are shared.

1.10 Conclusion

This chapter presented the background information to the study on media generally, the community radio, radio in Kenya, the concept of Devolution in Kenya and vital information on Vihiga County. Moreover, implementation of development programs was discussed. Further chapter, the statement of the problem, research questions and objectives, justification of the study, the scope and constraints of the investigation, and ultimately the theoretical framework employed in the analysis have been all highlighted. The next chapter reviews relevant literature.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this section, review of literature was done on the role of community radio programmes in development programs implementation in Vihiga County, the role of audience involvement in the development programs implementation in Vihiga County and the challenges facing community radio in development programs implementation in Vihiga County.

2.1.1 The Role of Radio Programmes in the Implementation of County Development Programs

White (2011) argues that unlike commercial radio stations, an effective community radio should present meaningful news to its audience; with national news items carefully selected and edited by those well-versed in socio-political, economic and environmental issues so that the items aired can impact on the concerned community. What should be aired ought to be only news, debates and discussions which are advantageous and relevant to the local people. An ideal community radio should generally air, with call-in contributors, weekly programmes touching on issues of paramount importance to the local people and carry interview programmes on those in charge of key projects, for the community members not only to learn from, but also from which to get a progress report (Ochichi, 2014).

Jallov (2012) notes that, although every community radio is different and would require its own unique programming, certain issues are a must for every serious community radio to tackle. These issues include; elections, women, conflict resolution, human rights and repugnant and outdated cultural practices. Most of these issues, when handled well, would give the station trust and credibility. Everything must be done therefore to get everybody on board and actively involved in development activities. According to Lutz (2011), community radio programmes should be able to facilitate the process of cultivating peace and harmony among rural

communities. He adds that an effective community radio should be a defender of human rights and a protector of communities against retrogressive cultural beliefs. When the police, for example, act as if they are above the law, brutalizing innocent community members, it is the radio which can enlighten the people on what to do.

Metcalf (2007) notes that a study conducted in Southern Madagascar found that 89% of those interviewed indicated that they received information about HIV/AIDS via radio. Alumuku (2006) documents successes in Mali where the main source of HIV/AIDS information was radio, and in Mauritania where Radio Barkeol played a major role in the decrease of rates of worm infestation. In a study in Tanzania by Mediae Company (2010), 85% of the respondents who listened to a radio *soap opera* about reproductive health, child-parent relationship, hygiene, sanitation and tuberculosis changed their behavior because of the influences of the messages in the radio programmes.

An effective community radio should have an on-going capacity building programme to train new personnel to replace those who leave the station for better-paying jobs elsewhere. According to Chiliswa (2011), this capacity development should not focus on only community radio management and staff, but also cover some community members who would later be used to fill positions of workers who depart the station. Community radio should also carry out research regularly to get feedback from the listeners so as to be able to gauge how it is doing in the attainment of its objectives.

2.1.2 The Role of Audience Involvement in the Implementation of County Development Programs

Community radio is an important platform where rural people can engage one another to better their lives. Rural people have useful and applicable indigenous knowledge they can share among themselves using radio, for their own survival (Egargo, 2008). Self-actualization is attained when

people employ their own skills and abilities to achieve their objectives, besides promoting ingenuity, and fostering pride, dignity and autonomy. Community radio is a catalyst that brings players of various sectors; agriculture, health, environment, education, and others together to embark on a problem-solving venture (White, 2011). It can facilitate debates, dialogues, interactions, discussions among different sectors of the community to diagnose their problems, look for solutions, determine the cause of action, set up an organization from within which the radio and community members can operate.

White (2011) points out that for community radio to be successful, it has to be organized around community sectors. Regular collective listening of programmes can enhance empowerment especially if the listening is followed by discussions. According to Jallof (2012), listening club discussions, if they happen to reach the station and are aired, can improve the quality of programming. The station can also use the listeners' discussions to impress upon the government to address various community issues raised by listeners, for example, in health, economy and environment sectors. Community radio can then begin to work with the sector representatives after community mapping has been done and the programme producers and presenters know who is who in the broadcasting area; who represents farmers, the marginalized and disabled.

It is only possible for community radio to fulfill its developmental goals if its programmes are thoroughly researched, shaped, and relayed in the local language and in a way that is understandable to the audience (Jallof, 2012). To assist individuals, make educated decisions, the radio supports knowledge sharing through this method. Listeners become proud and understand the information more quickly when the message is conveyed in their own tongue. A wide range of topics are covered, including politics, women and gender issues, dispute resolution, human rights, and the repugnant conventional beliefs. Its editorial board consists of

farmers, teachers and health professionals as well as sports enthusiasts and fishmongers, human rights activists, local leaders and environmentalists, as well as conflict mediators, local women's leaders and election officers. Content, production, and presentation are all under their control.

Alumuku (2006) points out that community radio is a distinctive medium for social transformation since it provides amusement, enlightenment, the urge to facilitate change, progress, and better living situations. In any area, those who have expertise dealing with people in the community should be the first persons considered for program-making, and the bulk of these people should be volunteers. Many volunteers, including those who are working, and unemployed young adults. These professionals, from a variety of fields, use the radio to share their knowledge with others in the community.

Participatory development necessitates enlisting the help of as many people as possible. It is critical for the radio to discover people who are willing to participate in society and sit down with them to figure out how they can work together. It's important to note that in situational analysis, the people who will benefit from the programme are the ones who are charged with determining what the development problem is and how to solve it (Alumuku, 2006). Audience participation in Malaysian local radio stations was found to be high in terms of listenership and low in terms of feedback, as well as low in terms of the audience's involvement in the development of radio programmes. (Md. Salleh Hj. Hassan and Adam Tanko Zakariah 2009). This study, was interested in finding out if the registered community radio stations in Vihiga county engaged listeners in the creation of broadcast content and if the feedback they received was used to refine broadcast content and thus enhance the implementation of development programmes.

2.1.3 The Challenges facing Community Radio Stations in the Implementation of County Development Programs

Many problems have arisen in the construction and expansion of community radio even though this sort of media has immense potential to help communities grow all-around (Anduvate, 2014). This includes funding constraints, unequal working conditions dominated by commercial radio stations, lack of community ownership or engagement, political clout and a shortage of technical and administrative skills coupled with rapid turnover (Sharma, 2011).

As a result of these issues, it is difficult for community radio stations to deliver high-quality programming in terms of content, quality, consistency, and participation from the local community radio community. For a station to maintain its audience's trust and loyalty, it must continue to provide high-quality programming and consistently meet their needs. It is impossible for a community radio station to operate without the support and participation of its intended audience. When a community is formed around a community radio, Jallof (2011, in da Costa 2012) believes that the community's involvement in programming and other aspects of running the radio contributes to or detracts from its long-term viability.

Typically, community radios are small, low-power stations that are established to meet the specific needs of the areas they serve. Most of these stations have a small staff and funding. The local community is responsible for the station's management, programming, and financing (Alumuku 2006:22). Those without a voice, marginalized groups, and communities that are too tiny to attract commercial or large-scale radio stations are its target audience (Girard 1992, in Banjade 2007). Community radio stations face an uncertain future since local communities lack the resources to effectively fund their operations. Some of the main obstacles to the growth of community radio are the lack of long-term financial support. In the long term, community radio

stations would be unable to compete with financially successful commercial radio stations in their market because of a lack of suitable funding.

Due to the stations' low financial means, they are likely to fall behind in terms of embracing new technological improvements and retaining the best human resources. Community radio is also in danger from competing political agendas. To ensure control of radio and thus control of the masses is a goal for politicians.

2.1.4 The Implementation of County Development Programs

Development is a process of change aimed at enhancing or improving the quality of man's life and surroundings. It entails the provision of chances for the fulfilment of human potential and aims to transform society (Haqqani, 2003). For national development to be truly successful, it must provide more choices for people, better nutrition, health services, more secure livelihoods, freedom of expression and participation in community activities and greater access to knowledge (Malik, Aaliya, and Sabeha, 2015).

Previously, development was seen to be synonymous with economic expansion, which would lead to gradual transformation of the economy hence society (Anduvate, 2014). But after World War II, civil society groups grew, and this broadened the scope of development to human development, democracy and governance, environmental preservation and natural resource management. As a result, the ability of individuals to better their own circumstances and those around them has been equated with progress. When communities are given the opportunity to take control of their life, express their own aspirations, and look for answers to their problems development can take place (Narayan, 2002).

Kenya, like the rest of the globe, is focusing on rural development, which is the long-term improvement of the lives and welfare of rural communities (World Bank). Adisa (2020)

categorizes initiatives that would strengthen and support sustainable rural development into the following categories: improving local, district, and provincial governance, fostering the growth of productive industries and mining, tourism, environmental management of natural resources, strengthening institution, health, research and extension.

The need for more inclusive and participatory development initiatives has increased as the global clamor for broader democratic space has gathered momentum. People-centered development planning and execution systems like Kenya's devolved system of governance have replaced centralized bureaucratic planning systems (Anduvate, 2014). Among other things, the Constitution of Kenya (2010) mandates that the 47 county governments receive at least 15% of the national total revenue for the development of their respective counties in terms of education, health care facilities, water and sanitation facilities, local administration centers, rural access roads, recreational facilities, and the maintenance of the electricity grid, among other things.

The Constitution of Kenya (2010) stresses the need for community participation in the implementation of various development programmes in counties. Since community engagement fosters a sense of ownership, it gives the target community the power to chart and influence their development agenda. According to Lutz (2011), in order to get knowledge of their position and the development process, local people must establish their own needs and development goals and engage in the enactment of the process. The process of participatory development aims to achieve collective diagnosis of the community problems, succeed in the sharing of ownership of decision-making, generate the community understanding of their problem, attain the community's capacity building, and spur community involvement for community transformation (FAO, 2014). Ochichi, (2014) notes that participation helps to sensitize people to be more responsive to development programs in their local areas; involving people as much as possible in

making decisions regarding their development; organizing the disadvantaged to benefit from local resources, to access services, and to acquire bargaining power; promoting the involvement of people in planning and implementing development initiatives and in sharing of benefits; and involving people in actions that enhance their well-being. Implementation of development will succeed through participation as it can be designed and activities planned in a way that will enable the beneficiaries to contribute what little they may have, other than depending completely on funds from government or outside the community.

Community participation can be enhanced by communication and according to a survey by GEOPOLL on Kenya TV and Radio Audience Data, (February 2019) radio is one of the most commonly used and highly accepted modes of communication since it has the broadest reach of all the different types of mass media available. At least 89 percent of Kenyan adults listen to the radio weekly for news and information (Audience Scapes, 2009). Communication will make information about development operations available to the public, informing and persuading them to update and transmit the skills and knowledge required for growth. Communication enables everyone in a society to participate in solving a development challenge through discourse and the exchange of ideas. According to White (2011), community radio will enable contributions that are bottom-up and avoid situations where experts impose decisions on the rural poor.

2.2 Conclusion

This chapter reviewed literature in related previous studies on the role of community radio in development. Specifically, literature related to the role of radio programmes in community development, the role of audience involvement in community radio programmes, how the challenges facing community radio impact on implementation of development programs and literature on development implementation. This literature provides the study with information

necessary to further build on the knowledge of the role of community radio in development implementation. The next chapter presents the research methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the methodology for the study. The chapter discussed the research design, area of study, study population, sample and sampling procedures, instruments of data collection, reliability and validity, data collection procedures and data analysis and presentation.

3.2 Research Design

Kothari (2004) describes a research design as a conceptual framework within which research is conducted with the goal of obtaining meaningful data with the least amount of effort, time, and money possible. They are research programmes and procedures that range from broad assumptions to particular approaches for gathering and interpreting data (Creswell, 2009). The Study used a descriptive study design because it was appropriate for collecting data regarding individuals' variables as they appeared in a social system (Kothari & Garg, 2014). Descriptive research studies are important because they can employ both quantitative and qualitative methods when collecting, analyzing and presenting statistical data. These methods are expected to assist the researcher to answer questions about complex phenomena and understand relationships that exist between study variables (Onwuegbuzie & Leech, 2006).

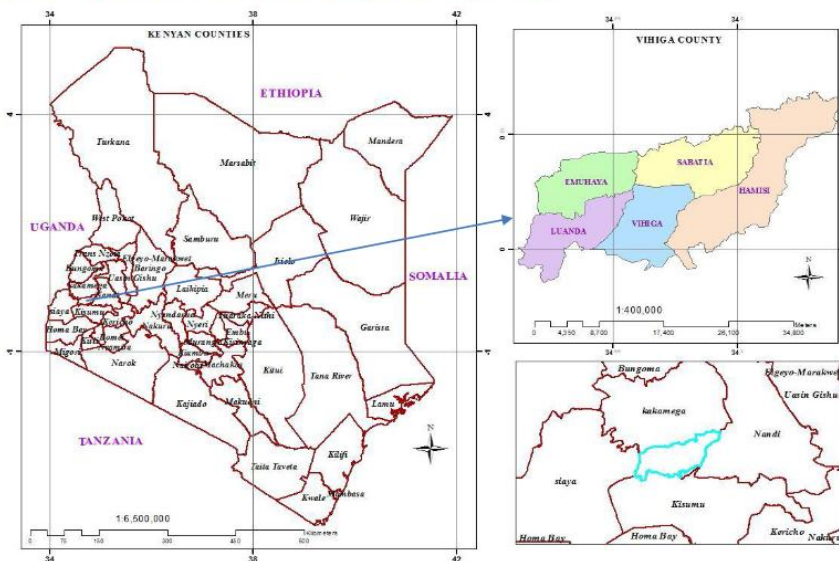
According to Kothari and Garg (2014), descriptive research design also aids in ensuring that pertinent data is acquired from the sampled community and may be utilized to form generalizations about the target group. The design further helps the researcher to use self-administered questionnaires and interviews. Questionnaires are relatively inexpensive and good when used to describe the features of a population that is large.

3.3 Study Area

A devolution assessment study conducted by *All Africa Advisors*, a United Kingdom-based advisory firm in September 2019 ranked Vihiga County at position 37 in terms of performance. Additionally, the report indicated that most members of the public were unable to locate where these projects had been initiated an indication they were not involved. Based on this survey and coupled with the Auditor General's report for 2017 informed the need for this study to be conducted in Vihiga County since service delivery was not at its best.

The study was conducted among members of the public above the age of twenty five years drawn from the five sub counties (Emuhaya, Luanda, Hamisi, Sabatia and Vihiga) of Vihiga County situated in western Kenya which has got both rural and peri-urban setups, Vihiga CGOs and CRS in the three registered community radio stations in Vihiga county namely; Vihiga FM 105.0, Anyole Radio 101.2 FM and 88.3 FM Radio Samaritan (CAK 2020). The geographical location of Vihiga County is as shown in Figure 3.1 below:

Map 1: Map of Kenya showing the Location of Vihiga County



Source: County Department of Physical Planning

Figure 3.1: Location of Vihiga County

3.4 Study Population

The target population constituted 118 CGOs obtained from the Vihiga County Human Resource registry, community radio Staff, (CRS) from each of the three community radio stations (CRS) in Vihiga county totaling to 60 was taken from each of the radio stations directorates of personnel management. The population size for the three community radio stations were distributed as follows; 21 for Vihiga FM 105.0, 16 for Anyole Radio 101.2 FM and 23 for 88.3 FM Radio Samaritan. Members of the public were selected from all people above the age of twenty-five years from the department of finance and planning (KNBS 2019) in the County Government of Vihiga for the list of households. This group, based on age was selected because they could make individual judgment and decisions. The target population for the public was 331,654 people and were sampled from their respective wards as shown on table 3.1. During the development of the sample frame, the researcher collected all these lists and harmonized them to produce a consolidated list that was accurate, reliable and which could be used to select individuals to participate in the study (Creswell, 2014). Therefore, the total study population was 331,832. As shown in Table 3.2.

Table 3.1: Target Population

No	Ward	Population over 25years
1	Tambua	11,175
2	Banja	13,475
3	Jepkoyai	11,394
4	Shiru	13,355
5	Muhudu	9,962
6	Shamakhokho	16,465
7	Gisambai	12,828
8	Chavakali	7,495
9	Busali	14,168
10	Wodanga	13,120
11	Sabatia West	12,857
12	North Maragoli	11,055
13	Lyaduywa/Izava	15,311
14	Lugaga/Wamuluma	17,433
15	Central Maragoli	13,975
16	South Maragoli	11,537
17	Mungoma	11,840
18	North East Bunyore	21,473
19	Central Bunyore	16,335
20	West Bunyore	19,040
21	Luanda Township	8,613
22	Luanda South	11,956
23	Emabungo	12629
24	Mwibona	10,381
25	Wemilabi	13,782
	Total	331,654

Source: KNBS (2019)

3.5 Sample Procedure and Sample Size

3.5.1 Sampling Procedure

Creswell (2014) suggests that when the target populations for the strata are not homogeneous, the sample size for each stratum should be calculated differently using a different criterion. In the selection of the sample, stratified sampling technique was applied to categorize the population into its respective strata of CGOs, CRS and members of the public. Based on this, since the target population for CGOs and CRS was small compared with the public and could not allow for the use of proportion to size, 10% of Mugenda & Mugenda (2014) of the target population for the two categories, CGOs and CRS were selected to participate in the study and the general

public sample size was calculated using Glenn Israel’s sampling formula (1992). To select the participants to respond to the instruments, multiple stage cluster sampling was used during which significant clusters of the selected population were split into groups and sub-groups at various stages to make it simpler for primary data collection. In this case the sample for the general public was grouped per sub county then sub grouped per ward. Thereafter simple random sampling technique was applied in all the wards to administer the questionnaires to the general public in Vihiga County (see table 3.3). Additionally, purposive sampling was applied to identify both CGOs and the CRS to be interviewed.

3.5.2 Sample Size

Sekaran (2003), defines sampling as the process of selecting a number of elements from a population which is sufficient so that a study of the sample can be undertaken so as to understand the characteristics which would be used to make generalizations about the population.

Glenn Israel’s sampling formula (1992) was used to sample 400 members of the general public from a total population of 331,654 members of the general public from twenty-five wards in Vihiga County. The formula has 95% confidence level and precision of ±5%, which was used to calculate the sample size of the general public. The sample size was calculated as shown below:

$$n = \frac{N}{1+N(e)^2}$$

Where

n- Sample size

N –Population size

e- Level of precision

$$n = \frac{331654}{1+N(e)^2}$$

$$1+331654(.05)^2$$

$$n = 1+331654 \times 0.0025$$

$$n = \frac{331654}{1+829.135}$$

$$n = \frac{331654}{830.135}$$

$$n = 399.518$$

$$n = 400$$

Sample size= 400 members of the general public.

Table 3.2 shows the sample size distribution as elaborated under the sampling procedure section on a non homogeneous target population.

Table 3.2: Sample Size

Category	Target Population	Percentage Proportion	Sample Size
County Government Officers (CGOs)	118	10% target Population	12
Community Radio Staff (CRS)	60	10% target population	6
Public	331654		400
TOTAL STUDY POP	331,832		

Source: Research data 2020

Table 3.3: Sample Size Distribution per Sub county and Ward

No	Sub County	Population above 25 yrs Per Sub county	Sample Size Per Sub County	Ward	Population above 25 yrs Per Ward	Sample Size Per Ward
1	Hamisi	88,654	108	Tambua	11,175	14
				Banja	13,475	16
				Jepkoyai	11,394	15
				Shiru	13,355	16
				Muhudu	9,962	12
				Shamakhokho	16,465	19
				Gisambai	12,828	16
2	Sabatia	74,006	89	Chavakali	7,495	9
				Busali	14,168	17
				Wodanga	13,120	17
				Sabatia West	12,857	16
				North Maragoli	11,055	13
				Lyaduywa/Izava	15,311	17
3	Vihiga	54,785	63	Lugaga/Wamuluma	17,433	20
				Central Maragoli	13,975	16
				South Maragoli	11,537	13
				Mungoma	11,840	14
4	Emuhaya	56,848	70	North East	21,473	26
				Bunyore		
				Central Bunyore	16,335	21
				West Bunyore	19,040	23
5	Luanda	57,361	71	Luanda Township	8,613	11
				Luanda South	11,956	14
				Emabungo	12,629	16
				Mwibona	10,381	14
				Wemilabi	13,782	16
TOTALS		331,654	400		331,654	400

Source: KNBS (2019) and Research Data 2020

3.6 Data Collection Techniques

In this study, primary data was gathered from key informant interviews and questionnaires while secondary data was sourced through library research and internet search. The data collection began in November 2020 through to January 2021, with the help of five research assistants. Interviews were scheduled and carried out with the CRS & CGOs and Questionnaires administered to the general public.

3.6.1 Questionnaires

Structured and semi-structured questionnaires were given to 400 people who were members of the general public. Questionnaires are used to collect data from a population and are designed to address specific study objectives, research questions, or hypotheses (Mugenda and Mugenda, 2003). This helped in validating the study and ensured that weaknesses in one method were made up for by the strengths of a different method. The questionnaire comprised questions related to the role of community radio programs on the implementation of county development programs in Vihiga County, the role of audience involvement in community Radio programs on the implementation of county development programs in Vihiga County and the impact of challenges facing community Radio stations on the implementation of county development programs in Vihiga County. Only 348 questionnaires out of 400 were returned. The questionnaires were coded using numbers (001-348). (Refer to Appendix: B).

3.6.2 Interviews

Interviews were conducted using semi structured interview guides. Denzin and Lincoln (1994), noted that this approach allowed the interviewer to concentrate on specific issues and is more focused. According to Kothari (2004), interviewing as a method entails presenting oral-verbal cues and responding with an oral-verbal response. This was done to corroborate the information gathered through the questionnaires.

Twelve CGOs from Vihiga County and six CRS from three community radio stations under the study were interviewed. The interviews were conducted on different days in their respective offices. The interviews lasted between 15-30 minutes. The data was then collected using digital voice recorder, the CGOs were coded using letter Y (1-12) and the CRS were coded using letter X (1-6). The interviews mainly focused on information based on radio programs, audience

involvement, challenges facing community radio stations and implementation of county development programs. (Refer to Appendix C and D).

3.7 Reliability and Validity of the Instrument

The pre-test method was used to estimate the reliability of the instruments. Data collection tools were pre-tested two months before the main field work. This enabled fixes and revisions to be made to items that respondents perceived to be irrelevant or confusing. The questionnaire and interview schedule were pre-tested in Kakamega County's Shinyalu Subcounty.

The responses to items on the questionnaire were assigned numerical scores. Moreover, the variables in the questionnaire were developed based on the tenets of the theoretical framework and objectives of the study. The responses to the questions in the questionnaire ranged from “Strongly disagree” to “Strongly Agree,” the responses were scored from number 1 to 5.

The tentative interview schedule was tested on six respondents who were CGOs charged with project implementation in Kakamega County and four CRS. Some of the questions on the interview schedule were less probing and not sufficient. Additionally, some questions were also repeated. It was therefore necessary to remove the repeated questions and redo the other vague questions.

Reliability refers to the level to which data collection technique yields consistent findings when similar observations are done and would enable similar conclusions to be reached by other researchers if they used the same tool (Saunders, 2007). According to Joppe (2000), reliability is defined as the property of a research instrument that demonstrates that the results obtained are consistent over time and an accurate representation of the total population under study; if the outcome discovered can be reproduced using a similar methodology, the research instrument is reliable. Internal consistency was used to determine the study's reliability.

Internal consistency quantifies the instrument's consistency and examines how effectively a collection of items assesses a specific behavior or trait within the test (Drost, 2012). Orodho (2009) states that a questionnaire has strong internal consistency if the Cronbach alpha coefficient of a scale is .7 or greater. The Cronbach's alpha coefficient was employed to determine reliability. In the current study a Cronbach alpha coefficient was established as indicated in Table 3.4.

Table 3.4: Cronbach’s Alpha Coefficients for internal Consistency of the instruments

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.699	34

Source: Study Data 2020

The reliability test results in this study indicated that the instruments had sufficient internal consistency. Refer to Table 3.4.

Validity is defined as the degree to which the results accurately reflect the variables being measured. Mugenda & Mugenda, (2003) describe it as the degree to which the outcomes of data analysis accurately reflect the phenomenon under investigation. If research has a high degree of validity, it delivers conclusions that are consistent with the physical or social world's genuine traits, characteristics, and changes. The term "content validity" refers to the extent to which an assessment instrument is relevant to and reflective of the construct being measured. The best assessors of content validity are subject matter experts or individuals believed to occupy higher levels of the construct being tested. According to Borg and Gall (2003), expert judgement improves an instrument's content validity. As a result, help was sought from the supervisor and other specialists from Maseno University's Media Technology Department, whose feedback was used to revise the questionnaires and interview schedules prior to finalization.

3.8 Data Analysis and Presentation

Kothari and Garg (2014) define data analysis as the process of examining what has been collected and making deductions and judgments. The completed questionnaires were edited for completeness and consistency prior to processing the responses. The data analysis process began with the categorization of data from questionnaires prior to being coded and examined. Both descriptive and inferential statistics were used to analyze the data.

The data collected was cleaned, fed into the computer then analyzed through the Statistical Program for Social Sciences (SPSS) version 22. SPSS is data analysis software that has the capacity to analyze very large and complicated data. From descriptive percentages and frequencies were computed. Through the rating scale, the items in the rating scale had the options of Strongly disagree (SD)=1, Disagree (D)=2, Neutral(N)=3, Agree(A)=4 and Strongly Agree (SD)=5. Mean rate of 1.0 will indicate the factor has a very low influence while 5.0 very high influence. Responses for each item on the Likert scale was counted, tallied and converted into percentage of the total expected respondents in each category and presented according to the theme of the question item.

Qualitative data obtained from interviews was transcribed and organized into various themes and sub themes according to study objectives and analyzed thematically. The data was then reported in verbatim.

3.9 Ethical Considerations

The study commenced with obtaining a letter of authorization from the Maseno University, School of Graduate Studies (SGS) which facilitated the application for an ethical approval by Maseno University Ethics and Review committee (MUERC) to proceed on to collect data. Consequently, the study only commenced after seeking permission from the respective authorities and after explaining to them the purpose of the study. This was done without

revealing details about the study that would make the respondents arrive at pre-formed opinions. The respondents were expected to voluntarily participate in the research. The data collected in form of hard and soft copies was kept under lock and key by the researcher and was only used for the purposes of the study and this was communicated to the respondents beforehand.

3.10 Conclusion

The research approach has been covered in detail in this chapter. The study has outlined the research design and data collection techniques. The role of piloting and its contribution in alleviating any issues that would have limited the achievement of the study objectives has also been discussed. The next chapter presents and discusses the analysis of the collected data.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter covers data analysis, presentation, and discussions of the study. The research findings were presented based on the following objectives of the study which were to: Identify the role of radio programs by the Community Radio stations in the implementation of county development programs in Vihiga County, establish the role of audience involvement in implementation of county development programs in Vihiga County; and establish the challenges facing community radio stations in the implementation of county development programs in Vihiga County. The quantitative data were analyzed using descriptive statistics. The descriptive statistics was used to describe and summarize the data in form of tables, frequencies and percentages. The statistical package for social sciences (SPSS) version 22 was used to analyze quantitative data.

Qualitative data were reported through verbatim excerpts using thematic analysis approach. This was after interviews conducted with twelve CGOs from Vihiga County and six CRS from the three community radio stations –took place as expected, representing a 100% response rate. The results were interpreted based on the responses given by the respondents.

4.2 Response Rate

The study participants were drawn from three community radio stations, Vihiga county and the general public which comprised 400 members of the public, 12 CGOs and 6 CRS.

The data for questionnaire response rate is presented in table 4.1

Table 4.1: Questionnaire Response Rate

	Number Sampled	Return rate	Percentage
Participants	400	348	87 %

Source: Survey data (2020)

A total of 400 questionnaires were administered to the members of general public who were selected to participate in the study. Out of these 400 respondents, 348 completed and returned the questionnaires. This response rate was supported by Mugenda & Mugenda (2014), who stated that a response rate of 50% is appropriate for analysis and reporting, while a response rate of 60% is acceptable, and a response rate of 70% or greater is excellent. The 87 percent response rate achieved in this study was adequate for analysis and reporting.

4.3. Results and findings

4.3.1 Demographic characteristics

Table 4.2: Demographic Characteristics

		FREQUENCY	PERCENTAGE
Gender of the Respondents	Male	189	54.3%
	Female	159	45.7%
	TOTAL	348	100
Education Level of Respondents	Primary	25	7.2%
	Secondary	146	42.0%
	College	114	32.8%
	Undergraduate	44	12.6%
	Post Graduate	19	5.5%
	TOTAL	348	100
Age of Respondents	18-30 years	57	16.4%
	31-40 years	100	28.7%
	41-50 years	121	34.8%
	51 and above	70	20.1%
	TOTAL	348	100

Table 4.2 shows that 54.3% of the respondents were male while 45.7% were female. In relation to academic qualifications of the respondents, 7.2% had primary education Certificate, 42% had secondary education, 32.8% had college certificate qualification, 12.6% had bachelor's degree while 5.5% had post graduate qualification. Therefore, the respondents in this study had qualification across all levels of education in Kenya and could be considered capable of adequately responding to the questionnaire. Lastly, the study sought to find out the age of respondents. Out of 348 respondents, 16.4% were between the age of 18 years and 30 years, 28.7% were between the age of 31-40, 34.8% were between the age of 41 to 50 while 20.1%

were aged 51 years and above. This therefore shows that majority of respondents fell within the age bracket of 31- 40 and were mature enough to provide good judgment to the questions posed.

4.3.2 Results and Findings on the role of Radio Programmes in the Implementation of County Development Programs

The study examined the role of community radio programmes on the implementation of county development programs in Vihiga County. In order to achieve this objective, community radio staff (CRS) were interviewed to establish the various categories of radio programmes presented to the listeners and whether these programmes focused on entertainment, county development, business advertisement and politics. The study also sought to establish whether community radio staff (CRS) utilized social media in engaging the audience on community radios and if the community radio staff (CRS) had access to county development programs to disseminate and sensitize the listeners.

The public's responses were presented in Table 4.3 while responses from the interviews were presented verbatim.

Table 4.3: Descriptive Results for Radio Programs

STATEMENT	SD %	D %	N %	A %	S A %.
There is a community radio in my sub-county	28 8%	28 8%	35 10.1%	102 29.3%	155 44.5%
Most people listen to community radio than other stations	28 8%	43 13.8%	15 4.3%	106 30.5%	151 43.4%
Most community radio programmes are on entertainment	29 8.3%	85 24.4%	25 7.2%	116 33.3%	93 26.7%
Most community radio programmes are on county development	56 16.1%	152 43.7%	76 21.8%	28 8.0%	36 10.3%
Most community radio programmes are on business advertisement	113 32.5%	142 40.8%	45 12.9%	12 3.4%	36 10.3%
The community radio in this area has helped sensitize people on county development program	139 39.9%	79 22.7%	42 12.1%	28 8.0%	60 17.2%
The county government communicates its development programs through community radio	74 21.3%	84 24.1%	15 4.3%	99 28.4%	76 21.8%
County government officers use community radio to engage people on development	99 28.4%	137 39.4%	15 4.3%	49 14.1%	48 13.8%

Table 4.3 shows how respondents rated the role of radio programmes on implementation of development programs in Vihiga County. The findings revealed that 44.5% of the respondents strongly agreed that there was a community radio station in their sub-county. The study revealed that most people 73.9% listened to community radio than other categories of stations. However, majority of the respondents 59.8% disagreed that most community radio programmes were on county development and neither did the radio programmes sensitize people on county development programs at 62.6%. The study also revealed that most respondents 73.3% agreed that most radio programmes were not on business advertisement. An interview with respondent X2 in interview X revealed that community radio stations did not sensitize the people on county development programs.

This was evident in the following statement:

Interviewer: *Do community radio stations in Vihiga County help to sensitize people on County development? And if so, through what approaches?*

Respondent X2: *"...having not known which programs and activities they have it may not be tenable to say we sensitize the people on the county's activities"*

67.8% of the respondents equally disagreed that the CGOs used community radio stations to engage people on development. This finding was further confirmed by respondent X1 from interview X in which he noted *"...it is true we used to invite county government officers to come into studio on need basis but along the way they refused since they were unable to respond to some of the questions from the public so nowadays we don't even bother to invite them since they don't turn up. Besides being unable to respond to the issues, it came out that they were uncomfortable to discuss some issues from their departments which to them ought to remain a secret."*

CGOs through respondent Y8 in interview Y concurred with the findings above and noted that;

“..... We rarely use community radio stations to engage the public on development. Most oftently we use town hall meetings, focus group discussions, and barazas. This also happens through meetings that are called by the Governor and in funeral services”

Further, respondent Y4 in interview emphasized the fact that community radio stations are not used to engage people on development by noting that;

“We have not had such a serious structure on how to communicate development through community radio stations but it is good to mention that the Governor and some members of the county assembly have once in a while gone on radio to articulate what they do as a government. Ideally, we have not utilized community radio to enhance and communicate county development programs.”

As to whether the county communicated its development programs through the community radio stations, 50.2% concurred with this observation an indication that there was some involvement of the community radios in communicating county programs. This was further upheld in a statement by respondent X3 from Interview X that *“.....Some scheduled programmes infused in them development issues, but these development issues are not structured within the community radio programming”*

Respondent X4 added that *“..... most of our programmes on radio focus on politics since most people who show more interest on participating in debates are politicians, it is only through this that some development issues may feature, but development is not a stand-alone segment..... in most cases we only talk about development when projects are being launched which comes in once in a while”*

When the opinions of the respondents were sought on ways in which the county can utilize community radio to enhance development, Respondent 097 noted that; *“.....the county should use the community radio to advertise tenders to enable citizens to be aware and apply,*

encourage county heads of departments to use the radio to inform people in the county of the functions of their various departments and projects being undertaken by their departments, and to make citizens understand the duties of county staff so that the people can hold them accountable.....that the county government should use the radio to enhance community participation, advertise public meetings, and use the radio to condemn corruption".

Additionally, respondent Y7 in interview Y concurred with respondent 097 by noting that;

".....the community radio stations can act as one of the best avenues to enhance development since the radio stations have a wide coverage unlike the usual barazas and funeral services. This could be through inviting and scheduling officers implementing the development programs in the various departments to come to the community radio stations to shed more light."

This therefore implies that, although community radio stations exist, have radio programmes, results from the interviews concur with the results from the questionnaires that the programmes are not tailored to advance county development programs, that the people are not sensitized on these programs and that the community radio stations together with the county government have not established a viable and sustainable collaboration through creation of structures for the utilization of community radio stations to achieve enhanced implementation of county development programs.

In line with Development Communication theory, Anduvate, (2014) emphasizes the importance of communication throughout the conceptualization, planning, execution, and assessment stages of development. That efficient communication, in addition to enlightening the populace, generates harmony, which is critical for the success of development programmes. In this regard, the community radio programmes are expected to infuse in them the development programs which would result in the sensitization of the listeners and hence result in social change and development. In addition, community participation of the listeners on radio programmes

provides a platform for feedback which Vihiga county can utilize to enhance program implementation. Participatory communication theory emphasizes on Community participation and dialogue, coupled with media advocacy as highlighted in the development communication theory, where Vihiga county should deliberately use community radio to constantly review and educate people on its programs would result in enhanced development programs implementation and anchor it on exchange of information and ideas. Locksley (1988) acknowledged that the social and economic contributions of the media to development are depended on the nature of the content delivered where direct development benefits flow from educating and informing the public. Affirming the importance of content of the media, Bryant and Zillmann (2002) argue that the media can contribute to development by bringing about beneficial changes in the behavior of individuals, groups, and organizations when media programmes and content are tailored to target audiences, and, to some degree, when it is interactive. This confirms the importance of tailoring community radio programmes to the development programs so that the listeners get sensitized, interact with the radio presenters and get to know the development initiatives by Vihiga county thus enhance implementation. Jallo (2012) notes that, although every community radio is different and would require its own unique programming, certain issues are a must for every serious community radio to tackle. These issues include; elections, women, conflict resolution, human rights and repugnant and outdated cultural practices. From Jallo's (2012) argument, community radio stations have a duty to serve the community by communicating issues that touch on the welfare of its listeners hence the need to closely put more attention on their programming to include content that serves the greater good of the community.

Hence these findings confirm that community radio stations can play a significant role in county development if its programming was well done to include county development agenda.

This analysis therefore accomplishes the first objective of the study that aimed to identify the role of radio programmes on community radio stations on the implementation of development programs in Vihiga County. It further sets the stage for the second objective that sought to establish the role of audience involvement on community radio stations in the implementation of development programs in Vihiga County.

4.3.3 Results and Findings on the Role of Audience Involvement in the Implementation of County Development Programs

This study examined the role of audience involvement in community radio programmes in the implementation of county development programs. In order to achieve this objective, community radio staff (CRS) were interviewed to establish whether they disseminated county development programs via radio, if they involved the people in creating broadcast content, used radio call-ins to engage the leadership and the people on county development and finally whether feedback from these call-ins was used positively to influence implementation of county development programs.

Audience involvement was conceptualized using eight statements. The researcher asked respondents to rate the statements provided based on a Likert scale ranging from 1-strongly disagree to 5- strongly agree.

The respondents rated effect of audience involvement on implementation of county development programs in Vihiga County. On the statement that ‘Language used on radio encourages audience involvement,’ most people 48.56% agreed that indeed language used on radio encourages audience involvement while 18.39% strongly disagreed 3.45% disagreed, 25.29% strongly agreed and 4.31% were undecided. This is in line with Girard’s (2003) argument that the development impact of media content is related to the relevance of the content delivered where relevance requires that content be readily accessible and meaningful to a broad segment of

society. This concurs with the findings of the study where the language used encouraged audience involvement since according to development communication theory, community participation enhances involvement of the people in their development through debates and dialogue among the stakeholders. Scott (2014) argues that development communication should be a social process anchored on discourse and utilizing a diverse variety of tools and strategies; a process centered on seeking change at several levels, including listening, creating trust, sharing information and skills, developing policies, debating, and learning for sustained and meaningful change. This can only be achieved by using the dominant language of the people.

These results are displayed on the following figure.

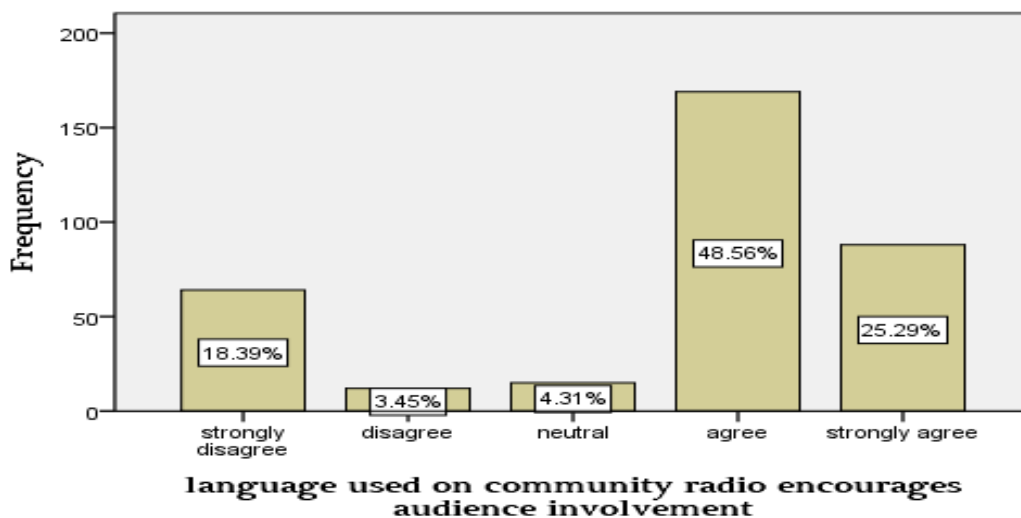


Figure 4.1: Responses on Language used on Community Radio Encourages Audience Involvement

On the statement, ‘Radio presenters communicate effectively with listeners’, majority of the respondents agreed at 50.9%, 33.3% strongly agreed, 12.4% disagreed while 3.4% strongly disagreed. Girard (2003) supports the idea of adapting and disseminating information so that it may be understood by a wide range of social groups. To achieve social mobilization; a process of bringing together allies to raise awareness and demand for a particular programme, assist in the

delivery of resources and services and strengthen community participation for self-sufficiency, it is necessary that both the radio presenters and the listeners communicate effectively, according to the development communication theory. Through social mobilization, all key stakeholders, ranging from members of the public, CGOs and the community radio fraternity are brought together for debates and dialogue to agree on the development programs prioritization and the implementation framework.

This information is shown on the following figure:

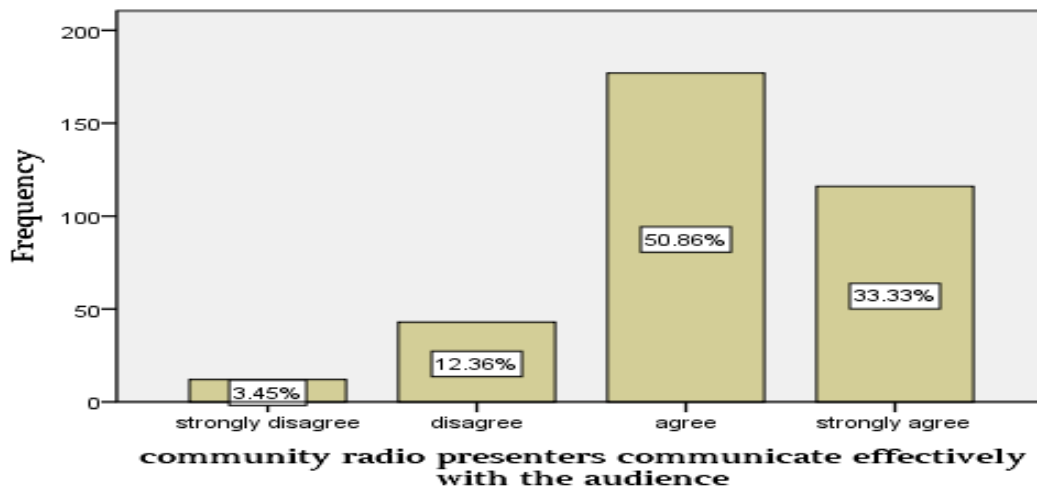


Figure 4.2: Responses on Effectiveness of Presenters in Communication with the Audience

On the statement, ‘Radio has programmes which engages the audience,’ 10.34% strongly disagreed, 25% disagreed, 8.33% were neutral, 37.93% agreed while 18.39% strongly agreed. The findings indicate that majority of the respondents agreed (56.32%) that radio has programmes which engage the audience. These findings concur with UNESCO 2005, which notes that audience involvement and participation facilitate informed debate, help correct the natural asymmetry of information, and serves as a watchdog and advocate when the media educates and informs. Participation and involvement of audience promote good governance in both business and government, and improve the functioning of measurable development impact. This therefore implies that, for community radio stations to be effective in enhancing Vihiga

county development programs implementation, the listeners must be involved through debates to know which programs have been initiated and in which specific sectors.

This is as shown in figure 4.3 below:

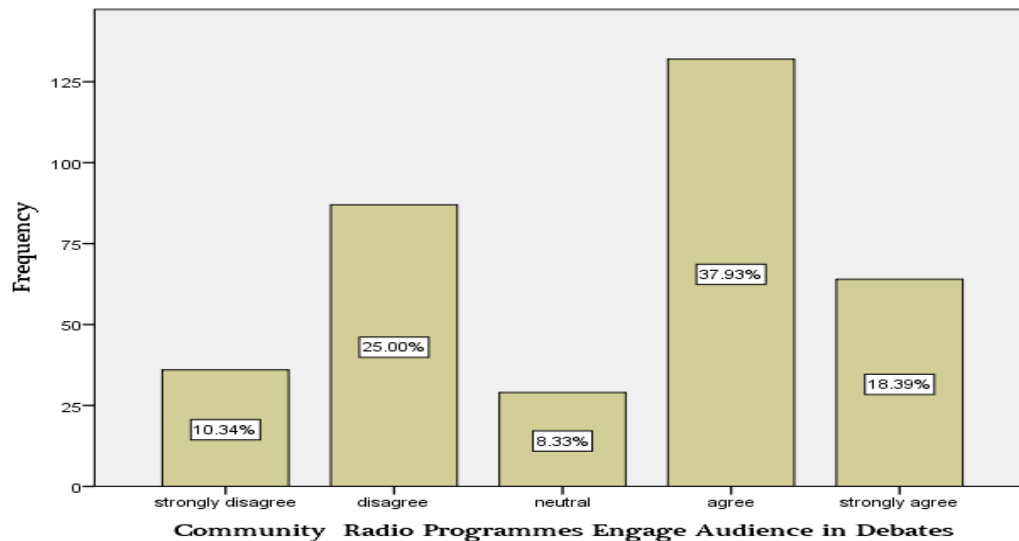


Figure 4.3: Responses on Audience Engagement in Radio Programs

On the statement, ‘The debates on community radio allow free audience engagement,’ 21.8% strongly disagreed, 14.1% disagreed, 16.7% were neutral, 32.5% agreed while 14.9% strongly agreed. The findings indicate that majority of the respondents (32.5%) agreed that the debates on community radio allowed free audience engagement. The results support Buckley, (2008), who argues that community radio helps to ensure the right to knowledge and community involvement by expressing the voice and opinions of grassroots people in the development process. A plural media environment, meaning a participatory, sometimes two-way, process and a variety of media providers covering a wide range of content themes, allows for increased access to information and a wider dissemination of knowledge within a country as it supports informed decision making, increased accountability, responsiveness and contribute to anti-corruption efforts, as stated by World Bank (2008). This is as shown on the following figure:

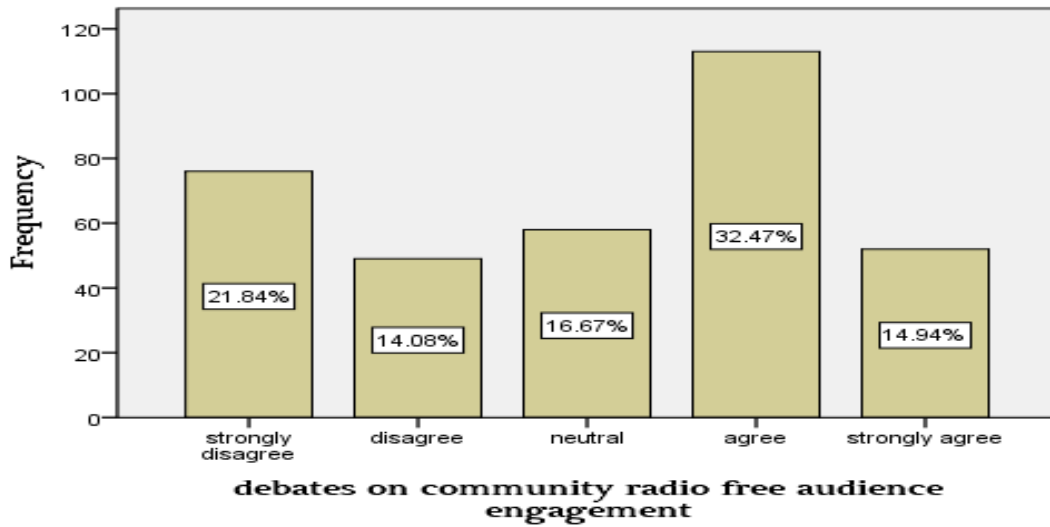


Figure 4.4: Responses on Community Radio free Audience Engagement

On the statement ‘The presenters mostly use voice calls to engage the audience on development,’ 34.48% strongly disagreed, 30.75% disagreed, 8.05% were undecided, 10.06% agreed while 16.67% strongly agreed. The results show that voice calls are rarely used to engage the audience on development. However, Akindele and Durojaiye (2003) suggest that radio phone-in programmes are popular venues for direct audience participation in order to expand knowledge, foster open conversation about health and other socially significant topics, and achieve persistent behavioral change. This therefore implies that for enhanced development programs implementation in Vihiga county, community radio stations ought to embrace the use of voice calls in engaging the listeners. In line with the development communication theory, voice call-ins and debates on radio enhance community participation. The results are as shown on figure 4.5 below;

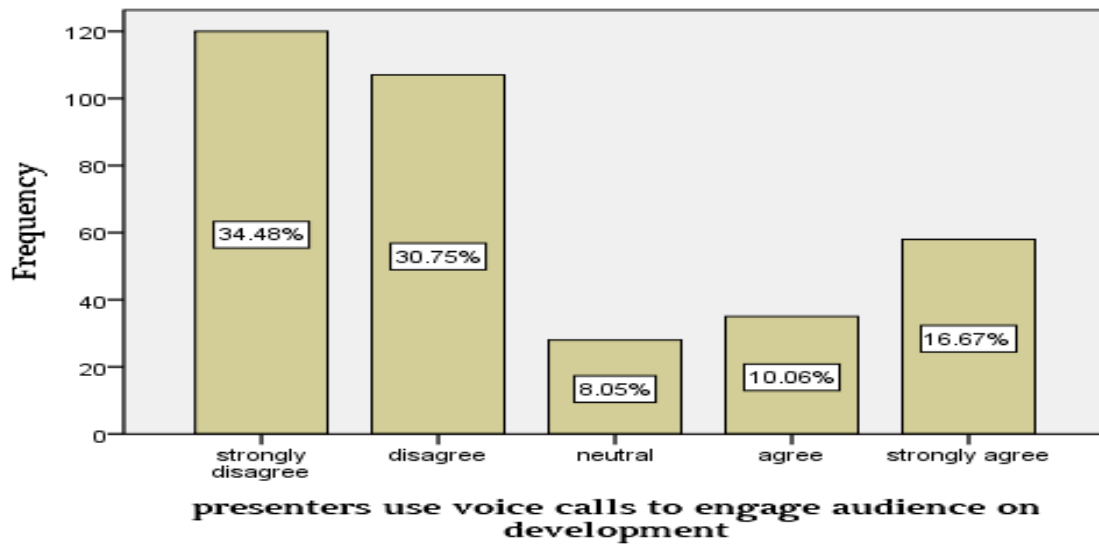


Figure 4.5: Responses on Presenters use of Voice Calls for Audience Engagement

On the statement ‘Social media is used to engage audience in most community radio communication on development,’ 29.89% strongly disagreed, 26.72% disagreed, 4.31% were undecided, 32.18% agreed while 6.90% strongly agreed. Most respondents 56.72% disagreed that social media was used to engage the audience in most community radio communications. This was further corroborated by a statement from respondent X1 in interview X who indicated that “.....as a radio station we do not have social media accounts but individual programmes have, like morning breakfast show has its face book page, different shows have different social media accounts as an initiative of the specific presenters but not as a framework by the management” These results are shown on figure 4.6;

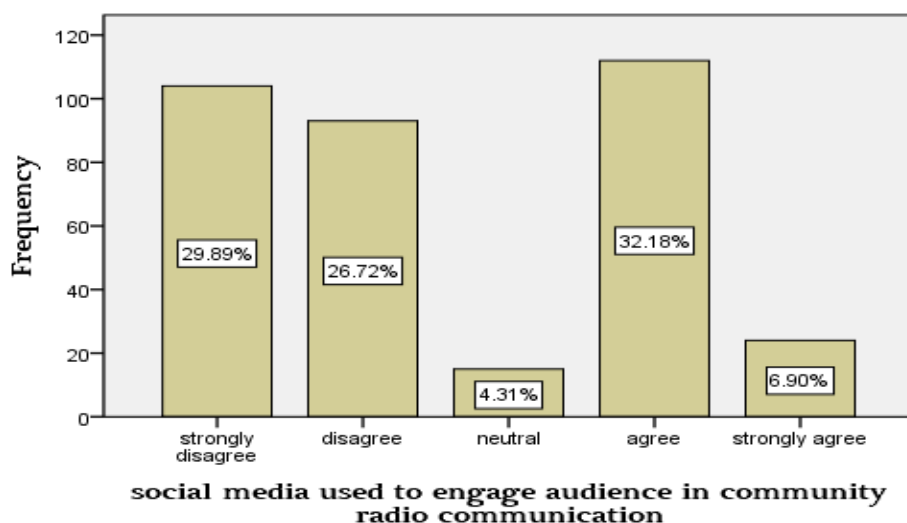


Figure 4.6: Responses on Use of Social Media to Engage audience in Most Community Radio Communication

On the statement ‘Listeners are involved in determining broadcast content,’ 39.66% strongly disagreed, 37.64% disagreed, 4.31% were undecided, 3.45% agreed while 14.94% strongly agreed as shown in figure 4.7 below;

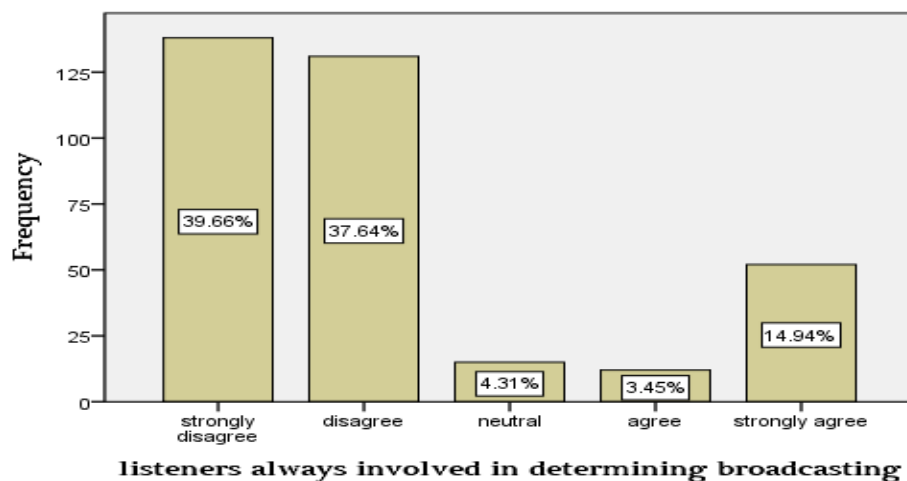


Figure 4.7: Responses on listeners’ Involvement in Determining Broadcast Content

On the statement ‘The community radio positively uses feedback from audience on its programmes,’ 21.26% strongly disagreed, 39.94% disagreed, 8.05% were undecided, 15.80% agreed while 14.94% strongly agreed as shown in figure 4.8 below;

Community Radio uses Feedback from Audience on its Programmes

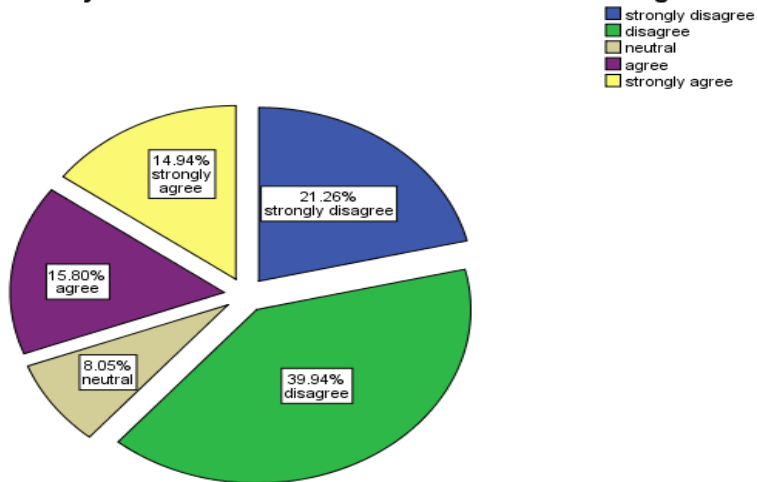


Figure 4.8: Responses on Whether Community Radio Positively Uses Feedback from Audience on Its Programs

The findings showed that majority of the respondents concurred 73.85% that the language used on community radio encouraged people participation. Majority of the respondents at 84.19% equally agreed that community radio presenters communicated effectively with the audience. Additionally, 56.32% agreed that there were debates on community radio stations which engaged the people and that community radios equally allowed free audience engagement 47.41%.

However, the findings revealed that most of the respondents 65.23% disagreed with the fact that presenters mostly used voice calls to engage the audience on County development. This was further upheld by a statement from respondent X2 from interview X who noted that: *"...in my Kiti Cha Moto show which discusses mostly politics, there is a moment for call ins but the call ins must stick to the theme, you go outside the topic I cut you short"*

Regarding whether the county officials who are in charge of County development are invited to the studio, respondent X6 in interview X concurred that *" the county officials are not invited one on one because when you invite them most of them will not even turn up because they fear they*

will be asked bad questions, we take the questions which are asked then share with the officials, but we rarely invite them"

The study further indicated that majority of the respondents 77.30% disputed the assertion that listeners were always involved in determining broadcasting content. Respondent X3 in Interview X concurred in a statement that "*broadcast content is determined by professionals within the radio station, the listeners may only be asked if they face any challenges related to the programmes, but broadcast content is purely for radio station personnel"*

Regarding positive use of feedback from the audience, majority of the respondents disagreed 62.20% with this statement. This position is further reaffirmed by a statement from respondent X4 in interview X who said: "*..... Feedback captured from the listeners is looked at by the management and where necessary may use it to enhance the operations of the radio station as long as the views captured do not interfere with the primary objective and vision of the radio station. But it is not a must, it is at the pleasure of the management, for example, for this radio station, dissemination of societal values is the centerpiece, anything outside this arrangement may not be given serious attention."*

The study sought the opinion of respondents on what should be done to increase audience participation on development matters through community radio stations. The following were the responses from the respondents:

Respondent 120 noted that "*...the county government should create tailor made programmes to communicate and ensure they involve communities and share success stories"*

Respondent 245 noted that "*...the county government should establish a docket and come up with a team which is able to liaise with community radio stations on development"*

Respondent 158 suggested that the county government can utilize community radio stations; *"...through initiating debates between leaders and the electorate on community radio, by using community radio to communicate ongoing and projected development projects to enhance public participation and financing community radio stations to enhance community reach"*

In line with development communication theory (Mozammel and Mazud 2012), In order to accomplish good change in development activities, development communication aims to build consensus and encourage knowledge sharing. Aside from distributing data, it uses empirical study, two-way communication with stakeholders, and dialogue. Using communication to bridge divides and take action towards change can lead to successful and long-term results in development communication. Melkote, Steeves *et al* (2015) note that development communication theory advocates for community participation and social marketing to enhance development. Community radio stations can enhance community participation through free audience engagement, debates, use of call-ins and social media accounts. Participatory communication theory (Tufte et al 2009) emphasizes on the empowerment of the people by providing with a platform on the community radio stations and offering them a voice through their involvement in deciding broadcast content. It is through these approaches that consensus among stakeholders will be achieved. Additionally, involvement of the listeners in developing broadcast content presents an opportunity for the listeners and other stakeholders to decide the sought of content to be included, hence giving room for the integration of development agenda into the broadcast content for dissemination to the public. It is through the above initiatives that Metcalf, Harford, and Myers (2007) argue that community radio contributes to stronger livelihoods, promotes gender equality and better health and education services, helps fight diseases, and raises awareness of environmental and sustainability issues in individual communities.

This analysis therefore accomplishes the second objective of the study that aimed to identify the role of audience involvement in community radio stations on the implementation of development programs in Vihiga County. It further sets the stage for the third objective that sought to assess the challenges facing community radio stations in the implementation of development programs in Vihiga County.

4.3.4 Results and Findings on the Challenges Facing Community Radio Stations in the Implementation of County Development Programs

The study sought to assess the challenges facing the use of community radio stations and its impact in the implementation of county development programs. Community radio staff (CRS) were interviewed to establish whether Community radio stations faced any challenges and how these impacted on the implementation of county development programs.

The challenges facing community radio stations were conceptualized using seven statements. The respondents were asked to rate the statements provided based on a Likert scale ranging from 1-strongly disagree to 5- strongly agree. The respondents rated the challenges affecting the use of community radio in implementation of development programs. Responses on the statements are as indicated in the table below.

Table 4.4: Descriptive Results on Challenges Facing Community Radio

	STATEMENT	SD	D	N	A	SA
		F	F	F	F	F%
		%	%	%	%	
24	The community radio in my county is not owned locally	166 47.7%	59 17%	12 3.4%	60 17.2%	51 14.7%
25	Community radio lacks local audience	113 32.5%	155 44.5%	37 10.6%	28 8.0%	15 4.3%
26	Most community radios lack financial support for airing local content	50 14.4%	13 3.7%	44 12.6%	166 47.7%	75 21.6%
27	Most community radios lack financial capacity to hire competent personnel	47 13.5%	43 12.4%	18 5.2%	126 36.2%	114 32.8%
28	Most community radios face political interference in programming	0	58 16.7%	36 10.3%	147 42.2%	107 30.7%
29	The community radios in this area have been established on political agenda	1 0.3%	37 10.6%	44 12.6%	186 53.4%	80 23%
30	Politics is the most dominant debate on most community radios	51 14.7%	55 15.8%	2 0.6%	187 53.7%	53 15.2%

The findings revealed that 47.7% of the respondents strongly disagreed that the community radio stations in their sub-county was locally owned. 44.5% of the respondents disagreed with the statement that Community radio stations lacked local audience. Majority of the respondents 69.3% agreed that most community radio stations lacked financial support for airing local content and majority of the respondents equally agreed 69% that these community radio stations lacked financial capacity to hire competent personnel. The study further showed that most community radio stations faced political interference in programming with most of the respondents agreeing 72.9%. Most respondents 76.4% agreed that the community radio stations in their areas were established on political agenda and that Politics was the most dominant debate on majority of those community radio stations (68.9%).

When the opinion of the respondents was sought on whether community radio stations face any challenges in their urge to enhance implementation of county development programs, the following were the responses from the respondents;

Respondent 101 averred that community radio stations suffered from: *"... lack of equipment to gather and collect information around the county for development. Electricity in running the radio stations operations is a challenge due to frequent blackouts and no backup system for electricity."*

Concerning Vihiga county government, respondent 216 noted that: *"...lack of coordination between the county government and the community radio stations whereby the county government doesn't utilize the radio well to highlight its development activities"*

Further, respondent 340 noted that the community radio stations are faced with: *"... Political interference by local politicians. Most of the radio stations lack finance to run and also employ"*.

The results were reaffirmed by a statement from respondent X1 in interview X who noted that: *"... accessibility to some of the deeper areas is a challenge. As a reporter you have to go to*

the ground to get to the areas yet there is lack of modern equipment.....sometimes we have to limit what is going on air particularly if it is touching on politicians since they may target to avenge on you if you report on them negatively."

Respondent X2 in Interview X also acknowledged just like respondent X5 in interview X and the respondents in the questionnaire whose opinion was sought whether community radio stations faced any challenges that community radio stations are confronted by a myriad of challenges and listed them as follows: *".....equipments in the studio are not up to standard, the head phones and the speakers are outdated, the servicing of the machines takes time, in addition, there is interruption by leaders on the programming who come anytime and you have to suspend your radio programme. When it comes to salary, we still have a problem, there are even months we have gone without salaries. Some members of staff have resigned due to the delay in salaries payment."*

Respondent X5 noted that: *".....we are overworked; no other radio station will you find a presenter in studio for nine to thirteen hours. Politicians call complaining and threaten that you won't work in that station again if your programmes touch on them. Our director has volunteered on several occasions when earphones are faulty by buying for us. Sometimes power goes off then the station just goes off since the generator has no fuel. Another challenge is insecurity particularly for night presenters who are not protected in anyway."*

The findings in this study relate to the challenges facing other community radio stations elsewhere. According to AMARC, Alumuku (2006), Chalisa (2007), Banjade (2007) and others as reviewed in the literature, other Community radio stations face similar challenges like staff turnover, inadequate equipment and political interference. The major solution to these challenges is to get funding. OECD, (2006) acknowledges that most developing countries, particularly in rural regions, face many challenges in the use, development and expansion of media platforms.

Such challenges include outdated regulations, inadequate access to capital, poor financial practices, and unstable business environments. Further, the challenge of the continuous exit of presenters lead to a high tendency of disappearance of radio programmes after individual presenters leave the organization as most programmes in radio stations are built around single individuals. *Simli Radio Station*, (2010) notes that most radio stations are faced with leadership problems as many may find it difficult to get a Station Manager which ultimately negatively affect service delivery and management of the station. These findings therefore indicate that due to high staff turnover and insufficient funding, the quality of community radio programming and broadcast content was compromised hence did not involve adequate stakeholder input to enhance community participation. Secondly, inadequate funding and poor equipment presented the radio stations as vulnerable and unreliable to its listeners in dissemination of the crucial Vihiga county development agenda, which in turn hampered the debates and constant dialogue with the community radio staff to enhance the implementation of the development programs. In addition, the political influence equally impacted negatively on the broadcast content and turned the radio stations into tools for political expediency. Myers (2011) concurs that lack of funds may make community radio stations depend on donors which may result in dependence on donors and donor dominance. He adds that this may erode community radio's 'community-ness' and lead to top-down imposition of programme content, influence of the agenda of the radio stations and make the community radio stations lose their independence and community control.

In line with the development communication theory (Melkote and Steeves, *et al* (2015), communication is expected to be utilized strategically in order for the community to acquire its desired development agenda. This could be through media advocacy and social marketing. Therefore, community radio stations can achieve this by developing broadcast content and radio programmes that endear the listeners to the development agenda that is integrated in the radio

programmes and the broadcast content. Media advocacy and social marketing can only be undertaken by competent community radio personnel and in a broadcast environment that has adequate equipment to undertake the process. From the findings, it is possible to deduce that if the challenges highlighted above which face the community radio stations in Vihiga County are mitigated, the operations of the community radio stations will result into enhanced implementation of county development programs.

4.3.5 Results and Findings on Implementation of County Development Programs

The study sought to examine the success of County Government of Vihiga in the implementation of its development programs. In order to achieve this objective, twelve CGOs were interviewed to establish whether County Government of Vihiga administration in outlining its development programs communicated the programs through community radio stations. The study sought to establish the following; Whether County Government of Vihiga involved the public in the identification and implementation of County development programs, whether most of these development programs had been fully completed and resulted in the empowerment of the people, whether completed projects in County Government of Vihiga received full community support, whether community members got an opportunity to discuss County development with their leaders on community radio stations in the County Government of Vihiga and whether CGOs used community radio stations to engage people on development.

The success on the implementation of county development programs was conceptualized using seven statements. The respondents were asked to rate the success of Vihiga county in the implementation of its development programs through statements provided based on a Likert scale ranging from 1-Strongly Disagree to 5- Strongly Agree. Responses on the statements are as indicated.

On the statement that ‘Many development projects have been fully completed on time,’ 28.2% strongly disagreed, 40.8% disagreed, 1.1% were undecided, 19.8% agreed while 10.1% strongly agreed. These findings are summarized in Figure 4.9 below.

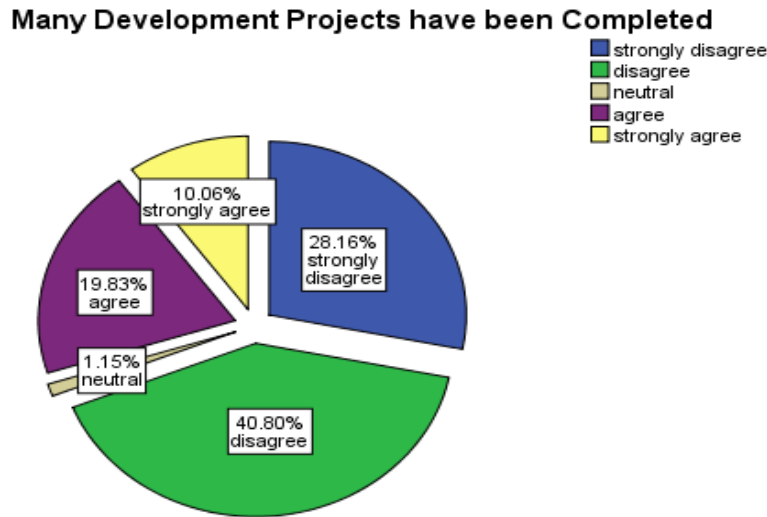


Figure 4.9: Responses on Completion of Projects

On the statement, ‘Most completed projects have received full community support,’ 30.17% strongly disagreed, 34.48% disagreed, 4.60% were neutral while 20.40% and 10.34% agreed and strongly agreed respectively. The summaries of the findings are shown in Figure 4.10 below.

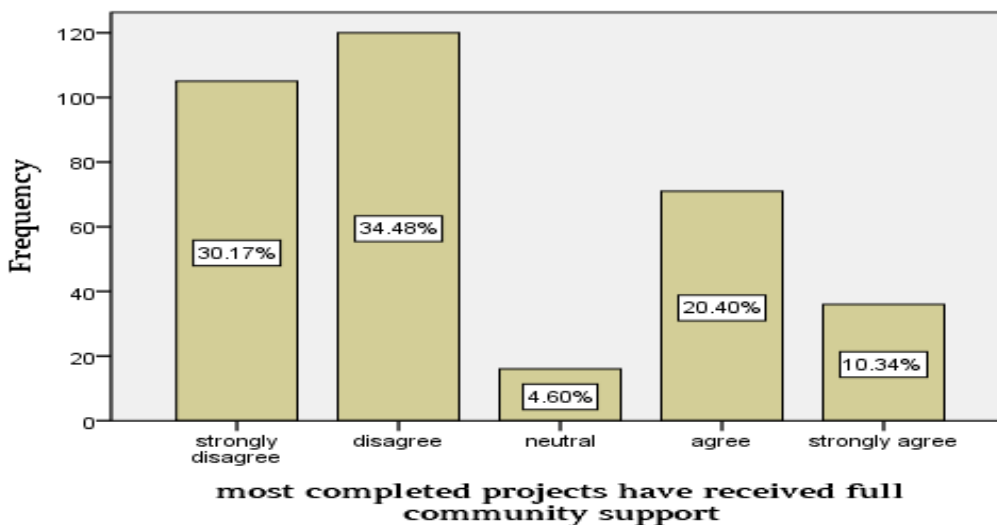


Figure 4.10: Responses on Community Support of Projects

On the statement, ‘The development projects have resulted in the empowerment of the people,’ 34.48% strongly disagreed, 18.39% disagreed, 16.38% were neutral while 20.40% and 10.34% agreed and strongly agreed respectively. The summaries of the findings are as shown in Figure 4.11 below.

Development Projects have Resulted in the Empowerment of the People

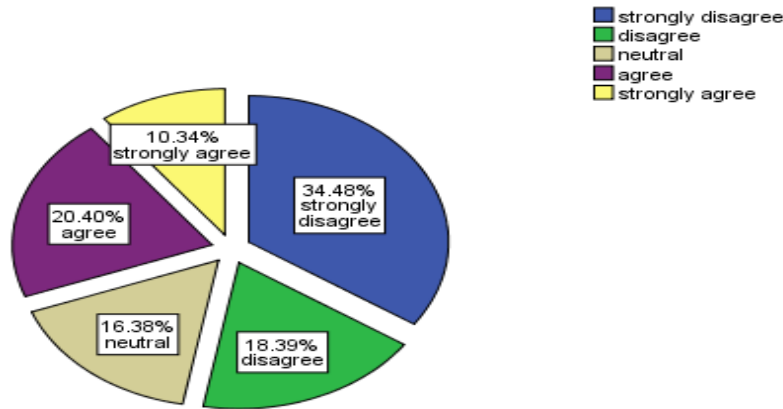


Figure 4.11: Responses on Whether Development Projects have Resulted in the Empowerment of the People

On the statement, ‘There is enhanced financial accountability in the county on project implementation,’ 27.87% strongly disagreed, 24.43% disagreed, 12.40% were neutral while 20.40% and 14.94% agreed and strongly agreed respectively as summarized in Figure 12 below.

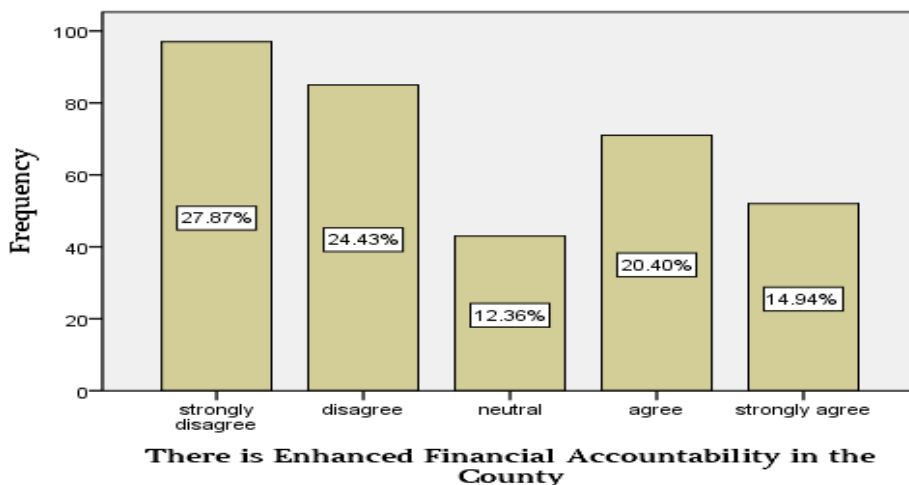


Figure 4.12: Responses on Enhanced Financial Accountability

On the statement that ‘The community has enhanced its watchdog duty of monitoring completion of projects,’ 34.20% strongly disagreed, 30.46% disagreed, 10.34% were neutral, 12.36% agreed while 12.64% strongly agreed as depicted in Figure 4.13 below. The percentages confirm that majority of the respondents recorded disagreement on the statement at 64.66%.

The Community has Enhanced its Watchdog Duty on Devpt Projects

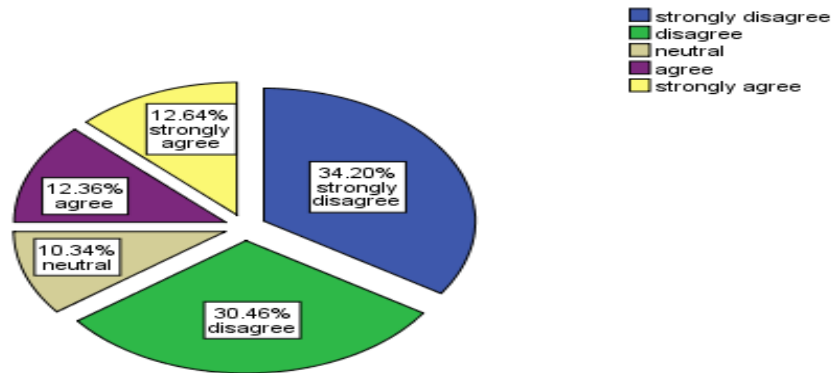


Figure 4.13: Responses on Watchdog Role

On the statement that ‘Most members of the community participate in project identification and implementation,’ 38.51% strongly disagreed, 30.75% disagreed, 10.34% were neutral, 8.05% agreed while 12.36% strongly agreed as depicted in Figure 4.14 below.

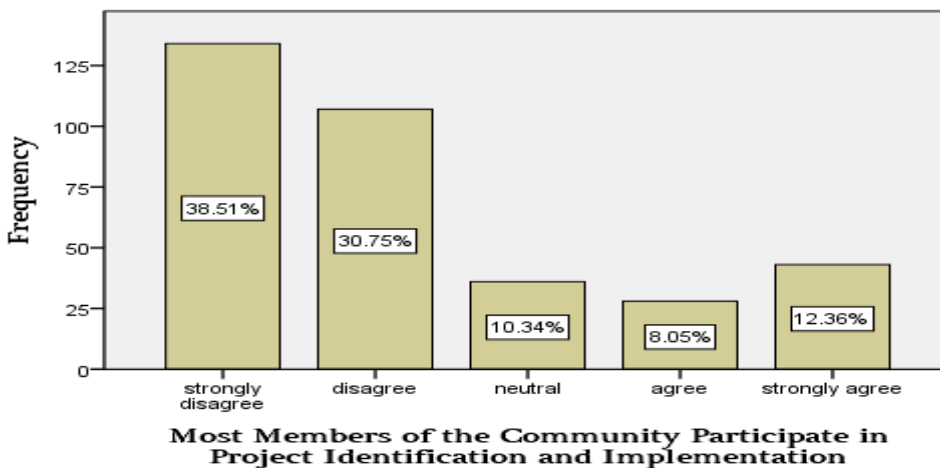


Figure 4.14: Responses on Community Participation in project identification

On the statement, 'Community members are allowed to discuss development programs with their leaders,' 15.23% strongly disagreed, 53.74% disagreed, 4.02% were neutral, 16.95% agreed while 10.06% strongly agreed. Figure 4.15 below illustrates the summarized findings.

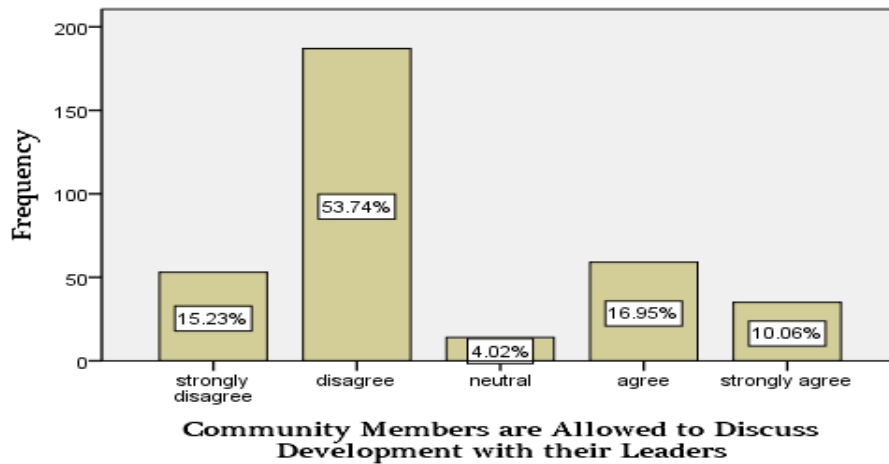


Figure 4.15: Responses on Participation of Community in debates with leaders on Community development

On the statement, 'County government officers use community radio stations to engage people on development, 15.80% strongly disagreed, 47.99% disagreed, 8.91% were neutral while 27.30% agreed as displayed in Figure 4.16 below.

County Government Officers use Community Radio to Engage People on Development

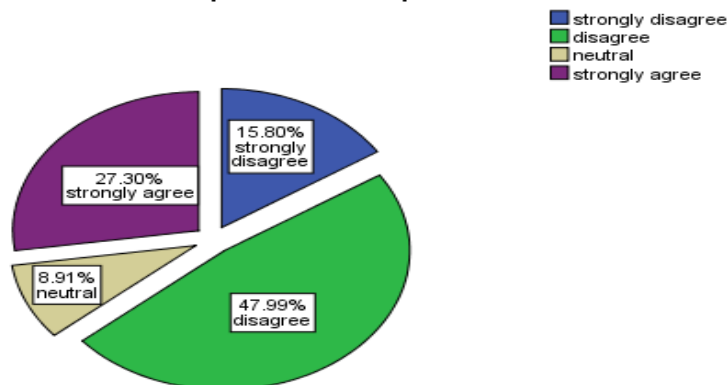


Figure 4.16: Responses on use of Community Radio by County Officers

The findings showed that majority of the respondents 50.86% disagreed that many development projects had been fully completed. Majority of the respondents equally disputed 68.96% that most completed projects had received full community support. Majority disagreed at 64.65% that the development projects had resulted in the empowerment of the people. Most of the respondents rejected the notion 52.30% that there was prudent financial accountability in the county. Regarding the enhanced community's watchdog duty of monitoring completion of development projects, majority of the respondents disagreed 64.66%.

The findings further revealed that most of the respondents disagreed 69.26% with the fact that members of the community participated in project identification and implementation. It was also revealed that most respondents 68.97% disagreed with the assertion that community members were allowed to discuss development with their leaders. Majority of the respondents disagreed at 63.79% that CGOs used community radio stations to engage people on development.

These findings were further upheld in interview Y in a statement by respondent Y1 that:

".....yes, Vihiga County has development programs but as a government I am not privy to the fact that the government utilizes community radio."

In interview Y with respondent Y6 regarding whether most development programs are completed, the respondent indicated that;

".... we have constraints in budgetary allocation which results into lack of full completion of projects. I would put the completion rate at fifty percent. As to whether these projects have resulted into the empowerment of the community, there is a disconnect, we have not utilized community radio to the maximum, as county government officers we are supposed to go to the community radio stations and explain to the community basically in the local language the inception and the nature of the projects so that part of the community offers both skilled and unskilled labor "

In interview Y with respondent Y9, the respondent noted that:

".....we do not involve the public in the identification of county development programs, in the sense that members of the county assembly identify and bring the projects for implementation, which is almost a drop-down approach. For example, during the times of the local authorities, we had what was called Local Authorities Service Delivery Action Plan (LASDAP), where members of the community engaged directly with the local authorities then to give a wish list of what they wanted implemented, then the projects were prioritized based on the resource envelop, therefore I can't confirm if the public is involved since the public is presumed to have been involved through members of the county assembly but not directly with the people."

The findings of the study indicated that majority of the respondents 64.65% disagreed that completed projects had received full community support this was further confirmed by respondent Y11 in interview Y who noted that:

".....the issue of acceptability to me matters, if you get the first step wrong again all the other steps will fail, for example if the community wanted a classroom then you go and do a water tank, you will find their priority was a classroom so they may not accept it because it was not what they wanted. But again, as we had said earlier that we have not engaged these people to know their needs..... for instance the markets which were constructed under the Economic Stimulus Program, the objective was that we just need to put a market here, shamba iko wapi, already the contractor is on his toes, the motive here is to spend not to address the problem of the people, that is why if you look at majengo there is something abandoned, if you look at Chavakali and Emuhaya Kima the markets have been rejected because the public was not consulted. So primarily involvement of the people is key"

The findings further revealed that Community members were rarely allowed to discuss development with their leaders, if this happened, then it was once in a while and without any clear framework. This is confirmed in a statement by respondent Y8 in interview Y where he noted that:

".....we have had in the past meetings with members of the public and the leadership from across the entire county who converge at the county headquarters to discuss projects update. We had live streaming of the happenings in the meetings. Unfortunately, it only happens once in a while. We actually don't have a structured way of doing it. As a county we need to have a communication policy which will guide how we can engage community radio stations"

The findings of the study indicated that majority of the respondents 63.79% disagreed with the fact that CGOs used community radio stations to engage people on development. This was further emphasized by respondent Y12 in interview Y who asserted that:

".....I don't think so, if there are any, I can't prove as an officer since I have not appeared on any radio station to shed light on what we do as a department. I know there are a number of radio stations such as Radio Anyole, Vihiga FM, Radio Samaritan among others. I have never received any invitation. It is important to develop an institutional framework; a point of engagement since this is an institution that can help the county meet its objectives in terms of reaching the people, sensitizing the people and the people get to know government activities because there is a lot the county is doing which the people don't know simply because there is no closer link between the radio stations and Vihiga county.....one important thing is that communication is critical for the success of anything that we do and so there is need for partnerships and other areas of cooperation and collaboration with the community radios. This will ease the burden of struggling to explain or to reach a larger population....it is important to create a communications infrastructure in the county.to address this challenge....."

Wilson, Kitty and Emrys, (2007) observe that information empowers people to determine their own development path, and if it is to be sustainable, it must be a process that allows people to be their own agents of change: to act individually and collectively, using their own ingenuity and accessing ideas, practices and knowledge in the search for ways to fulfill their potential. This information on development programs would easily have been accessed through community radio stations in Vihiga county. However, from the findings, CGOs are not available for debates on the community radio stations and do not communicate their development agenda through the community radio stations. The net effect of these failures results into listeners who are unsensitized about the agenda of Vihiga county. To overcome this challenge, Vihiga county ought to utilize the community radio stations to communicate and educate the listeners about its programs. Wilton, (2014) adds weight to this argument by noting that a plural, independent media plays an essential role in delivering the information people need to participate in the debates and decisions that shape their lives.

In line with the Development communication theory (Anduvate, 2014), debates and dialogue as hinted by Wilton (2014) offer room for community participation. Community participation as a key pillar of CDT insists on the involvement of the listeners in shaping and pursuing their destiny and social development. The findings of the study indicate largely that many development projects have not been fully completed (68.96%), most completed projects have not received full community support (64.65%) and that the development projects have not resulted in the empowerment of the people (52.87%), There is no enhanced financial accountability in the county (52.30%), The community has not enhanced its watchdog duty of monitoring completion of development projects (64.66%), Most members of the community do not participate in project identification and implementation (69.26%), Community members are not allowed to discuss development with their leaders (68.97%) and that CGOs do not use community radio to engage

people on development (63.79%). The findings are further reaffirmed by interviews with county government workers as discussed above. These findings point to lack of involvement of the listeners in virtually every step from project identification through to projects implementation, evaluation and monitoring. To enhance programs implementation, it is therefore a prerequisite that Vihiga county utilizes the three community radio stations through debates, dialogue with the listeners and availing information about its development agenda to be integrated in programming and broadcast content. The findings show that the community does not undertake its watchdog duty in project implementation and financial accountability. This can only be undertaken if the listeners are adequately educated about prudent utilization of public resources and the specific projects that have been initiated through community radio. Wilton, (2014) says that media improves governance by monitoring the actions of those in power and alerting the public to abuse of trust. Radio, as an independent media helps to monitor those in power and delivers accurate information to citizens by providing easy access to information to users of public services, the media empowers citizens to demand quality and accountability from their governments.

4.4 Conclusion

This chapter has provided answers to the objectives and the research questions the study sought to investigate. The data gathered from interviews and questionnaires and analyzed revealed that indeed community radio stations exist in Vihiga county and that they are the most listened to form of media. In addition, the study established that the community radio has not been effectively utilized to communicate county development programs and that the rural communities have not been at the centre of determining broadcast content as it is ideally envisioned for community radio stations.

However, the study has revealed that if community radio stations are effectively utilized, they will definitely enhance implementation of county development programs. In the next chapter, a summary of the findings, conclusions of the discussions will be made and also provide necessary recommendations.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings, conclusions and makes recommendations for the study. The chapter further summarizes the findings in relation to the research objectives and offers suggestions for future research.

5.2 Summary of Findings

5.2.1 The Role of Radio Programs in the Implementation of County Development Programs

Results from the study confirmed that although residents agree that there are community radio stations in the county and most of the people listened to them, most of the programmes aired on the community radio stations were neither on development issues nor did the radio programmes sensitize people on county development nor did the county government communicate its development agenda through community radio stations. Hence, these findings confirm that community radio stations can play a significant role in county development if their programming was properly designed to include county development agenda. These results further indicate that when community radio programmes are mostly tailored towards increasing awareness on county programs, the success on the implementation of county development programs would increase and therefore majority of the programs would succeed.

Therefore, as espoused in Development Communication theory, these results affirm that the social and economic contributions of the community radio stations to development is dependent on the nature of the content delivered where direct development benefits flow from educating and informing the public.

5.2.2 The Role of Audience Involvement in the Implementation of County Development Programs

To evaluate the role of audience involvement in radio programmes on the implementation of development programs in Vihiga County, the study revealed that majority of the respondents strongly disagreed that listeners are provided with an opportunity of determining broadcast content, and also disagreed that presenters use voice calls to engage the audience.

This meant that radio presenters are articulate when engaging the audience and rarely use voice calls to engage the audience but not necessarily on county development programs. However, respondents agreed that the language used by presenters encouraged audience participation and that radio presenters communicated effectively with listeners too, the community radio stations had programmes that engaged the audience and that radio debates allowed free audience engagement.

These results confirm that although residents and participants agree that there is audience involvement in community radio programmes, the audience is not involved in programming which is a critical element in development initiatives, the language used encouraged audience participation, debates allowed for free audience engagement and presenters communicated effectively with the audience. Hence these findings confirm that community radio stations can play a significant role in county development if its programmes allow for free audience participation and involvement of the audience in the choice of the type of programmes to be aired by the radio stations.

These results indicated that when most radio programmes are on development, and there is audience involvement in radio programmes, the implementation of county development agenda would proportionally increase and therefore majority of the development programs would succeed.

5.2.3 The Challenges Facing Community Radio Stations in the Implementation of County Development Programs

The study sought to assess the challenges facing community radio and their impact on the implementation of county development programs. The results from the study revealed that most of the community radio stations in the county face inadequate finances for airing local programmes and hiring competent radio presenters, face political interference in their programming and that political dialogue was the dominant debate on the community radio stations.

The findings of the study further indicated that there was a significant role played by challenges facing community radio in the implementation of county development programs.

Since the main objective of community radio stations is not for profit making but to focus on matters that are pertinent to the promotion of the wellbeing of the target communities, the long-term effect of inadequate funding stagnates the radio stations and make them unable to keep up with their key objectives. The attempts by politicians to take over community radio stations with the aim of influencing the editorial content in favor of their political schemes undermine the growth and sustainability of the targeted community radio stations and their role in accelerating implementation of county development programs.

5.3 Conclusions

In line with the first objective of the study, it was found out that there are community radio stations in the county to which most of the people listened to and that most of the programmes aired on the community radio stations were not on development. Neither did the radio programmes sensitize people on county development nor did the County Government of Vihiga communicate its development agenda through community radio stations. Consequently, County Government of Vihiga lacked a clear engagement framework with community radio stations on implementation of its development agenda.

For the second objective of the study, it was established that listeners were not granted an opportunity of determining broadcast content, that presenters did not use voice calls to engage the audience on county development, the language used encouraged audience participation, debates allowed for free audience engagement and presenters communicated effectively with the audience. These results confirmed that although residents and participants agreed that there was some level of audience involvement in community radio programmes, the audience was not involved in programming which was a critical element in development initiatives. Hence these findings reveal that failure by community radio stations to engage audience participation in programming resulted in programmes that do not advance county development agenda hence slowed implementation of county development programs.

The third objective of the study sought to establish the role challenges facing community radios have on the implementation of county development programs. The study concluded that most of the community radio stations in the county experienced inadequate finances for airing local programmes and hiring competent radio presenters, faced political interference in their programming and that political dialogue was the dominant debate on the community radio stations. These results indicated that failure to mitigate against these challenges would negatively impact on the rate of implementation of county development programs.

5.4 Recommendations from Findings

The study recommends that:

Vihiga County together with Community radio stations should establish a sustainable and long-term framework of engagement on how best to plan and schedule programmes which are beneficial to the members of the public and which will lead to enhanced implementation of county programs through people participation in project appraisal and implementation.

Communities must be mobilized for the aim of starting, promoting and maintaining positive social change in society and the people of any specific community. This therefore indicates the need for community radio stations management and the administration of Vihiga county to discuss and agree on the critical value of involving the public and other key stakeholders in determining broadcast content that fosters inclusion of county development initiatives.

5.5 Suggestions for Further Research

This study covered the role of community radio in the implementation of county development programs in Vihiga County. The study therefore proposes as follows:

1. Research be done on the role of community radio on implementation of development programs in other counties in Kenya in order to come up with a comprehensive view for generalization since each region has unique factors that may influence programs implementation.
2. Research be conducted to establish if there is a media policy on the involvement of the audience in designing community radio programmes.
3. Future studies should continue to explore and determine the real existence of community radio stations as most stations which operate as community radio might be commercial in nature and not serving the purpose of community radio.

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APPENDICES

APPENDIX A: LETTER OF INTRODUCTION

MASENO UNIVERSITY

SCHOOL OF ARTS AND SOCIAL SCIENCES

Department of Communication and Media Technology

Date.....

Dear Respondent,

RE: REQUEST FOR RESEARCH DATA

I am a Master of Arts student in Communication and Media Studies, Department of Communication and Technology, School of Arts and Social Sciences. As part of the degree course, I am required to conduct a research study on *the "The Role of Community Radio on Implementation of County Development Programs in Vihiga County, Kenya"*.

You have been chosen to participate in the study and I will greatly appreciate your input in responding to all the items in the attached questionnaire.

This study is purely for academic purpose and be assured that your response shall be kept anonymous with utmost confidentiality.

Thank you in advance

Yours Sincerely

BONGO DAVID NGOSEYWI

MASENO UNIVERSITY

APPENDIX B: RESEARCH QUESTIONNAIRE FOR MEMBERS OF THE PUBLIC

INTRODUCTION

This study aims to get your views from the respondents on the role of community radio in the implementation of County development Programs in Vihiga County, Kenya. The information that you will provide is for academic purposes only and will be treated with utmost confidentiality.

INSTRUCTIONS

Please respond to ALL the questions.

Please give additional information where you feel it is necessary.

SECTION A: GENERAL INFORMATION

(Please put a tick in the box [] next to the right response)

Age

18–30 years

31 – 40 years

41 – 50 years

51 and above

Gender Male

Female

Educational level Primary level

Secondary level

Graduate level

Post graduate level

Please State your profession _____

SECTION B: RADIO PROGRAMMES

Radio presentation is done through various programmes. The following table contains statements measured on Likert scales ranging from 1-strongly disagree to 5-strongly agree about Radio programs presented on the community Radio airing in your County. Please tick in the boxes provided statements which explain your views about the programs.

	STATEMENT	STRONGLY DISSAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	There is a community radio airing in my sub-county					
2	Most people listen to community radio than other stations					
3	Most community radio programmes are on entertainment					
4	Most community radio programs are on county development					
5	Most community radio programmes are on business advertisement					
6	The community radio in this area has helped sensitize people on county development programs					
7	The county government communicates its development programs through community radio					
8	County government officers use community radio to engage people on development					

9. Suggest ways the county Government can utilize Community radio to enhance county development.

.....

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SECTION C: AUDIENCE INVOLVEMENT

The following table contains statements on audience involvement in Community Radio. Please tick in the boxes provided statements which explain your views about audience involvement measured on Likert scales ranging from 1-strongly disagree to 5-strongly agree.

	STATEMENT	STRONGLY DISSAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	The language used on community radio encourages audience involvement					
2	The community radio presenters communicate effectively with the audience					
3	Community radio has programmes which engage the audience in debates on county development					
4	The debates on community radio provide free audience engagement on County development					
5	The presenters mostly use voice calls to engage the audience on development issues					
6	Social media is used to engage audience in most community radio communication					
7	The listeners are always involved in determining broadcasting content					
8	The community radio positively uses feedback from the audience on its programmes					

9. Give your opinion on what should be done to increase audience involvement in community radio activities in your county?

.....

SECTION D: CHALLENGES FACING COMMUNITY RADIO

Challenges hinder the effectiveness of Radio in achievement its objectives. The following table contains statements measured on Likert scales ranging from 1-strongly disagree to 5-strongly agree on the challenges facing community Radio. Please tick in the boxes provided statements which explain your views about the challenges.

	STATEMENT	STRONGLY DISSAGREE	DISAGREE	NEUTRAL	AGRE E	STRONGLY AGREE
1	The community radio in my county is not owned locally					
2	Community radio lacks local audience					
3	Most community radios lack financial support for airing					
4	Most community radios lack financial capacity to hire competent personnel					
5	Most community radios face political interference in their programming					
6	The community radios in this area have been established on political agenda					
7	Politics is the most dominant debate on most community radios					

8. What do you think are the most challenges issues affecting the use of community radio in county development?

.....

.....

.....

SECTION F: COUNTY DEVELOPMENT

Implementation of County development programs is dependent on effective communication with the people. The following table contains statements measured on Likert scales ranging from 1-strongly disagree to 5-strongly agree on county development. Please tick in the boxes provided statements which explain your views about the programs.

	STATEMENT	STRONGLY DISSAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Many development projects have been fully completed					
2	Most completed projects have received full community support					
3	The development projects have resulted in the empowerment of the people					
4	There is enhanced financial accountability in the county					
5	The community has enhanced its watchdog duty of monitoring implementation of development projects					
6	Most members of the community participate in project identification and implementation					
7	Community members are allowed to discuss development with their leaders					
8	County government officers use community radio to engage people on development					

THANK YOU

APPENDIX C: INTERVIEW FOR COUNTY GOVERNMENT OFFICERS (CGOs)
(IMPLEMENTATION OF COUNTY DEVELOPMENT PROGRAMS)

Interview Schedule

Personal Interview Protocol

- i. The researcher thanks the interviewee for honouring an appointment or taking time for the interview.
- ii. Researcher introduces himself.
- iii. The researcher explains the purpose of the interview.

The following are the questions that were asked to the selected County Government Officers during the interview that the researcher conducted.

1. Every financial year, the Vihiga County administration outlines its development programs, do you (County Government of Vihiga) communicate these development programs through community radio?
2. In your identification of County development programs and implementation, do you involve the public? And if so, how?
3. In your opinion, have many development projects been fully completed and if so, have these developmental programs resulted in the empowerment of the people of Vihiga County?
4. Have completed projects received full community support (acceptability)? If not why?
5. Do community members get an opportunity to discuss County development with their leaders, if yes, through which plat forms and how often?
6. Do county government officers use community radio to engage people on development? If yes how often?

Thank you much for taking your time to participate in the Interview.

APPENDIX D: INTERVIEW FOR COMMUNITY RADIO STAFF (CRS)

(RADIO PROGRAMMES, AUDIENCE INVOLVEMENT AND CHALLENGES FACING COMMUNITY RADIOS)

Personal Interview Protocol

- i. The researcher thanks the interviewee for honouring an appointment or taking time for the interview.
- ii. Researcher introduces himself.
- iii. The researcher explains the purpose of the interview.

The following are the questions that were asked to the selected community radio Staff (CRS) during the interview that the researcher conducted.

1. Briefly explain the various types/categories of radio programmes you present to your audience and do the programmes by any means focus on entertainment, county development, business advertisement and politics?
2. Do community radio staff utilize social media in engaging the audience on community radios and what are the specific social media platforms? Please elaborate on how often this is undertaken?
3. As community radio staff, do you have access to county development programs that you disseminate to your listeners and sensitize them on county development and if so, through what approaches? do you think it is important to involve the audience in determining what is aired on community radio? If yes, what is your justification?
4. Do you have slots for call-ins where you discuss county development with the public and do you think the community radio positively uses feedback from the audience on its programmes?
5. Do you invite the county officials in charge of county development to the studio and during this time is the audience offered an opportunity to freely engage with these officials and on what specific issues?
6. Highlight some of the challenges facing the Community radios and how these challenges impact on their effective operation in enhancing programs implementation?

Thank you much for taking your time to participate in the Interview.

**APPENDIX E: OVERVIEW OF THE THREE COMMUNITY RADIO STATIONS;
(RADIO ANYOLE FM, RADIO SAMARITAN FM AND VIHIGA FM).**

1. RADIO ANYORE, 101.2 FM:

Launched in June, 2014 by the Kenya Metrological Department, Anyole FM station was under the Ministry of Environment but working in collaboration with the rain makers of Ebusiekwe. The station conducts sensitization on planting seasons, update on the weather conditions and entertainment. It is now partially surrendered to the community through a Community based Organization known as The Rainmakers Association. It broadcasts in Kinyore to reach its target audience and it is registered as a community radio station by the Communications Authority of Kenya. It is located in Emuhaya Sub County, West Bunyore ward in Western region of Kenya and parts of Rift Valley from a transmitter that is based in Emuhaya. The station values its long-term customer relations and transmits its services 24 hourly via 101.2 FM. Its main target audience is the people living and working in the western region more specifically Bunyore and parts of Rift Valley region. The target audience is 18 years and above. Its listenership consists of farmers, college and university students, professionals, small and medium scale and established business people from around the region.

2. RADIO SAMARITAN, 88.3 FM.

The radio covers parts of Vihiga, Siaya, and some parts of Bungoma. Radio Samaritan FM, is a Christian Radio Station that broadcasts from Ebuyangu-Emmwatsi Junction along Kisumu-Busia Road in West Bunyore. The Radio station is owned by Samaritan Community Based Organization housed by Blessed Hope Junction Church and sponsored by Mission Resource International based in U.S.A. The station's vision is, “To enable us reach and unite people in Western Kenya” and mission is “To Impact Change and Bring the Community into Development”. The station transmits its services 24 hourly via 88.3 FM. All its programs are

listener centered, with a Strict Christian Bias and Segments that suit both the youth and the elderly in the society with a, Simple Promise to, “Always Do What Is Right!” The target audience are people aged between 18 and 50 who reside in the urban and rural areas. These comprise mainly of farmers who grow maize and other cash crops and are known to be careful spenders, development minded and social. They have a passion for the radio and mainly enjoy listening to Christian programs and debates. Its audience has seemingly embraced technology as witnessed by their use of mobile phones to access the Internet.

3. VIHIGA FM 105.0.

Launched in 2016, Vihiga FM is a community radio station based in Mbale town in Vihiga County and broadcasts on 105.0 FM frequency using Kenya’s national language Kiswahili (60%) and four other local languages namely: Kimaragoli (10%), Kinyore (10%), Kitiriki (10%) and Kiterik (10%). The station offers comprehensive programs with its mission being “To offer quality broadcasting services that add value to our Audience.” And the Vision, “To be a leading radio station in Vihiga, Kenya, and beyond”. The station boasts of a largely youthful workforce of presenters, reporters, producers and technicians. Vihiga FM’s programming is broken into music, talk shows, news and sports with a priority of pushing forward issues that are in the public interest and are underpinned by values and an ideological fiber that seeks to promote unity, cohesion, development and shared purpose. In line with the station’s mission and vision, it endeavors to steer its wide audiences towards positive thinking and actions. As such, Vihiga FM Radio constantly strives not only to meet but even to exceed and redefine existing standards in the society. More than simply airing a wide variety of programs, Vihiga FM Radio constantly plays an active role in improving every aspect of people’s lives.