UNIVERSITY OF NAIROBI

COMMUNITY RADIO AND THE DEVELOPMENT AGENDA OF SLUM AREAS IN KENYA: THE CASE OF PAMOJA FM IN NAIROBI, KENYA

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DECLARATION

I declare that this thesis is my original work and has not been submitted elsewhere for examination, award of a degree or publication. Where other people's work, or my own work has been used, this has properly been acknowledged and referenced in accordance with the University of Nairobi's requirements.

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Dr. Samuel Siringi
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DEDICATION

This project is dedicated to my mother Baptista Sellah Nanyama Manje for her inexpressible support during the course of my studies and my late father Samuel Watima Manje for the value he placed on my education.

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ACRONYMS AND ABBREVIATIONS

ALRMP - Arid Lands Resource Management Project

CA - Communications Authority

CAK - Communications Authority of Kenya

CCK - Communications Commission of Kenya

ECK - Electoral Commission of Kenya

FAO - Food and Agriculture Organisation

KICA - Kenya Information and Communications Act

MDGs - Millennium Development Goals

PEV - Post-Election Violence

SDGs - Sustainable Development Goals

TJRC - Truth Justice and Reconciliation Commission

UDHR - Universal Declaration of Human Rights

ABSTRACT

This study sought to examine the role of community radio in promoting the development agenda of slum areas with a specific focus on Pamoja FM that serves Kibera slums in Nairobi. The main objectives of this study were to investigate the role of community radio in the development of slum areas; to analyse the relevance of existing regulatory framework of community radios in Kenya in reference to the development agenda; and to explore the development messages and programmes disseminated by community radios. This case study utilised a descriptive design using qualitative a approach. The study utilised interviews, observations, and review of documents as the strategies of collecting data. Data was collected from a census sample of five newsroom staff and thirty regular listeners of Pamoja FM together with key informants who were interviewed and also participated in focus group discussions to provide information on the role of Pamoja FM in promoting the development agenda of their communities. Thematic analysis was used to analyse the data based on study objectives and field work. Data was presented in narrative form and direct quotations. The role of community radio in the provision of information and knowledge for development in slum areas were found to include fostering of peace building, promoting security, overcoming language barrier challenges in communication, encouraging community participation and mobilisation in development matters, acting as a government watchdog, empowering communities economically, and providing communities with a form of communication that they can closely identify with. The study concluded that community radio is a crucial part of the communication process that aids in social change because of its potential to facilitate participation and inclusion in development agenda. Most times, if community radio is part of the communication process in development agenda, the results include peace building, achievement of development goals, accountability, good governance and reduction of poverty. Regulatory restrictions greatly limit the income of community radio stations, thus hindering them from effectively carrying out their mandate. This study established that while community radios would effectively deliver information and knowledge about development to members of their communities, it does not necessarily mean that those people are paying particular attention to that information. The community radio has played its role of transmitting that information but this study recommends that it is important to also carry out an impact assessment to find out if people are really using that information which is readily available to them, or whether the information they receive is even useful to them or if it has any impact to them. The study further recommends that the government should make the regulatory framework friendlier for community radios and that community radios should find sustainability mechanisms to help them promote the development agenda of the communities they serve.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter introduces the research area and outlines the background, objectives rationale and justification of the study. The significance, scope and limitations of the study are also presented in this chapter.

1.2 Background of the Study

Kibera, the biggest slum in Nairobi, and the largest urban slum in Africa is situated approximately five kilometers from the central business district (McKinney, 2006). The latest 2019 Kenya Population and Housing Census reports Kibera's population as 181,509. More than 50% of the residents of Kibera slum live in great poverty and earn very little (Wabwire, 2013). According to the International Medical Corps (2006), unemployment rates in Kibera are as high as 50%, and HIV/AIDS is common in the slum. Cases of crime, rape, assault and insecurity are also common. Many education institutions in Kibera are categorised as informal but there are a few notable schools such as Olympic Primary School, Kibera Primary School and Raila Education Centre (Njeru, 2010). Clean water is hard to come by, thus diseases caused by poor hygiene and overcrowding are prevalent (MPND Kenya, 2005).

According to the Food and Agriculture Organisation (FAO) (2001), close to 900 million people in the world, particularly those living in developing nations do not have adequate access to information, knowledge, and communication for development. FAO posits that the situation is worse in slum areas where more isolation and lack of access to knowledge for development is experienced. This has been cited as one major

contributor to the low development rates witnessed among slum communities in developing nations such as Kenya. Additionally, this situation has mostly been attributed to the geographical location and socio-cultural structure of slum areas (Gumucio, 2001). Kibera is among the most marginalised urban slums in Nairobi Kenya when it comes to development. Many attempts have been made to bridge this development gap in the area (MPND Kenya, 2005).

Community radio stations have been on the forefront in providing information, knowledge, and communication that is necessary for development in slum areas (Melkote & Steeves, 2001). One such station is Pamoja FM in Kibera. For that reason, it is important to find out the place of community radio in the development of slum communities in Kenya. This can be achieved by focusing on what has been done so far by community radios in stimulating development in slum areas in Kenya and highlighting the imminent prospects of community radio as an instrument for communicating development agendas in slum areas such as Kibera.

1.2.1 Community Radio in Kenya

Community radio can be an effective and interactive platform through which slum communities can be heard and informed. Community radio should not be confused with vernacular radio. There have been numerous arguments about the purpose of vernacular stations in Kenya ever since the country experienced the post poll skirmishes of 2007. Many people interviewed by the Truth Justice and Reconciliation Commission (TJRC) accused vernacular stations of fueling the violence. These vernacular stations were also accused of having the potential of spreading divisive messages and politics (EcoNews Africa, BBC World Service Trust and UNESCO, 2008).

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When discussing the post poll violence of 2007 in Kenya, many people have confused and referred to vernacular radio stations as community radio stations (EcoNews Africa, BBC World Service Trust and UNESCO, 2008). Community radios should not be equated to tribal outfits. This confusion is ascribed to the fact that vernacular stations communicate to particular "communities" in their own local language, thus, easily being confused as "community" radios. Vernacular radios are different from community radios because vernacular radio stations are essentially commercial in nature and they broadcast from major cities to almost all regions in the country. They are normally not based within the communities that speak the particular vernacular languages that they use in their broadcasts (Ambekar, 2004).

Community radio has many definitions which are all centered on the premise that it is not for profit and is targeted at specific communities with the sole aim of communicating messages of social usefulness that benefit the intended community (EcoNews Africa, BBC World Service Trust and UNESCO, 2008). The World Association of Community Broadcasters (AMARC, 1981) describes a community radio station as one that is not for profit, local, participatory, and with a development agenda. Community radio may sometimes broadcast programmes in a certain vernacular language that is understood by the people living in the community it serves simply because that is the language that the local community understands. However, even in such an instance, the community radio is still not referred to as a vernacular radio station because the agendas of the two types of radio stations are very different (Carter & Charles, 2003). Most vernacular radio stations in Kenya such as Mulembe FM, Egesa FM, Ramogi FM, and Inooro FM among others are commercially owned and operated while community radios such as Pamoja FM and Koch FM are usually owned and managed by people from the communities they serve.

1.2.2 Development Agenda in Kenya

Power and Wilson (2000) define marginalised communities as groups or communities within the larger society that have been sidelined in terms of social amenities and development. Slum areas are usually exposed to human distress and social injustices. The concept of marginalisation has been interchangeably used with that of social exclusion to mean the same thing. Kenya's development agenda can be fast tracked by reaching out to these slum areas (Power & Wilson, 2000).

Ideally, as enshrined in the Universal Declaration of Human Rights (UDHR) of 1947, all humans are entitled to rudimentary human rights such as the right to security, water, public service, information, education, rest, leisure, work, social security, and healthcare among many others. According to the UDHR, granting these basic human rights to all human beings regardless of their differences is the foundation of justice, freedom, development, and peace in the universe. This declaration must be respected by all individuals and nations as a common standard for the achievement of human rights and development (United Nations, 1948). The UDHR set the pace for all other development agendas such as the Sustainable Development Goals (SDGs), Millennium Development Goals (MDGs), Kenya's Vision 2030, and the most recent big four agenda launched by the Kenya government in 2018 that focuses on manufacturing, food security, universal healthcare and affordable housing.

Kenya's pursuit to join the league of developed nations is evident through the numerous concerted efforts being put in by various stakeholders. A good instance is Kenya's Vision 2030, which is spearheaded by the Kenyan government, is aimed at giving Kenya a lasting development blue-print to produce a universally viable and flourishing nation with a great standard of life by 2030, that aims to convert Kenya into a new

industrialising, middle-income nation giving a good quality life to all its inhabitants by 2030 in a hygienic and safe environment (Kenya National Bureau of Statistics, 2010). In 2018, the Kenyan government launched its big four agenda that aims to improve manufacturing, food security, universal healthcare and affordable housing.

Also, Kenya knows that the Millennium Development Goals (MDGs) provide a good prospect to cater for human wellbeing in the country. The implementation of the MDGs and Millennium Declaration by the United Nations Assembly in September 2000 was a commendable initiative by the universal community to quicken human development, eliminate poverty, and simplify the steady, but more effective incorporation of the developing world, especially Africa, into the universal economy. The re-affirmation of the MDGs in successive worldwide symposia was an added sign of the commitment of the international community to deal with inequality and poverty, and to finish the marginalisation and segregation of the disadvantaged and poor. Kenya has been part of this process since inception (MPND Kenya, 2005). So far, Kenya has made some notable progress towards the realisation of the MDGs. This can be seen through initiatives such as the Free Primary Education (FPE) and low cost maternal health care among others.

In Kenya, the problems of achieving rapid and sustainable socio-economic development, eradicating poverty, and integrating the country into the world economy are increasingly being treated seriously as evidenced by some of the latest significant development measures and initiatives such as Vision 2030 and Kenya's efforts towards achieving the MDGs (Kenya National Bureau of Statistics, 2010). Many countries are on the forefront in working towards the realisation of the SDGs. Even though most of these goals are interrelated, each has its own target to accomplish. However, they all

seek to achieve growth in financial and social development issues. Community radio can play a vital role towards the realisation of these development agendas because they can be used as mouthpieces to call to action efforts to end poverty, protect the earth and ensure that everyone enjoys prosperity and peace.

Through community radio, civic education to empower the community on development matters can be easily accomplished because of the language used. Community members are more likely to better understand messages conveyed to them through their local language and by members of their own community that they can relate with. Community radio encourages community participation in decision making hence contributing to development of society, and overall, towards the realisation of the SDGs. They can contribute towards the development agenda by mobilising trained broadcasters to engage different sections of the community in social dialogue and to come forward with their developmental needs. They also have the potential to raise awareness and knowledge among the rural or slum communities on their basic rights thereby acting as a bridge between the local authorities and community members.

1.3 Statement of the Problem

Provisions such as good roads, reliable electricity, clean water supply, quality healthcare, proper security, and adequate educational facilities are usually available in developed areas but are often not readily accessible or available to the slum populations. Consequently, slum communities have to a great extent been relegated to the periphery of the regular political and socio-economic development conversations. Their voices remain unheard and their core political and socio-economic concerns largely excluded from the mainstream resource planning and allocation. The magnitude of this exclusion is quite significant in Kenya where a significant number of persons live in the slum

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zones of the country (Githethwa, 2010). Amenities like good communication and transport infrastructure and systems are necessary for information and knowledge about development to reach communities in slum areas of Kenya such as Kibera (Alumuku, 2006).

In Kibera, the level at which the residents enjoy basic rights and freedoms is not at par with other developed regions and countries (Eruklar & Matheka, 2007). Njeru (2010) notes that access to security, clean water, work, information, education, and healthcare among other rights is very wanting. More than 50% of Kibera slum inhabitants live in great poverty and earn very little (Wabwire, 2013). According to the International Medical Corps (2006), the rate of unemployment in Kibera are as high as 50%, and HIV is common in the slum. Assault cases, crime and rape are also common. Many education institutions in Kibera are categorised as informal (Njeru, 2010). Clean water is limited and, therefore, illnesses caused by deprived sanitation and overcrowding are widespread (MPND Kenya, 2005). This shows that there is a gap which requires to be dealt with in order to eradicate the above challenges. This research paper seeks to find out if and how community radios have truly been committed to the development agendas the communities they serve.

The media can be a unique tool in promoting the development agenda of any society because of its ability to highlight daily happenings and provide direction for future development goals. Driven by their profit-making agendas, commercial radio stations may neglect to address the unique localised problems faced by members of certain communities, especially slum ones. This gives community radio the opportunity to step in and respond to the needs of the members of such communities that it serves, thereby contributing to development and positive social change within the community

(AMARC, 1981). In spite of this important function played by community radio in both community and nationwide development, there lacks an all-inclusive community radio policy which recognises their uniqueness, constraints, principles and peculiarities (KCOMNET, 2014).

1.4 Research Objectives

1.4.1 General Objective

To examine the role of community radios in the provision of relevant information and knowledge for development in slum areas.

1.4.2 Specific Objectives

1. To investigate the role of community radios in the development of slum areas.
2. To scrutinise the regulatory framework of community radios in Kenya in reference to the development agenda of slum areas.
3. To explore the development messages and programmes disseminated by community radios to slum areas.

1.5 Research Questions

1. What is the role of community radios in the development of slum areas?
2. Does the regulatory framework in Kenya promote or hinder the effectiveness of community radio in promoting development in slum areas?
3. What development messages and programmes are disseminated by community radios to slum areas?

1.6 Rationale of the Study

The results of this study will enable development stakeholders to appreciate, support, develop and improve the roles played by community radio in advancing the development agendas of the communities they serve. The rate of development among slum communities in Kenya is much lower than the rate of development in other mainstream areas (Njeru, 2010). This should not be the case as everyone is entitled to equal social progress and better standards of life (United Nations, 1948).

Community radio offers a means through which communities can and should be afforded the opportunity to discover and articulate their developmental needs and aspirations. Slum communities will also be given the opportunity by community radios to go further to lobby for support while also receiving useful and pertinent information that is critical to their socio-economic, cultural, spiritual and political advancement.

1.7 Justification of the Study

This study is necessary since it will demystify the part played by community radio stations in promoting the development agendas of slum communities. Community radios are expected by law to serve the interests of the populations that they serve. Since information is power, it can be more powerful and impactful if it is gathered, packaged and transmitted in a language and format that is convenient and well understood by the recipient of the information. This study is necessary because it seeks to find out if indeed community radios are committed to providing knowledge and information that can be useful in enhancing a community's socio-economic, cultural, spiritual and political advancement. The results of this study shall contribute towards a better comprehension and appreciation of the role of community radio in the overall

development of slum communities in Kenya, while at the same time encouraging the expansion and progression of community radio in the country.

1.8 Significance of the Study

There is an old saying which states that 'information is power'. This information can be more powerful and impactful if it is gathered, packaged and transmitted in a language and format that is not only appropriate, but also well understood by the receiver of the information. For this reason, the outcomes of this study shall give a better understanding and acknowledgement of the role of community radio in the overall development of slum populations in Kenya, while at the same time stimulating the expansion and growth of community radio and other complementary types of mass media in the country. Also, the findings of this study should apprise the design and development of interventions aimed at informing and empowering the slum communities in Kenya, ultimately drawing them to the core of their own transformation socially, economically, culturally, politically and even technologically.

Kenya has people with different cultures, religions, socio-economic statuses and languages spread over varied geographic regions. All these heterogeneous cultures, religions and languages form Kenyan communities. These multiple and diverse communities, whether based in rural/slum or urban/mainstream areas, have the right to access development in equal measure (United Nations, 1948). Slum communities in Kenya have been isolated, secluded and disadvantaged in terms of access to information, communication and knowledge for development compared to communities in mainstream areas (Wabwire, 2013). This should not be the case because all regions and communities are equally entitled to information, communication and knowledge for development. With these in mind, the findings of this study will give a

true reflection of where Kenya stands in terms of development. This information can be used to determine what needs to be done to ensure that slum areas receive adequate information and knowledge for development.

Community radio has been cited as having the potential to foster community participation in developmental issues. Community radio has the ability to ensure accountable and transparent governance (Mefalopulos, 2008). It can act as a voice for the voiceless and function as a mouthpiece for the oppressed. It can be used as a communication medium by communities that do not have access to conventional communication structures (Van Zyl, 2005).

1.9 Scope and Limitations of the Study

This study only focused on a single community radio station, namely Pamoja FM based in Kibera, Nairobi County, Kenya between January and December 2018 with a sample of 35 respondents.

The sample size and unavailability of resources were the major limitations of this study

1.10 Operational Definitions

In the context of this study, the following terms have been used as follows:

Community Radio: a radio station that is non-profit, participatory, local, and with a development agenda.

Development Agenda: a cause and commitment to eradicate poverty, improve livelihood and achieve sustainable development and social advancement world-wide, ensuring that no one is left behind.

Marginalised Populations: people who have been socially sidelined and excluded from mainstream economic, political, cultural, developmental and social activities. These groups of people are usually treated as insignificant or peripheral.

Regulatory Framework: a sequence of steps put in place by a regulator to come up with responsive regulations. It is an accountability mechanism; a method by which the regulator accounts for the responsibilities conferred upon it.

Slum Area: a greatly inhabited/populated urban residential area comprising mainly of closely crowded, dilapidated housing structures/units that are either incomplete or deteriorated, mostly inhabited by underprivileged/poor persons. Most slums lack basic social amenities and services such as reliable supply of electricity and clean water, sanitation and health services, as well as law enforcement.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter details information from publications on themes related to the research problem. It looks at what various authors and scholars have said about development communication, particularly the place of community radio in promoting the development agenda of slum populations. The chapter also specifies the theoretical framework that underpinned this study.

2.2 Pamoja FM

Pamoja FM is a community radio station situated in Kibera slums in Kenya's capital, Nairobi. It was established in 2007 and operates on the frequency 99.9; Pamoja FM. The station operates from a tiny office at the top of a high building that overlooks Kibera, and it has tight bonds with the slum members and the community is dynamically involved in contributing to the contents of broadcasts. The station has received its main funding from USAID and it concentrates on community matters through feature broadcasts and debates, as well as airing news and a variety of music shows. One of its main goals as seen on its Facebook page is to endow youth of Kibera and its surrounding through information and education. Pamoja radio 99.9 FM considers itself a medium of community development and an instrument of peace.

Some of the themes in the radio programmes include sensitising listeners on election related matters, using soccer to promote peace and cohesion, addressing topics on how to develop the community, creating awareness of employment and training opportunities, speaking of the importance of education for all, airing the views of

Kibera residents on current affairs, covering disasters in Kibera and appealing for help, and highlighting the positive aspects of Kibera among others.

2.3 The Concept of Community Radio in Kenya

The media has slowly evolved to become a very influential means of determining people's behaviors. Ambekar (2004) argues that depending on the agenda that the media is out to set, the voices of the people can either be neglected and undermined, or promoted and supported. This means that the media has a noteworthy influence on the lives of people. Ambekar (2004) further posits that controlled media has dominated the world for a long time now, thus causing slum communities to inadequately partake in decision making activities on matters that touch on them directly. Their opinions, ideas, and interests have for a long time not been considered in making decisions about development (Ambekar, 2004).

Tabing and UNESCO (2002) define community radio as a category of radio service that takes care of the interests of a particular area, airing content that is of interest to a limited audience but which may most times be ignored by commercial broadcasters. It is a type of radio that is operated in the community, for the community, about the community, and by the community. According the World Association of Community Radio Broadcasters (AMARC), community radio represents the democratisation of communications as it enables people of a community to have access to entertainment, education and information. Members of the community recognise themselves and identify with community radio, in addition to communicating among themselves.

The advent and growth of community radio can be traced to Latin America in the mid-1940s. Driven by poverty and perceived social injustice, communities in this region turned to community radio as an instrument of political struggle in opposition to

exploitive governments. Radio Sutatenza, founded in 1947 in Colombia, is taken to be the first-ever community radio station in the developing world (Girard 2007).

In the words of Al-Hassan, Andani and Abdul-Malik (2011), community radio developed out of the need to offer alternative sources of information dissemination for the benefit of slum sections of society that found themselves excluded from the content and formats offered by the larger mainstream broadcasting/media houses. This exclusion may be due to geographical considerations, language barrier or policy pursued by given broadcasting houses. In South Africa for instance, the apartheid policy of racial, cultural, political and socio-economic segregation promoted the supremacy of the white race including their culture and language (Anríquez & Stamoulis, 2007). The needs of the non-white people in South Africa were given lower priority or ignored altogether. Such a scenario would be ideal for the growth of community radio to articulate the aspirations of the slum sections of the society as indeed happened in South Africa as apartheid came crashing down. Community radio as conceptualised above became the solution to this exclusion as the radio would broadcast to a particular audience in the local community's language, all the while discussing the issues that were pertinent in and to that community (Jordan, 2006).

In Africa, Kenya is said to have enjoyed the privilege of being the first country to have a community radio station in 1982 which was known as Homabay Community Radio (Alumuku, 2006). Alumuku (2006) also points out that, despite this, the pace at which Kenya has experienced growth in the community radio sector has been very slow and wanting. On his part, Githaiga (2008) notes that this situation can been blamed on previous regimes which feared promoting the development of community media because they thought that it would lead to ethnic tensions. Some well-known

community radios in Kenya include Pamoja Radio in Kibera, Koch FM in Korogocho, Mathare FM in Mathare Valley, Radio Maendeleo in Rarieda, and Mang'elete in Makueni among others (Githaiga, 2008).

As highlighted by Githethwa (2010), significant community radio stations are continuing to be established in various remote and slum areas in Kenya with the sole aim of promoting development among their local communities. One good example is the Migori Civil Local Affairs Network (CLAN). This community radio station was created in 2001 by a team of professionals from community media, democratic governance and human rights areas. Its main aim was to act as a community based policy and advocacy platform for the community. It carries out its activities under programmes such as community environment, health and sanitation, community paralegal and civil education, community government monitoring, community gender, land and housing rights, and community media, outreach and networking. CLAN has been effective in achieving its objectives as noted by Migori residents but it cited inadequate funds to maintain the trained volunteers, absence of broadcasting equipment, insufficient financial backing to support programmes and difficulties in maintaining understanding, gratitude and backing from the community as the major challenges affecting their role of promoting development among Migori residents (EcoNews Africa, BBC World Service Trust, and UNESCO, 2008).

Koch FM is another good case of a community radio that is in the forefront in promoting development among a slum community in Kenya (Myers, 2011). It is a community radio grounded in Korogocho slums of Nairobi. The slum is said to be inhabited by more than 750,000 residents (MPND Kenya, 2005). Koch FM was the first community radio to be based in a slum in Kenya. It inspired other communities in slum areas to

also come up with their own community radios. For example, Ghetto FM 99.9 was then established to represent Pumwani while communities in Kibera slums are represented by Pamoja FM. A survey done in Kayole, Mathare and Dandora revealed that Koch FM has about 600,000 listeners daily. 42 volunteers who work in shifts run the station during the day. Koch FM has also proven to effectively carry out its mandate as a community radio by contributing immensely to the development and wellbeing of the community members that it serves. For example, there have been numerous cases of human rights violations and insecurity around the communities that are served by Koch FM (EcoNews Africa, BBC World Service Trust and UNESCO, 2008). Community members have been reporting these incidences to the radio station. The station has been verifying the incidences to find out if they are true or not before airing them with the aim of informing the entire community so that collective community action can be taken. Consequently, the community radio station was christened a "community police station" because the residents considered it more effective than a police station when it came to speaking of issues of insecurity and abuse of human rights. In terms of involving itself with the development needs of the community members it serves, Koch FM is also involved in advertising of job opportunities that are available within the community and surrounding industries so that prospective and interested community members can apply. The radio station is also involved in advising the community members on how to combat idleness and unemployment. This is done with the aim of reducing the high rates of unemployment that are common especially among the youth in the community. Other developmental issues that Koch FM broadcasts to members of its community include combating HIV/AIDS, effects of alcohol and drug abuse, human rights issues and community health among others. The radio station is not without challenges as pointed out by George Maina, a news presenter at the station, during the

national seminar organised by EcoNews Africa, BBC World Service Trust and UNESCO in Nairobi on 25th-26th June 2008 to discuss the way forward for community radio in Kenya. According to Maina, one major challenge they experience is inconsistency in radio programming caused by the untimely departure of volunteer staff once they get paid employment. Another problem was the lack of capacity, expertise and presentation skills among the volunteers because they are not trained journalists. Even George Maina himself, who presented these challenges during the seminar, confessed that he is a primary school dropout just like the rest of the volunteers who offer their services at the station (EcoNews Africa, BBC World Service Trust and UNESCO, 2008).

Another case in point is Koinonia Youth Media Center which operates in the slum areas surrounding Dagoretti area of Nairobi Kenya. The media center has been receiving immense support from UNESCO since it was established in 1996. UNESCO has so far funded it to purchase box radio equipment and train the volunteer staff or any other community members who may be interested in learning radio presentation skills. The youth media center has been facing the challenge of low capacity and inadequate commitment to getting useful news stories from the community. These are the words of Clement Njoroge during the national seminar organised by EcoNews Africa, BBC World Service Trust and UNESCO in Nairobi on 25th-26th June 2008 to discuss the way forward for community radio in Kenya. Clement works at the Koinonia Youth Media Center (EcoNews Africa, BBC World Service Trust and UNESCO, 2008).

Ghetto FM is also another noteworthy community radio station that has contributed positively to the development of livelihoods in the communities that it was established to serve. It was set up as an initiative of the Slums Information Development and

Resources Center (SIDAREC) in October 2007 and operates on the 99.9 frequency. This community radio station should not be confused with the well-known Ghetto Radio 89.5 which is a commercial radio station, even though it also largely addresses the plights of the slum. The main objectives that drove its establishment included the need for the voiceless to have a voice, the elimination of stereotypes, and giving the ghetto people a sense of belonging. It is guided by the principles of establishing an all-inclusive, community centered and development focused society in which all members have the capacity to access, contribute and share information and knowledge for development (EcoNews Africa, BBC World Service Trust and UNESCO, 2008). The station successfully managed to bring peace during the 2007 post-election violence, especially among communities living in Kamkunji, by preaching peace and sensitising the community about the real issues that were taking place during the election period. This was realised by requiring radio presenters to record and present images of peace within the slums and act as peace ambassadors. The slum dwellers were thanked for being different and practicing peace and patience even as the whole country went into rampage over the delay in announcing the results by the Electoral Commission of Kenya (ECK). The area particularly needed extra peace because the results of that region were cancelled by the ECK. Ghetto FM has mainly been concerned with current affairs and political issue that affect members of its community. It has also been broadcasting programmes that educate community members on the importance of ICT, sensitise people on child health issues, business and environment matters, women participation in development, entrepreneurship and employment, HIV/AIDS, and general day to day life of the slum dweller so as to offer encouragement. The radio station was faced with serious inadequacy of funds to keep programmes running.

Another impactful community radio stations in Kenya include Radio Maendeleo which is run by the Bondo Community Multimedia Center. It started its broadcasts in July 2007 in Rarieda District, Ndori market in Kenya with the aim of addressing developmental issue such as fishing, agriculture, business, gender, education and health. This community radio station initially faced numerous challenges because it was thought to be a personal and political project of the former MP of the area, Raphael Tuju. Had the people been involved and made aware of the good intentions of the radio station before it was set up, it would not have had to grapple with such challenges (EcoNews Africa, BBC World Service Trust and UNESCO, 2008).

2.4 Regulatory Framework of Community Radio in Kenya

Government control over the media mostly through the use of stringent legislations, as noted by Kumar (2003), has been blamed for impeding communities from freely expressing their views. This has been slowing down the development process, more so among slum communities. For equal development to be realised, Paolo Mefalopulos, a development communication expert from the World Bank suggests that participatory communication is a prerequisite for the success of development projects among communities. In fact, he cited participation and communication as two key ingredients in the development equation (Mefalopulos, 2008). Current media regimes have been focusing on commercialising their operations, thus, threatening to destroy the media that was originally focused on ensuring the participation of the public in issues that affect them directly. The commercialisation of media by influential interest groups has led to changes in media laws and regulations that have ensured that only the interests of these groups are well taken care of. In most instances where the government or business organisations have been known to control and operate the media, slum groups

have remained disadvantaged because there has been little or no participation from them in development issues.

The information and communication sector became liberalised when the Communications Commission of Kenya (CCK) was established to oversee and regulate the industry in the country. CCK is today the Communication Authority of Kenya (CAK). In the broadcasting category, CAK has designated three main broadcasting types: public broadcasting services; private/commercial broadcasting service; and community broadcasting services.

According to section 46 of the Kenya Information and Communication Act (KICA) of 2009, the following details need to be provided to the CAK when seeking a community broadcasting license:

i. "information on the service for which the community broadcasting license is sought for;

ii. the minutes of the meeting in which it was decided that a community broadcasting station be established;

iii. proof of sustainability mechanisms and sources of funding;

iv. weekly programme schedules for the broadcasting services which the license is sought; and

v. such other requirement or information that the Commission may prescribe from time to time."

The Act further outlines that community broadcasting services, radio included:

a) are not run for profit or as part of a profit-making entity;

b) funding is mostly from donations, grants, membership fees;

c) are provided for community purposes;

d) represent a community interest;

e) encourage members of the community served to participate in the operations of the service and the selection and provision of programmes; and

f) are prohibited from carrying advertising, but may broadcast sponsorship announcements and limited adverts specifically relevant to the community (CCK, 2009).

In appreciating the place of community radio in the cultural, economic, political and social development of society, the Communications Commission of Kenya in its Kenya Information and Communications (Broadcasting) Regulations, 2009 (Part III; article 13) envisages the mandate of community radio stations in the country thus:

a) reflect the needs of the people in the community including cultural, religious, language and demographic needs;

b) deal specifically with community issues which are not normally dealt with by other broadcasting services covering the same area; and

c) be informational, educational and entertaining in nature; provide a distinct broadcasting service that highlights community issues.

In the words of James Wolfensohn, former President of The World Bank Group, "To reduce poverty, we must liberate access to information and improve the quality of information. People with more information are empowered to make better choices. For these reasons, I have long argued that a free press is not a luxury. It is at the core of equitable development."

2.5 Challenges Experienced by Community Radios in Kenya

In general, community radio in Kenya faces similar challenges such as licensing difficulties since dependable and favorable policies to promote an effective community radio sector have been missing. These general challenges include the lack of a unique identity for community radio and confusing them with vernacular radio stations, sustainability issues, the need to constantly source and train staff, especially volunteers, inadequacy of funds to keep them running, delay in allocation of frequencies and ownership issues among others (EcoNews Africa, BBC World Service Trust and UNESCO, 2008).

Despite the great potential that exists for community radio to contribute to the all-round development of the slum communities, the establishment and growth of this type of radio, particularly in the less developed countries, has not been without numerous challenges (Tavhiso, 2009). Tavhiso (2009) adds that these challenges include financial constraints, a tough and uneven operating environment dominated by popular commercial radio stations, insufficient community ownership and or participation, political interference, low technical and managerial skills coupled with high staff turn-over.

Sharma (2011) discusses the challenges facing community radios as:

a) A high staff turnover that leads to a lack of technical and journalistic skills and thus a constant need for training. Trainings offered in many countries do not cater for the explicit requirements of Community Radio.

b) Community radio gets its acceptance and strength from the participation of the community. In practice, participation is not as easy as it may appear to be since it requires a lot of labour, the right set of mobile equipment, skills and attitudes.

c) Donor funding is known to run out eventually. Community radios need to have income generating projects and financial management knowledge in order to survive.

d) The definition of community radio shows that they are moderately small and most times located in places lacking basic services, like a constant supply of electricity. As a result of this, there is a strain on broadcasting equipment which need regular replacement and maintenance.

e) Many countries lack a concise regulatory framework to guide the operations of community radios.

To put Sharma's (2011) argument into the Kenyan context, these challenges are also evident in the Kenya community radio scene. They have been identified by Tabing & UNESCO (2002) as some of the major challenges affecting community radio in Kenya.

All these challenges work against the effectiveness of the community radio stations in delivering quality programmes in terms of consistency quality, content and involving the community (Sharma, 2011). Failure to address these challenges effectively and progressively would ultimately be injurious to the growth and sustainability of any community radio station, given that continued support and patronage from the listeners is invariably tied to the station providing quality programming and generally fulfilling the expectations of its audience to a great degree. Sharma (2011) further points out that no community radio can thrive without the participation (and support) of the people it

targets to broadcast to, given the importance of this aspect, and she even puts forward a threshold of 70% of the community participating enthusiastically in the affairs of the community radio station for it to be successful.

The establishment and growth of any community radio station is invariably tied to the thinking and decisions taken at the conception of the station by its promoters. Whose idea was it to start a community radio station? How was the location of the station chosen? Who would fund its setting up? What would be the governance and management structure of the radio station? Answers to these questions would point out to the long-term sustainability of the community radio station, a process that largely depends on the host community's ownership of the initiative and support for the radio station (Tabing & UNESCO, 2002).

2.6 Community Radio and Development Messages

Radio is the key and in some cases the only information source for persons inhabiting informal settlements as they have little access to newspapers or television due to poverty, illiteracy, or both (Sharma, 2011). A number of interest groups based in communities have been on the forefront in promoting development in Kenya. So far, these community based organisations have been able to make significant steps in developmental areas such as socio-economic matters, gender issues, water and natural resource management matters, environmental issues, poverty, agriculture and employment among others (Agrawal, 2006). There are a number of community based organisations that are known to have been implementing media technology to communicate information and knowledge meant for development. Some have set up their own community radio stations whereas others use already existing community radio stations to promote development agendas and serve the interests of the

communities they serve. A good example is the Wajir Community Radio Station established in partnership with the World Bank and the Arid Lands Resource Management Project (ALRMP) in 2006. The sole aim of this particular community radio station was to enhance natural resource management among communities living in arid and semiarid areas in Kenya. Such efforts have significantly empowered slum communities (Wabwire, 2013).

According to the World Bank Working Paper number 170 of 2009, authored by Tufte and Mefalopulos, radio has been proven to be an effective tool that can contribute to improving the livelihoods of communities through the promotion of development communication. The working paper clearly advocates that community radio stations have a high potential of enhancing and promoting active and informed participation. These radio stations have proved to be one of the best change agents in society through improving opinion sharing among community members in slum communities and diversifying the dissemination of information and knowledge that in necessary to cater for their developmental needs on issues such as poverty, health, unemployment, education, and resource management among others. Essentially, the common viewpoint of community radio is grounded on the notion that it is a voice of the voiceless, the mouthpiece of the underprivileged people and normally an instrument for development (AMARC, 1981).

The AudienceScapes project, which is part of the Africa Development Research Brief, conducted national-representative media and communication surveys in August 2009 in Kenya and Ghana to find out which method of communication has been most efficient and effective in communicating about HIV/AIDS. In both countries, it was established that campaigns to educate communities about HIV/AIDS were adequately reaching their targeted audiences. Radio was found to be the most effective means of

transmitting information about HIV/AIDS, especially to the people living in slum areas (NASCOP, 2014). Community radios were particularly acknowledged for their great contribution on this, reaching 79% of the targeted audience. Word of mouth from family members and friends also played an important part in communicating information about HIV/AIDS to community members but it did not defeat community radio because it managed to reach 47% of the intended audience. In analysing these research findings, it is vital to note that while community radio would effectively deliver information about HIV/AIDS to members of their communities, it does not necessarily mean that those people are paying particular attention to that information. The community radio has played its role of transmitting that information but it is essential to also carry out an impact assessment to find out if people are really using that information which is readily available to them, or whether the information they receive is even useful to them or if it has any impact to them.

2.7 Theoretical Framework

The theoretical orientation of this study was anchored in theories of development communication. The study and practice of development communication has over the years been driven by a number of schools of thought. This study was guided by the democratic-participant media theory.

The democratic-participant theory posits that mass media should back the participation of people in the process of commencement; planning and implementation of interventions that touch on their lives. According to Baran and Davis (2012), media is supposed to be solely used in empowering and stimulating pluralistic groups, thus aiding the development of cultural pluralism at the community level. As it stands, this theory posits that media is entirely commercial. For media to become democratic, ill

practices such as monopolisation, top-down approach and centralisation of press should be removed to make media participatory and accessible. Participation gives communities the chance to get involved in identifying the problem facing them as well as getting solutions to these challenges. Democratic participation theory advocates for the improvement of small media that can meritoriously be run by associates of grassroots groups. According to McQuail (2000), this theory "challenges the dominance of a centralised, commercialised, state-controlled or even professionalised media". The media should be horizontal or bottom-up, decentralised and promote equality. This theory favors media that is small-scale, non-commercialised and committed to a cause (McQuail, 2000). This theory believes that the major role of media is to call for consorted action at community level, and provide a platform for feedback and information. This theory is further supported by Van Zyl (2005) when he says that, "the central function of community radio, mainly in budding economies is typified by its capacity to obligate itself to community development by engaging people in dialogue, strengthening the representation of minorities in a culturally diverse society and creating new links between the groups. It offers a forum for localised expression of modern democratic ideals of equality, freedom of expression, respect for the law and the constitution and a culture of human rights. This is a form of democratic dialogue as communities share common problems of education, service delivery, local governance, transport, and health among other developmental issues." This theory has informed the theoretical framework of this paper because it notes that communication and participation are inseparable concepts.

2.8 Summary and Research Gap

This literature review reveals that many scholars agree that community radios have the potential to effectively and efficiently pass across information, communication and knowledge for development, there is need to conduct further research to establish the impact that such communication actually has on development. There is the need to find out whether members of communities actually benefit from the information that they receive from community radio stations. There are proven cases of success in terms of community radios being effective agents for communicating development information (Narayan, 2002). However, a lot more needs to be done to address the common and specific challenges that are faced by community radio stations to empower them to become effective tools of communication, information, and knowledge for development. The World Bank (2003) also agrees that a lot has to be done when identifying the needs of a particular community before setting up a community radio so as to ensure that the community radio will set out to satisfy those identified needs of members of its community. Community Based Organisations should also take it upon themselves to ensure that community radios are empowered to empower their communities (Mrutu, 2008).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter presents the methodology that was used to conduct the research. Other core factors such as what informed the research design and approach, target population, sampling method, and data collection methods and tools that were used are also discussed in the chapter.

3.2 Research Design

This case study adopted a descriptive research design. A descriptive research design was the most appropriate because it enabled the observation, measuring and describing of the subjects in their natural setting without manipulating the variables.

3.3 Research Approach

This case study utilised a qualitative approach. Qualitative case study approach was used to study the subjects in their natural setting and narrate their responses as it relates to the general objective of the study. It will make it easy to employ a mixture of data collection methods such as interviews, observation, focus group discussions and review of literature without manipulating the variables.

A case study emphasises a detailed contextual analysis of events or conditions and their relations. The case study approach to sociological enquiry is driven by the desire of the researcher to get a deeper first-hand understanding of a given phenomenon. Yin (2004) asserts that the case study method draws its strength from its ability to examine a "case" in depth within its "real-life" context. In deciding to use the case study approach to

examine the role of Pamoja FM, a community radio station, in the social, economic, cultural and political development of the community residing in Kibera, the researcher had reached a determination that gaining an in-depth understanding of the impact of the community radio station on its target community was just as important as understanding the context in which Pamoja FM is set. Yin (2004) also emphasises this when he argues that when the boundaries between the phenomenon and the context are not clearly manifested, then a case study would be a good research approach.

3.4 Research Method

This research was a case study that focused on a detailed analysis of a community radio station, Pamoja FM, to find out what role it plays in promoting the development agenda of Kibra residents.

3.5 Location of the Study

The subject of this case study is Pamoja FM radio station is based in Kibera, Nairobi County, Kenya. Kibera is in southwest Nairobi, roughly 5 kilometers from the city center. Much of its southern border is bounded by the Nairobi River and the Nairobi Dam. Kibera is divided into 13 villages, including Mashimoni, Makina, Siranga, Laini Saba, Lindi, Kisumu Ndogo, Gatwekera, Soweto East and Kianda,

Kibera was found to be appropriate for this study because more than 50% of Kibera slum residents live in extreme poverty and earn very little, usually less than one dollar a day (Wabwire, 2013). According to the International Medical Corps (2006), unemployment rates in Kibera are as high as 50%, and HIV is common in the slum. Cases of assault, crime and rape are also common.

Pamoja FM was selected for this study because it is a community radio based within Kibera. The station is also appropriate because it is concerned with the promotion of development issues in Kibera.

3.6 Sampling

This study used the census sampling method where all 5 media staff of Pamoja FM and 30 members of the listeners clubs together with interns were studied. The sampling frame for the respondents in the focus group discussions consisted of regular listeners of Pamoja FM. This was provided by the radio station, which has a data base of its regular listeners generated from numerous sources including listener clubs associated with the radio station as well as membership of common interest groups which have grown out of the listener clubs. These community listeners' club comprised of a group of people who listen to radio programmes actively and systematically with a view to discussing the content and above all putting into practice the lessons learned. The respondents who participated in the focus group discussions were randomly picked from three clusters of older men, women and youth (18 - 35 years). For key informant interviews, a list of potential respondents was drawn beforehand comprising of the media staff and those listed were interviewed through the use of questionnaires.

3.7 Data Collection Methods

In this study, data was collected from multiple sources because a good case study seldom relies on a single source of data. Primary data was collected through interviews of key informants, select listeners, local opinion leaders, as well as focus group discussions. 5 questionnaires were also given to the 5 media staff to obtain information about the history of Pamoja FM. For these reasons, secondary sources in form of

documents and findings of previous similar studies as well as information that was relevant to the subject and location of the study.

3.8 Data Collection Tools

The instruments used to collect data in this study were questionnaires, focus group discussion guides and key informant interview guides.

3.9 Data Analysis

The main aim of data analysis is to make information collected from the field and other sources manageable, and, in the process, making the identification of commonalities, contrasts and comparisons of the different pieces of information possible. The essence of data analysis is to identify relationships between and among the variables being investigated.

In this study, the qualitative analytical process was used to analyse the data that was collected. Data was categorised and compared in preparation for analysis and interpretation. Thematic analysis was employed because it is the most appropriate method of identifying, analysing and reporting patterns and themes within qualitative data. Analysis was geared towards identifying patterns and differences as well as relationships between and among various sets of information. This explained the contribution or otherwise of Pamoja FM to the development of its listening audience/community. The analysis adopted the explanation building approach which examines the dependent variables and assigns causal attributes with a view to disapproving any plausible rival explanations. This procedure was preferred because it is quite appropriate to explanatory case studies, which approach this study adopted. Through explanation building, this study sought to identify a supposed set of causal

links between the social, economic, cultural and political developments in Kibera and the operations of Pamoja FM.

3.10 Data Presentation

This study has mainly used the narrative method of data presentation by focusing on how individuals and groups make sense of the role played by Pamoja FM in promoting the development agenda of their community. Information about the main research question was gathered from the respondents and has been narrated in this paper, using quotes in many instances.

3.11 Research Ethics

This project was presented, defended and approved as a proposal before the researcher was given permission to go and conduct research. The researcher was issued with a certificate of field work (Appendix VI) to allow him to proceed to the field for data collection. The potential research participants were informed about the study and how they were required to assist by providing crucial information to support the study before gaining their informed consent. The complete project was subjected to plagiarism checks to determine its similarity to other peoples' works. This project passed the minimum acceptable similarity index of 15% by attaining 12% in the certificate of originality (Appendix VII). The complete project was also defended before a panel of teaching staff of the School of Journalism and Mass Communication of University of Nairobi. The recommendations of the defence panel were duly incorporated and obtained a certificate of corrections (Appendix VIII).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter presents the findings and analysis of the data that was collected during this study. In finding out the place of community radio in promoting the development agenda of slum populations, questionnaires, interviews and focus group discussions were used to collect the data that informed these findings. The key respondents were select radio listeners, staff working at the radio station, as well as Pamoja FM's managers.

This study set out to achieve the following objectives:

1. To investigate the role of community radios in the development of slum areas.
2. To scrutinise the regulatory framework of community radios in Kenya in reference to the development agenda of slum areas.
3. To analyse the challenges experienced by community radios in the promotion of developmental agendas in slum communities.
4. To explore the development messages and programmes disseminated by community radios to slum areas.

4.2 Role Of Community Radio in Provision Of Information and Knowledge for Development in Slum Communities

The study sort to establish whether community radio plays a role in the development of the community it serves. The study found out that a linear relationship exists between

community radio and development. The respondents were asked to state whether Pamoja FM is a source of development information in their community.

The study also aimed to find out sort what mostly attracts listeners to Pamoja FM. The respondents were asked to state what mostly makes the listen to Pamoja FM between general entertainments, music or to be informed and educated about development issues that touch on their lives. About 71% of the respondents said that they are attracted to Pamoja FM because it informs and educates them about their own welfare and development in a language they easily understand.

This research was able to establish that Pamoja FM has to a great extent played a critical role in providing information and knowledge for development to the people of Kibera as outlined below

4.2.1 Peace Building and Security

It is nearly impossible to have development without peace and security since peace and development are two sides of the same coin (Barry, 2004). Lack of peace hinders development and destroys the little form of development that existed, if any. Pamoja FM has played an important role in building peace amongst the diverse communities that live in Kibera with the aim of promoting development. It is important to note that the 2007/2008 post-election violence (PEV) that rocked Kenya greatly destabilised the peace in the area as witnessed world over. Kibera was one of the most affected areas, with many cases of loss of lives and massive destruction of property, houses and business premises. Pamoja FM played a critical role in restoring peace among members of the community who were engaged in constant conflict at that time. For instance, Pamoja FM partnered with Kibera Women for Peace and Fairness to help restore peace among the residents of Kibera. Kibera Women for Peace and Fairness is a self-help

group that was founded by Jane Onyango in 2008 at the height of the post-election violence, especially against women and children. The group would hold peaceful demonstrations and protest the killings and destruction of property that were being witnessed at that time in Kibera with the aim of sensitising the community against violence. The women would also share their true life stories about the violence netted against them and provide psychosocial support to those who were adversely affected by the violence.

It is evident that the PEV had worsened the economic situation in Kibera since many hardworking citisens lost their lives and property and businesses which contributed to boosting development in the area were also destroyed. Upon the realisation by Pamoja FM that it shared the same development agenda with the self-help group, the station decided to offer the group a media platform so that it could reach a wider audience and mobilise more members with the sole aim of spreading the peace for development message. The group still exists to date and constantly engages Pamoja FM in reaching the community to spread peace for development. An oral interview with the founder of the self-help group, Jane Onyango, who was at the station at the time of collection of this data for their weekly live community outreach programmes revealed that the agenda of the group has since been reshaped to ensuring that the community is engaged in shaping its own development agenda. Jane noted that the partnership between the group and Pamoja FM is centered on sensitising the community on the country's development agenda, how they can be part of it, and what the government owes them as citizens in terms of development. She further revealed that Pamoja FM still plays a crucial role in development of the area since it has given them a platform through which they can engage with the entire Kibera community and continuously enlighten them about the importance of peace for development. In this case, Pamoja FM has been

instrumental in providing knowledge and information to the residents of Kibera about development by providing a platform through which a development-oriented self-help group can reach out to the residents of Kibera and advise them about the importance of maintaining peace if they are to achieve any form of development in the slum. This just moves to show how instrumental community radio is in keeping it listeners in touch with their development agenda.

According to a policy brief released by the British Broadcasting Corporation (BBC) in 2008 right after the PEV, community radios played a crucial role in preventing and minimising the tension that instigated the violence. The report stated;

> "Pamoja FM, located in Kibera slum, one of the main centers of the post-election unrest in Nairobi-has played an especially courageous role. It has, despite its position, insisted on providing a voice for different communities and worked to calm conflict. Young people make up its main audience and it has directed its efforts at trying to stop fighting between groups of youths." (BBC Policy Briefing #1, 2008).

4.2.2 Overcoming Language Barriers

It is expected of community radios to air their broadcasts in a language that is easily understood by the greater part of the population within their reach for them to be effective tools of aiding development (Rolls & Narayan, 2008). This is especially true if a great majority of the members of a particular community are illiterate or semi-illiterate when it comes to secondary languages. Most contemporary radio stations in Kenya today air their broadcasts mostly in English, and some in Swahili (CCK, 2014). This study established that Pamoja FM airs most of its broadcasts in sheng' and Swahili, languages that are easily understand by most of the slum dwellers in Kibera. According to the station's management, the deliberate decision to use at least 90% of these two

languages in its broadcasts was reached at because most of the station's target audiences are either illiterate or semi-illiterate.

For any population that is not highly educated, a language it understands well is quite critical in communication for development. In this regard, most listeners who were interviewed during this study highly regard Pamoja FM and listen to it because it uses a language that is easily understood when engaging them. As noted in graph 4.2 above, 49% of the respondents said that they are attracted to Pamoja FM because it informs and educates them about their own welfare and development in a language they easily understand. This clearly shows that community radio plays a critical role in the development agenda of communities by overcoming language barriers. During the focus group discussion with the listeners' club, it was revealed that many listeners need no translation or interpretation of the messages broadcasted by Pamoja FM since the broadcasts are in a language they can easily understand. For this reason, they consider the radio station an important tool in communicating educational and developmental information.

Pamoja FM, through its listeners' clubs, realised that many residents of Kibera are quite green when it comes to issues dealing with their own development. The management had recently undertaken a survey to find out if the residents are aware of the global and local development plans that their government should be working towards. These plans include the Millennium Development Goals (MDGs), the Sustainable Development Goals (SDGs), Kenya's Vision 2030, and the most recent Agenda 4 launched by the current government as part of national accord. Asked whether they were aware of the existence of these development goals, some respondents revealed that they had heard about some of these agendas but had no idea what they entailed. Those that were aware

of the existence of these goals and also knew what they entailed said that they owed their awareness to Pamoja FM which tried to educate them on such matters.

4.2.3 Providing The Community With A Communication Platform It Can Easily Identify With

The greatest difference between Pamoja FM and other radio stations broadcasting in Kibera is that most of the others are purely commercial in nature. Most of the other radio stations broadcasting in Kibera are driven by profit motives whereas Pamoja FM is solely driven by protecting the welfare of the community it serves. Secondly, most radio stations that Kibera residents can listen to are located in other areas, mostly in town or other leafy suburbs. This is in contrast to Pamoja FM which is located at the heart of Kibera slums where its target audiences reside. In the words of Al-Hassan, Andani & Abdul-Malik (2011), the location of a community radio station plays a crucial role towards how appealing or otherwise it is in terms of information sharing and access to the members of the community it serves. A community radio station strategically located near the audience it serves is highly likely to enjoy distinctive closeness with the audience, thus giving them a sense of community and identity. A common assertion by most respondents was that Pamoja FM was part of their lives, since it understands their problems, and is located in the heart of the slums where they reside.

The audience who were interviewed held a common conception that the setting up of Pamoja FM in the heart of where they reside has attracted them to tune in and listen to the broadcasts of the station since they can identify with it. They feel that the station is part of them and that it understands their unique problems. According to Githethwa (2010), local and national governments can engage community radio stations to push for socio-economic development of communities. Community radio stations readily

provide the platform through which development partners can interact with members of communities. Government, together with development partners can take advantage of this to sensitise slum communities about their socio-economic development.

4.2.4 Economic Empowerment

The respondents elucidated that Pamoja FM had played a critical role in the success of their businesses as members of the community get information from the broadcasts has made it easier to expand their businesses, thereby getting access to more income. Pamoja FM broadcasts programmes that are aimed at enlightening members of the community on how they can empower themselves economically. Such programmes such as Tuamke Pamoja educate the community on how to start viable businesses and manage their incomes. The programme gives information on the relevant and viable areas of business development and skills. Listeners get the opportunity to be educated on the different types of businesses that they can run.

The respondents explained that such broadcasts at Pamoja FM have changed their mindsets toward economic issues and have enabled the retail business owners to reach their targeted audience thus facilitating sales and economic growth. Several NGOs which operate in the Kibera area are usually invited for talk shows touching on how the residents can boost their socio-economic development.

When asked to give their opinions on community radio as a source of information for development, most respondents said that Pamoja FM educates them on economic issues, advertises products and services for residents and helps to make people aware of the development projects and opportunities in Kibera. Most respondents seemed to agree that Pamoja FM has helped to empower them economically.

The focus group discussion revealed that Pamoja FM has been providing informative and educative information on economic growth that is meant to benefit the locals. For instance, the station offers to advertise the products of locals, thus marketing their businesses and helping them rake in more profits. Youth in Kibera are also given the opportunity to get unpaid internships while working at the station. This gives them the opportunity to gain experience of working in a radio station, grow their skills and be part of the team dedicated to driving change in Kibera. The station is one of the greatest advocates of peaceful coexistence within the different communities inhabiting Kibera because it realises that people can only be economically empowered if there is adequate peace.

Pamoja FM has helped the community of Kibera to establish Pamoja Welfare Society and Pamoja Sacco. These two entities have so far enabled residents who register themselves as members to invest, save, and borrow money to establish and develop sustainable businesses.

4.2.5 Acting as a Government Watchdog

Pamoja FM has assumed a watchdog responsibility for the Kibera community which it serves. The station has a team that monitors all government-funded projects taking place in the community to ensure that due process is being followed. Secondly, the station has also taken up the role of reporting corruption cases that are likely to affect the community. Pamoja FM has solely dedicated a number of programmes aimed at promoting quality community projects (Umande Trust, 2010). An example of such a programme is one known as "crime stoppers". This programme converses issues of crime reporting and informs the community on matters of personal safety, security, crime reporting, and economic development. Twenty five respondents who filled the

questionnaires explained that they got to know of government projects at community level through Pamoja FM. They also revealed that the station has been educating them on the obligations of the government when such community projects are underway so that they can hold the government accountable in case due process is not followed.

4.2.6 Community/Public Mobilisation

Development and mobilisation go hand in hand since mobilisation involves the gathering and deploying of critical resources such as human and financial resources necessary for the completion and fruition of a project. Pamoja FM has become a voice to reckon with in Kibera when it comes to calling the community to action whenever the need arises. Through the station's initiative, a number of networks and groups of interests have been created to bring the members of the community together at times of need. For instance, Pamoja Welfare, Pamoja Sacco and Kibera Women for Peace and Fairness are just but a few. Most of these networks and groups consist of people who did not know each other before but were brought together for a common cause. Some of these networks such as Pamoja Sacco have even gone steps further and received formal registration to enable their members to benefit more from them. Through Pamoja FM, members of the community are able to help one another when one of their own is facing challenges such as bereavement, lack of school fees, lack of employment or is having high hospital bills just to name a few. The station broadcasts such pleas to members of the community and calls them out to assist one of their own. Many success stories have been realised through such initiatives since bright but needy students have been put into schools and those with high hospital bills have received contributions from members of the community to help offset them. Funeral and wedding announcements are also done for residents at no cost.

Girard (2007) argues that community radio is a crucial part of the communication process that aids in social change because of its potential to facilitate participation and inclusion in development agendas. Most times, if community radio is part of the communication process in development agenda, the results include peace building, achievement of development goals, and reduction of poverty, accountability and good governance. Radio is one mass media platform that has proven to be very impactful in shaping and driving the development agenda of the communities they serve (Tavhiso, 2009). Community radio provides a forum through which issues affecting a community can be discussed, ideas exchanged, and remedial measures undertaken.

4.3 Regulatory Framework of Community Radios in Kenya in Reference to the Development Agenda

The Communications Authority of Kenya (CA) is the official regulatory agency for the communication sector in Kenya whose parent body is the Ministry of Information Communications and Technology. It was established by the Kenya Information and Communications Act (KICA) in 1999. At its onset, it was known as the Communications Commission of Kenya (CCK) before rebranding to Communications Authority of Kenya (CAK) in June 2014. Being a state-owned corporation, it is responsible for ensuring fair play in the airwaves. Its core mandate is to license and regulate radio communication/broadcasting, postal and courier services, electronic commerce and telecommunications in Kenya. Licenses to internet service providers, as well as other communication devices that utilise frequencies are also issued by the Communications Authority. Strategies and policies that relate to the development and operation of all forms of telecommunication services in Kenya are developed by the authority as well.

According to the Communications Authority website (2018), its responsibility entails:

a) Licensing all systems and services in the communications industry, including; telecommunications, postal, courier and broadcasting.

b) Managing the country's frequency spectrum and numbering resources.

c) Facilitating the development of e-commerce.

d) Type approving and accepting communications equipment meant for use in the country.

e) Protecting consumer rights within the communications environment.

f) Managing competition within the sector to ensure a level playing ground for all players.

g) Regulating retail and wholesale tariffs for communications services.

h) Managing the universal access fund to facilitate access to communications services by all in Kenya.

i) Monitoring the activities of licensees to enforce compliance with the license terms and conditions as well as the law.

With this in mind, it is now evident that the Communication Authority is the sole controller and regulator of the radio broadcasting sector in the country. This section seeks to reveal how the regulatory framework of community radio in Kenya as set forth by the CAK may promote or hinder the effectiveness of community radio in promoting development in slum areas. This research was able to establish that the regulatory framework for community radio in Kenya has the ability to hinder and promote the role played by community radios in promoting the development agenda of slum communities. In other words, the regulatory framework in Kenya, to some extent,

hinders and also promotes the role of community radios in promoting the development agenda of communities they serve.

4.3.1 Political Interference

According to the station's director of operations, (Respondent !), Pamoja FM has experienced regulatory challenges caused by political interference even before it existed. Firstly, he explains that the station had to overcome substantial resistance from the government which perceived it to be supporting the opposition at that time when it was being founded in 2007. He explained:

> "The fact that we were in Raila Odinga's constituency seemed to hinder our relations with the Communications Commission of Kenya." (Respondent !)

Raila Odinga was the leader of the official opposition when the station was being set up in 2007. He led the Orange Democratic Movement and was also a presidential aspirant who took part in the 2007 elections that led to the ill-fated post-election violence. He was also the Member of Parliament for Kibera Constituency at that time where the station is based. According to Kioi, the government would frustrate all their efforts to set up the station because it felt it was affiliated to Raila Odinga. He expressed concerns that the bureaucratic hurdles put forth by the regulatory body under instructions from the government cost Pamoja FM more than two and a half years to clear before being allowed to operate. Governments world over are known to use state-owned corporations to fight battles with individuals or other corporations that they are not in good terms with (Power & Wilson, 2000). This may be done through tough regulations and rules that are set to frustrate the efforts of any person a government wishes to fight.

Kioi further explains that the two and a half years that were wasted when Pamoja FM was trying to overcome the bureaucratic hurdles set forth by the regulatory body would have made a big difference to the residents of Kibera. This is because the station's main aim was to tackle issues that affect the community of Kibera directly such as community awareness, drug abuse, women's rights, and environmental issues among others. He adds that it was ironic that despite the regulatory restrictions they had to go through because of being assumed to be associated with the opposition leader at that time, they did not receive any financial support from him though he expressed verbal support severally. The station's management feels that they should have received the necessary support since they were also working to improve the living conditions of residents of Kibera. Such political interference has made it difficult for the station to attract funding to run its operations since the government initially perceived it as an affiliate of the opposition. Community radios are strictly not-for-profit and therefore cannot engage in commercial activities such as advertising to generate income.

4.3.2 Stringent Regulations

According to the programming code for free to air broadcasting covering radio and television services in Kenya published by the Communication Authority in March 2016, the Communications Authority is required to prescribe a Programming Code for free-to-air radio and television services setting out standards for the time and manner of programmes to be broadcast by licensed broadcasters under the Act (KICA). Section 46H (d) of the Act mandates the Authority to ensure compliance to the Programming Code prescribed under the Act. While this programming code is meant to ensure that radio broadcasting strictly adheres to standards that are acceptable to Kenya communities, some regulations of the code were explained to hinder their effective

operations. For instance, Section 5 stipulates the documents that need to be provided to the Communication Authority by a person applying for a community radio broadcasting service. One such requirement is proof of funding sources and mechanisms for sustainability. At the onset, the management confessed that it did not know how it would be receiving funds because it was entirely focused on improving the lives of the people of Kibera. This caused unnecessary delays in getting a license from the Communications Authority to begin its operations.

According to the station's management:

> "Such regulations make it difficult to cross the initial stages of licensing because it is difficult to establish reliable sources of funding at the initial stages of launching a community radio station. Such regulations also make it difficult for other promising community radio stations to set up shop."

Another case in point that was mentioned was the fact that community radio stations are required to promote the use of English and Kiswahili as national languages. For community radio stations operating in rural areas, their choice of broadcasting language has always been the local dialect which is understood by the greater majority in the communities they serve. However, because of this regulation, some community radios have seen their licenses revoked because they are usually confused with being vernacular radio stations. A good example is Homa Bay Community Radio which was shut down by the Kenyan government on claims that it was violating the official policy of making English and Swahili the official and national languages respectively because its broadcasts were aired in Dholuo (KCOMNET, 2014).

Community radio stations need to have uninterrupted access to airwaves for them to exist and broadcast. This being the case, they need to have frequencies reserved for them by the CAK and licenses issued to the community radio stations for them to

operate legally. The National ICT policy however leaves the licensing of community radios to a free market approach. This means that all prospective radio service providers make applications to the CAK and await approval. Community radio stations therefore face difficult challenges since they are forced to compete with commercial radio stations that are better placed to financially fight for the few available frequencies. The CAK has failed to have a policy framework that designates broadcasting frequencies to community radios.

Further to this, the broadcasting regulations of 2009 have stipulated requirement such as mandatory documents that should be furnished to the CAK when applying for a community radio license. These documents should contain:

a) Weekly schedules for programmes that the station will be broadcasting

b) Minutes of the meeting where it was decided that a community radio be established

c) Information regarding the service for which the community radio license is being sought for

d) Sustainability mechanisms and proof of the sources of funding

e) Any other relevant requirement and information that the CAK may prescribe from time to time

The station's management explained that it is difficult to identify sources of finance and sustainability mechanisms at the onset even before the station begins its operations. It feels that the CAK should first allow stations to begin operating as this can be away of attracting donors to finance their operations once they prove that they can have a positive impact to the communities they serve.

4.3.3 Positive Sides of the Regulatory Framework of Community Radio in Kenya

Having discussed how the regulatory framework on community radio broadcasting hinders their operations and dedication towards the promotion of development agenda in slum communities, this research also established that the regulatory framework on community radio broadcasting in has some positive impacts towards making community radio stations promoters of the development agenda as discussed below:

4.3.3.1 Policy Framework (National ICT Policy)

The Ministry of Information Communication and Technology in Kenya released the National Information & Communications Technology Policy in 2006 to act as the main policy document for the development of ICT in the country, including broadcasting services such as radio and television. The policy clearly stipulates the crucial role played by broadcast media in development. It states that one of the most authoritative tools of communication in the 21st century is broadcast media since it has transformed interactions and communication between individuals and societies.

The National ICT Policy is aimed at creating an enabling environment for the three categories of broadcast, namely; community broadcasting, private broadcasting and public broadcasting. It also provides signal distribution services to all the three categories of broadcast services. One of the most supportive objectives of the ICT policy is to ensure that broadcasting services echo a sense of Kenyan cultural diversity, character and identity by developing local appropriate content. It also seeks to promote diversity in control and ownership of broadcasting services in the country. The policy requires community broadcasting to focus on providing programmes that concentrate on community issues such as developmental issues, local cultures, peace, cohesion, environmental issues and general/basic education. This, in a way, according to the

station's management, has helped them to stay on course in promoting the development agenda of the people of Kibera as they are bound by the law to do so.

4.3.3.2 Kenya Information and Communications Act (KICA)

The Kenya Information and Communications Broadcasting Regulations of 2009 also help ensure that community radio services remain focused on promoting the development agenda of the communities they serve by stipulating that community broadcasters have to:

(a) reflect the demographic language, religious and cultural needs of the people in the communities they serve;

(b) deal explicitly with community issues which are not usually dealt with by other broadcasting services found in the same area; and

(c) be informational, educational and entertaining in nature; Provide a distinct broadcasting service that highlights community issues.

Further to this, the Communications Authority also helps community radio stations to promote the development agenda of the communities they serve by stipulating that:

i.   a frequency plan exists to ensure that a fair number of channels or frequencies are reserved for community broadcasting services

ii.   a community broadcaster shall ensure all the funds generated from the operations of a community broadcasting station are reinvested in activities benefiting the Community.

iii. community broadcasters shall be monitored by the Communications Authority to ensure that the funds generated from operations of a community broadcasting station are re-invested in activities benefiting the community.

iv. the Communications Authority shall allow community broadcasting licensees to advertise, on their stations, adverts that are relevant and specific to that community within the broadcast area.

The above regulations, to a large extent, have helped community radio stations to remain on course and focused on serving the interests and development goals of the communities they serve.

4.3.3.3 Lower Application, Licensing and Annual Operating Fees for Community Broadcasters

In a bid to promote the establishment of community broadcasters such as community radios, the Communications Authority significantly lowered the application, licensing and annual operating fees for community broadcasters in comparison to commercial broadcasters. As it stands, the application, licensing and annual operating fees that community radio operators need to pay to the Communications Authority stand at Kshs. 1,000, Kshs. 15,000 and Kshs. 15,000 respectively compared to commercial radios which pay Kshs. 10,000, Kshs. 100,000 and Kshs. 100,000 respectively. This has been an incentive to community radios to begin operations in areas where there is need to have such services. However, the station's manager explained that the license for a commercial radio station lasts for 5 years whereas the license for a community radio station like Pamoja FM lasts for only 3 years. He was of the opinion that consideration should be given by the Communications authority in terms of extending the period of licensing so that it can match the 5 years given to commercial radio stations.

4.4 Challenges Experienced by Community Radio in the Promotion of Developmental Agendas in Slum Communities

Successfully setting up and operating a community radio in such a manner that it remains focused on promoting the development agenda of the community it serves is no easy fete. Many community radios in Kenya usually rely on donations, volunteers and money from the pockets of their founders in their establishment and sustainability since they are not allowed to commercialise their operations. Inadequacy of finances makes it difficult for community radio stations to acquire premises to operate in, acquire licenses, acquire broadcasting equipment, hire competent staff and sustain their operations.

4.4.1 Political Intrusion and High-Handedness

Community radios constantly seek for ways of financially sustaining their operations and programmes as part of their devotion toward promoting the development agenda of communities served by them. In the pursuit of this cause, community radios often find themselves at the mercy of the political class who tend to take advantage of their financial vulnerability. The power that broadcast media has over the masses is immense. The political classes in some countries are well aware of this fact and sometimes use it to their advantage. In most cases, such exploitation from the political classes is never done openly but through proxies. The political class, well aware of the financial and regulatory challenges facing community radio stations, can have control over them because of conflicting and competing interests that they may have with them.

In the case of Pamoja FM, according to the station's manager, such political intrusions and interferences were witnessed even before the impact of the station could be felt in Kibera. The station experienced substantial resistance from the government in 2007

which perceived it to be supporting the opposition at that time simply because the station was located in a constituency belonging to the leader of official opposition. This would greatly hinder the relations of the station with the regulatory body at that time. The station's management believes that highly influential political leaders coerced the CAK into frustrating the station's efforts of getting a license. The CAK is a state-owned corporation which is regulated by the government. It can easily be swayed to favor the government in some of its decisions. According to the station's manager, the government would frustrate all their efforts to set up the station because it felt it was affiliated to Raila Odinga. He expressed concerns that the bureaucratic hurdles put forth by the regulatory body under instructions from the government cost Pamoja FM more than two and a half years to clear before being allowed to operate. Governments world over are known to use state-owned corporations to fight battles with individuals or other corporations that they are not in good terms with (Power & Wilson, 2000). This may be done through tough regulations and rules that are set to frustrate the efforts of any person a government wishes to fight.

The station's management felt that it was being coerced into broadcasting content that favored the government at that time. It felt that it was being derailed from its main course of promoting and defending the development agenda of the people of Kibera.

4.4.2 High Costs of Establishing a Community Radio Station

Despite the fact that community radio stations only broadcast over a small radius, powerful and high quality broadcasting equipment are a prerequisite for smooth operations and quality broadcasts. As explained by the station's management, acquiring good quality studio equipment is no easy fete as they tend to be very expensive. In the case of Pamoja FM, due to the high cost of acquiring good quality studio equipment,

the station was initially forced to acquire low quality equipment that it could barely afford. This resulted in its broadcasts having a lower geographical reach as well as poor transmission quality. Apart from the high cost of equipment, community radio stations also incur additional cost such as an application fee of Kshs. 1000, a licensing fee of Kshs. 15,000 and an annual operating fee of Kshs. 15,000 which are paid upfront before any operations begin. Further to these, the cost of setting up a community radio station is further increased by the need to either rent or buy a premise from where the station will operate from. A community radio station also requires competent staff to run its daily operations, most of who require to be paid for their services yet the stations are not generating any income since they are forbidden from being commercial.

4.4.3 Staffing Problems

For a community radio station to effectively cater to the welfare of the community it serves, highly competent and committed staff is a prerequisite (Agrawal, 2006). The station's management reiterated that maintaining such a workforce is no easy fete given that competent professionals would require to be well compensated for their services. Bearing in mind that Pamoja FM is not allowed to engage in commercial activities, it is difficult for the station to hire and retain competent staff because of the budgetary constraints it grapples with. The station mostly relies on volunteers who are drawn from various members of the community and students on attachment or internship. In fact, the station's management pointed out that the station is mostly kept going by volunteers. These volunteers, according to the station's management, tend to leave the station when better and well-paying opportunities open up for them. High staff turnover is therefore a major challenge facing community radio stations in their efforts to promote the development agenda of the communities they serve. Volunteers usually

join the station with some expectations of receiving some form of stipend to cater for their basic needs and also as a form of compensation for their services. When they realise that payment is not forthcoming, most of them usually begin to look for greener pastures elsewhere and end up staying at the station for a very short time for them to be beneficial to it. Also, many volunteers may not be as professional as required by the nature of the job they are expected to do. Most of them lack the requisite skills, knowledge and experience for the tasks they are required to undertake, which may compromise the quality of programming and service delivery.

4.4.4 Stiff Competition from Commercial Broadcasters

The station's management revealed that they usually face very stiff competition for listenership from their commercial counterparts who have adequate resources and power to attract a broader listener-base than they do. Due to this challenge, they are sometimes tempted to abandon the not-for-profit business model and adopt a pragmatic model that would allow them to venture into for-profit dealings such as advertising. The same listeners of Pamoja FM are also targeted by numerous other commercial radio stations operating within its vicinity. These commercial radio stations are profit-oriented because they are allowed by the law to engage in profit making activities such as advertising which rakes in huge sums of money for them. The commercial radio stations go to any length to attract and retain as many listeners as possible. This is evidenced by the numerous giveaways that are offered to listeners as tokens for participating in games and competitions organised by the commercial radio stations for example. The commercial radio stations also organise mega road shows through which they transverse the community and establish a direct contact with potential listeners, thereby attracting and retaining them. Other commercial activities run by commercial

radio stations to attract and retain listeners include promotional raffles through which listeners stand to win huge sums of money for participating in. Commercial radio stations like Pamoja FM lack the financial might to engage in such activities and are also barred by the law from doing so even if they could manage it financially.

4.5 Development Messages and Programmes of Community Radios Disseminated by Community Radios

Pamoja FM has formed partnerships and linkages with community based groups that have the same ideologies and agendas that the station sets out to achieve. For instance, Kibera Women for Peace and Fairness is a self-help group that was founded by Respondent 2 in 2008 at the height of the post-election violence. The group would hold peaceful demonstrations and protest the killings and destruction of property that were being witnessed at that time in Kibera with the aim of sensitising the community against violence. The women would also share their true life stories about the violence netted against them and provide psychosocial support to those who were adversely affected by the violence. It became evident that the PEV had worsened the economic situation in Kibera since many hardworking citizens lost their lives and property and businesses which contributed to boosting development in the area were also destroyed. Upon the realisation by Pamoja FM that it shared the same development agenda with the self-help group, the station decided to offer the group a media platform so that it could reach a wider audience and mobilise more members with the sole aim of spreading the peace for development message. The group still exists to date and constantly engages Pamoja FM in reaching the community to spread peace for development. An oral interview with the founder of the self-help group, Respondent 2, who was at the station at the time of collection of this data for their weekly live community outreach programmes revealed

that the agenda of the group has since been reshaped to ensuring that the community is engaged in shaping its own development agenda.

> "The partnership between the group and Pamoja FM is centered on sensitising the community on the country's development agenda, how they can be part of it, and what the government owes them as citizens in terms of development. Pamoja FM still plays a crucial role in development of the area since it has given them a platform through which they can engage with the entire Kibera community and continuously enlighten them about the importance of peace for development." (Respondent 2)

Pamoja FM has been instrumental in providing knowledge and information to the residents of Kibera about development by providing a platform through which a development-oriented self-help group can reach out to the residents of Kibera and advise them about the importance of maintaining peace if they are to achieve any form of development in the slum. This just moves to show how instrumental community radio is in keeping it listeners in touch with their development agenda.

Pamoja FM utilises a participatory approach in the development of its programmes and broadcast content. Most of its programmes are created to cater for the interests of the listeners. For instance, the Tuamke Pamoja programme that airs on Pamoja FM airs radio discussions that have created a platform for the residents of Kibera to come together and form welfare groups and Sacco's that have made it possible for them to acquire business loans to start and expand their business. This has been promoting the economic empowerment of the people of Kibera. The programme encourages residents to wake up early and venture outside to explore the opportunities awaiting them instead of being lazy and sitting idle waiting for opportunities to come to them. Good examples are the Pamoja Welfare Society and Pamoja Sacco which were conceptualised by the radio station in collaboration with the residents. Residents who register themselves are allowed to save, invest and borrow money to establish businesses.

In the words of Respondent 3:

> "Hii kipindi hunipea syke ya kuamka mapema na kuamsha maarif wangu twende huko nje tukahussle tujitaftie kamkate angalau badala ya kukaa kungoja tsusaidiwe na kuombaomba."

This loosely translates to:

> "This radio programme motivates me to wake up early and wake up my friends so that we can go out there and hustle instead of just sitting and waiting to be helped and begging."

Another programme that spreads development messages is Pamoja Machweo. The programme gives listeners a platform through which they can share their experiences of the day as they went about their daily hustles. Listeners give their views, challenges and opportunities that they encountered as they ventured out to hustle. This gives listeners hope, encouragement and information about new opportunities that they can explore to empower themselves.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

The aim of this chapter is to present a synopsis of the entire research project. Herein, a brief summary of the research project is presented, as well as conclusions arrived at, and recommendations for the challenges facing community radio stations in their quest to advance development in slum communities.

5.2 Summary

The wider aim of this study was to analyse the place of community radio in promoting the development agenda of the slum populations that they serve, in this particular case, the residents of Kibera slums. Pamoja FM, a community radio station based in Kibera, was selected for the study. The study sought to find out the role of community radio in provision of information and knowledge for development in slum communities and discussed these succinctly. The study has also attempted to analyse the regulatory framework of community radios in Kenya in reference to the development agenda by discussing how it aids and also hinders community radio stations from advancing the development agenda of the communities they serve. The challenges experienced by community radio in the promotion of developmental agendas in slum communities have also been examined and discussed at length.

This study was motivated by the obvious sidelining and neglect that slum communities grapple with on socioeconomic and development discussions. Most slum populations in Kenya live in areas with poor communication systems, meager infrastructure and bad transport networks. This makes it difficult for such populations to receive adequate

information on their development and basic human rights. The study reports that, community radio, if well harnessed, can be an effective and interactive platform through which slum communities can be heard and informed. Slum communities are usually exposed to human distress and social injustices. This paper argues that through community radio, civic education to empower the community on development matters can be easily accomplished because of the language used and the closeness that such radio stations share with members of communities they serve by virtue of their location. For this reason, community members are more likely to better understand development messages conveyed to them through their local language and by members of their own community. It has also been established that community radio encourages community participation in decision making hence contributing to development of society, and overall, towards the realisation of the SDGs. Community radio has the potential to contribute towards the development agenda by mobilising trained broadcasters to engage different sections of community in social dialogue and to come forward with their developmental needs. They also have the potential to raise awareness and knowledge among the rural or slum communities on their basic rights thereby acting as a bridge between the community and local authorities.

Regarding the regulatory framework of community radios in Kenya in reference to the development agenda, this study revealed that political interference and stringent regulations are some of the challenges that face community radios as a result of the regulatory framework governing community radio broadcasting in the country. However, the regulatory framework in the country also positively contributes to enabling community radios to focus on promoting the development agenda of the communities that they serve. The National Information & Communications Technology Policy released by the Ministry of Information Communication and Technology in

Kenya in 2006 acts as the key policy document for the development of ICT in the country, including broadcasting services such as radio and television. According to the policy, the crucial role played by broadcast media in development cannot be downplayed. In the policy, broadcast media is lauded as one of the most authoritative tools of communication in the 21st century because of how it has been transforming interactions and communication between individuals and societies.

One of the most supportive goals of the national ICT policy is to ensure that broadcasting services echo a sense of Kenyan cultural diversity, character and identity by developing local appropriate content. It also seeks to promote diversity in control and ownership of broadcasting services in the country. The policy requires community broadcasting to focus on providing programmes that concentrate on community issues such as developmental issues, local cultures, peace, cohesion, environmental issues and general/basic education. This, in a way, according to the station's management, has helped them to stay on course in promoting the development agenda of the people of Kibera as they are bound by the law to do so.

Challenges that community radios have to grapple with in their quest to promote the development agendas of the populations that they serve include stiff competition from commercial radio broadcasters, staffing problems, inadequacy of funds, high costs associated with opening and running a radio station, and political intrusion and highhandedness among others.

5.3 Conclusion

The study revealed that community radios are a crucial element of the communication process that aid in social change because of their potential to facilitate participation and

inclusion in development agendas. Most times, if community radio is included in the communication process in development agenda, the results include peace building, achievement of development goals, accountability, good governance and reduction of poverty. Radio is one mass media platform that has proven to be very impactful in shaping and driving the development agenda of the communities they serve. The purpose of community radio in provision of information and knowledge for development in slum communities were found to include fostering of peace building, promoting security, overcoming language barrier challenges in communication, encouraging community participation and mobilisation in development matters, acting as a government watchdog, empowering communities economically, and providing communities with a form of communication that they can closely identify with.

5.4 Recommendations

This study has established that community radio has the prospective to advance the political, social, cultural and economic development of slum communities that they serve. Community radio is a unique tool in promoting the development agenda of any community because of its ability to highlight daily happenings and provide direction for future development goals. Commercial radio stations may neglect to address the unique localised problems faced by members of certain communities, especially slum ones because they are purely driven by their profit-making agendas,. This gives community radio the opportunity to step in and respond to the needs of the members of such communities, thereby contributing to development and positive social change within the community. Despite this important position held by community radio in both national and grassroots' development, there lacks an all-inclusive policy governing community radio that recognise s their uniqueness, constraints, values and peculiarities.

Also, community radio stations are faced with numerous challenges discussed above which hinder them from sufficiently promoting the development agendas of the communities they serve. In this light, the following recommendations have been proposed to help community radios realise their place in promoting the development agenda of the communities they serve:

5.4.1 Regulatory and Policy Framework

The Communications Authority of Kenya (CA) is the official regulatory agency for the communication sector in Kenya. The CA clearly stipulates that community radio stations should solely operate as not-for-profit entities and are therefore not allowed to engage in commercial activities. Community radio stations are strictly prohibited from engaging in income generating activities that do not directly deal with the concerns of the communities they serve. These regulatory restrictions greatly limit the income of community radio stations, thus hindering them from effectively carrying out their mandate. They are currently grappling with inadequacy of funds which hinders them from doing basic things such as staffing and equipping their studios. For this reason, community radio stations should be allowed to engage in some basic forms of advertising that will at least boost their cash flow and allow them to carry out important functions such as hiring and retaining competent staff and acquiring state of the art equipment.

Further to the above, the license for a commercial radio station lasts for 5 years whereas the license for a community radio station lasts for only 3 years. The license period for community radios should be extended so that they do not have to incur additional costs every so often considering that they do not even make profits. In addition to this, the regulator should consider lowering or abolishing the licensing fees for community radio

stations because their operations are purely meant to improve the wellbeing of the communities they serve. The government should view community radios as partners since they all have the same agenda of promoting the development agenda of citizens.

5.4.2 Sustainability Mechanisms

Taking into consideration that all community radios are not allowed to engage in profit-making actions, sustainability issues are of great concern to them. Instead of waiting for the regulator to be lenient on them, there are various ways that community radios can use to ensure that they sustain themselves.

a) Community members who are passionate about developing their communities should be trained encouraged to volunteer their free time, experience, knowledge and skills without expecting much in terms of compensation because they are fully aware that they are doing so for the benefit of their own communities. This will reduce the amount of money a community radio station would spend on hiring and retaining staff

b) Community radios should form partnerships and work together with the devolved county governments towards promoting the development agenda of the people within their counties. Proposals should be written to county governments by community radios to show the governments how such partnerships can beneficial to their people. The county governments can then offer support such as providing premises for these stations to operate from as long as they are aimed at promoting the welfare of the people, thereby reducing their operational costs.

c) Lobbying and fundraising can be used to seek for funds to advance the agendas of community radios. The stations should use the platforms they have to reach out to their listeners and ask for donations that are meant to advance their agenda of

promoting the developmental needs of the people they serve. Proposals can also be written to donors and sponsors who are passionate about advancing the lives of slum communities to support the initiatives of community radios.

d) The managements of community radio stations should organise for promotional activities that will take them closer to their listeners. These activities do not have to be expensive. Slum communities are likely to appreciate little efforts such as walks or runs to create awareness on several issues affecting them, sports activities such as football matches for a particular cause, raffles, and small roadshows within their localities. By doing this, community radio stations can effectively compete with their commercial counterparts for listenership, thereby helping them to advance their agenda of promoting development.

e) Scholars should conduct more studies especially in slum areas such as slums and rural areas to discover the place of community radio in promoting development among locals. By doing so, they can discover more shortcomings experienced by community radios in their quest to promote development and come up with further recommendations that can help community radio stations to become better agents of development among their communities.

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APPENDICES: DATA COLLECTION INSTRUMENTS

APPENDIX I: Letter of introduction

Dear respondent,

My name is **Isaac Wamalwa Manje**. I am a scholar at the University of Nairobi, registration number **K50/69635/2013**, undertaking a Master of Arts degree in Communication Studies. I am undertaking a research titled:

COMMUNITY RADIO AND THE DEVELOPMENT AGENDA OF SLUM AREAS IN KENYA: THE CASE OF PAMOJA FM IN NAIROBI

You are humbly invited to participate in this study that intends to seek your opinions on how Pamoja FM is promoting the development agenda of the people of Kibera.

Any information disclosed shall be treated with anonymity and confidentially and used only for the purpose of informing this study.

You do not have to include your name or identity on any of the instruments of data collection.

Thank you in advance.

Yours sincerely,

Isaac Wamalwa Manje

APPENDIX II: Questionnaire

Preamble

The information sought by this questionnaire is purely for academic research. The study aims to establish how Pamoja FM contributes to the development agenda of the community it serves. Your participation in the study is humbly requested. Any information given shall be handled with great discretion.

Background

1. When did Pamoja FM start its operations in Kibera and what motivated its founding? _____

2. Who funded Pamoja FM's establishment?

_____

3. Who are the target audiences for Pamoja FM's broadcasts?

_____

4. State the geographical reach of Pamoja FM.

_____

5. In which language(s) does Pamoja FM broadcast?

_____

Governance and Management Structures

6. Briefly describe the organisational structure of Pamoja FM?

_____

7. What role, if any, does the community play in the governance of Pamoja FM?

_____

8. How many staff does Pamoja FM employ?

_____

a). Are they all on fulltime employment? YES ☐   NO ☐

b). If no how many are not on fulltime?

_____

c). Explain the working arrangement with the non-fulltime members of staff

_____

9. What challenges, if any, does the station face in attracting and retaining key broadcasting and editorial personnel?

_____

Broadcasting Content

10. What is Pamoja FM's policy on the editorial content of its broadcasts?

_____

11. How was the editorial policy arrived at?

_____

12. Are listeners and the community in general involved in determining what content is broadcast?   YES ☐   NO ☐

If yes, how does this happen?

_____

13. Does the management of Pamoja FM consider it important for the listeners and the community to take part in the determination of the radio station's editorial content? YES ☐   NO ☐

Please explain

_____

14. a). How does Pamoja FM get feedback from the audience on its broadcast products? _____

b). How is such feedback used in editorial content planning?

_____

Impact of Pamoja FM on Community

15. Is there evidence to indicate Pamoja FM's impact on its audience in terms of:

a) Enhanced economic activities

_____

b) Participation in the local (and national) debates on political, social and economic matters as they affect the audience

_____

c) Promotion of culture and arts

_____

d) Empowerment of women and youth

_____

e) Education

_____

f) Health

_____

g) Security

_____

h) Disadvantaged members of the community (widows, orphans, landless)

_____

i) Environmental awareness/conservation

_____

Challenges

16. What challenges or constraints does Pamoja FM have to deal with?

_____

17. How can these challenges/constraints be overcome?

_____

APPENDIX III: Focus Group Discussion Guide

Preamble

The data sought by this focus group discussion is purely for academic research. The study aims to establish how Pamoja FM contributes to the development agenda of the community it serves. Your participation in the study is humbly requested. Any information given shall be handled with great discretion.

1. I believe most of you listen to radio; what are your opinions on radio as a source of development information? Please elaborate

_____

2. I suppose you regularly listen to Pamoja FM, what is it that attracts you to Pamoja FM?

_____

3. What are some of the programmes that you enjoy listening to on Pamoja FM?

_____

4. What role, in your opinion, does Pamoja FM play in your community?

_____

5. In what ways, if any, do you as listeners participate in determining what programme goes on air and the content in that/those programme(s)?

_____

6. Apart from radio, what are your other sources of information on matters related to socio-economic development? How do they compare with the information you receive from radio particularly Pamoja FM?

_____

7. What are some of the changes/developments that have taken place in your community that can be attributed to information from Pamoja FM's broadcasts?

_____

8. Should the community be engaged in the governance and administration of the station? How should this happen?

_____

9. How does the community support Pamoja FM? Should such support be offered to the community radio in the first place?

_____

10. What would you like to see happening with Pamoja FM that would improve the wellbeing of your community?

_____

11. In your opinion, what are some of the challenges that are facing Pamoja FM?

_____

12. How have these challenges affected the operations of Pamoja FM and in what way(s)?

_____

13. What should be done to help community radio stations like Pamoja FM to be more effective in their service to their targeted audience communities?

_____

14. Before Pamoja FM went on air, what radio station(s) were you listening to? Do you still listen to them? If No, why?

_____

15. How important is Pamoja FM to the socio-economic development of Kibera?

_____

APPENDIX IV: Key Informant Interview Guide 1

Preamble

The information sought by this questionnaire is purely for academic research. The study aims to establish how Pamoja FM contributes to the development agenda of the community it serves. Your participation in the study is humbly requested. Any information given shall be handled with great discretion.

1. What do you know about Pamoja FM?

_____

2. What role, in your opinion, is the radio station playing in the socio-economic development of Kibera?

_____

3. What are some of the social, cultural, economic and political issues that have been/or are being tackled by Pamoja FM broadcasts?

_____

4. How is the local community involved in the programming and production at Pamoja FM?

_____

5. In what ways is Pamoja FM contributing to the improvement of the lives of the Kibera people?

_____

6. Are there examples of the changes/improvements that have taken place in Kibera as a result of radio broadcast programmes by Pamoja FM? Please discuss some of them

_____

7. In your opinion, what challenges, if any, are constraining the progression and sustainability of community radio services in the country?

_____

8. Is there any other information you may wish to share concerning Pamoja FM?

_____

Key Informant Interview Guide 2

Preamble

The information sought by this questionnaire is purely for academic research. The study aims to establish how Pamoja FM contributes to the development agenda of the community it serves. Your participation in the study is humbly requested. Any information given shall be handled with great discretion.

1. You are a primary stakeholder in the community radio broadcasting sector in Kenya. Please tell me about your involvement in this field?

_____

2. How long have you been engaged with community radio broadcasting?

_____

3. Having been involved in community radio broadcasting in Kenya, what are your insider's experiences with this model of information communication?

_____

4. What are some of the key developments/milestones that you can cite as defining the growth of community radio broadcasting in Kenya?

_____

5. In your opinion, what is the purpose of community radio in communal, economic, cultural and political development, particularly of slum communities in Kenya?

_____

6. How far have community radio stations played this role in Kenya?

_____

7. Can you discuss some of the impacts that can be attributed to Community radio broadcasting in Kenya?

_____

8. What has been the response from the communities targeted by the community radio stations?

_____

9. What are some of the encounters that community radio stations have to deal with during their set up and operations?

_____

10. How have these challenges impacted on the objectives and operations of the community radio stations? What has been/is being done to address these challenges?

_____

11. In your opinion, how best can community radio stations be used to promote development in slum areas in Kenya?

_____

APPENDIX V: Geographical Map of Kibera Constituency
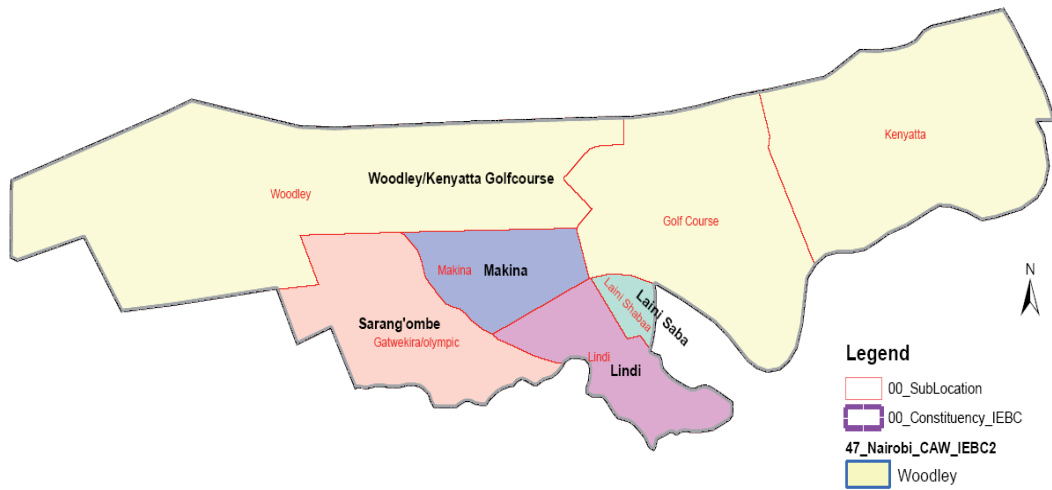
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REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on __17 / 06 / 2014__ in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/ 69635 / 2013

Name: ISAAC WAMALWA MANJE

Title: COMMUNITY RADIO AND THE DEVELOPMENT AGENDA OF SLUM AREAS

IN KENYA: THE CASE OF PAMOJA FM IN NAIROBI, KENYA

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Dr Samuel Siringi
PROGRAMME COORDINATOR   SIGNATURE   29/10/2019 DATE

Prof Ndeti Ndati
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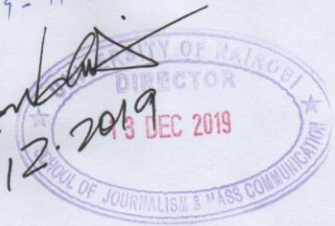
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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on __1/11/2019__ in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: __K50/69635/2013__

Name: __ISAAC WAMALWA MANJE__

Title: __COMMUNITY RADIO AND THE DEVELOPMENT AGENDA OF SLUM AREAS IN KENYA : THE CASE OF PAMOJA FM IN NAIROBI, KENYA.__

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