

**CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY
RADIO STATION IN KENYA: STUDY OF COMMUNITY RADIO
STATIONS IN NAIROBI**

BY

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DECLARATION

This project is my original work and has not been presented for a degree in any other university.

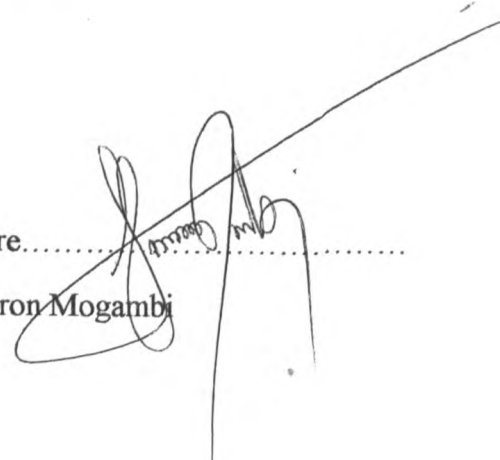
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Dr. Hezron Mogambi

DEDICATION

This work is dedicated to my parents, brother (Willy), husband (Jully), daughter (Fiona), son (Arnold) and two special friends who supported me.

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I wish to extend my sincere appreciation to the following people for their encouragement and support during my project research period:

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LIST OF ABBREVIATIONS

KBC	Kenya Broadcasting Corporation
CCK	Communications Commission of Kenya
NGO	Non-governmental Organization
CBO	Community Based Organization
MHZ	Megahertz
FM	Frequency Modulation
KM	Kilometers
Pct	Percentage
HIV/AIDS	Human immunodeficiency virus/ Acquired immune deficiency syndrome
SIDAREC	Slums Information Development and Resource Centre
USAID	United States Agency for International Development
AMARC	World Association of Community Radio Broadcasters
UNESCO	United Nations Educational, Scientific and Cultural Organization
CIMA	Center for International Media Assistance
SPSS	Statistical Package for the Social Sciences
CRC	Community radio stations
RS	Radio stations
EABC	East African Broadcasting Corporation
BBC	British Broadcasting Corporation
LLR	Local Language Radio Stations

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DEFINITION OF TERMS

Team Leader	Manager
Audience	Listeners
Workers/Staff	The station employees who are not the radio station managers
Manager	The radio station managers
Sheng'	Combination of Swahili–English

ABSTRACT

The purpose of the study was to identify the challenges in setting up and operating a CRS in Kenya. The theoretical framework used was participatory communication approach.

A descriptive survey research design was used where questionnaires and interviews were tools for data collection. The research site was Nairobi County where the sampled radio stations – Koch FM, Ghetto FM and Pamoja FM are located. Purposive sampling technique was used to select 49 respondents for interviews, that is, the 3 station managers, 6 workers, 36 listeners, 3 engineers and 1 CCK personnel. The data was analyzed by the use of computer software called SPSS.

According to the findings, some of the major challenges facing the community radio stations are lack of salary or poor remuneration, inadequate equipment, low capacity generators, insufficient working space, unprofessional productions and high staff turnover. These challenges are due to lack of finances since the CRS are not allowed to advertise to make money. The major ways to tackle these challenges are to get funding and get other ways of raising money like promotions. Most of the challenges facing the community radio stations are financial in nature.

The outcome of this study indicates that the CRS are in need of financial support. Alternative means should be found to support CRS including government funds, and permits to advertise in order to raise money for operations. The donors, sponsors and the local community should put more effort in supporting these stations.

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.0 Introduction

This chapter looks at the background of community radio broadcasting, statement of the problem, general and specific objectives, hypothesis, theoretical framework, rationale and justification, and the limitations of the study.

1.1 Background of the study

Radio Broadcasting is the distribution of audio signals that transmit programs to an audience (Shandilya 2011). Radio is used as a tool of communication to inform, educate and entertain. No one person in history is credited with the invention of radio broadcasting (Kasoma 2001:1).

In Africa, the first radio broadcasting stations were introduced by colonial governments, with the earliest coming in the 1930s (Kasoma 2001:2). These radio stations were used mainly to report 'home news' of the colonial powers (Alumuku 2006:64). The broadcasting stations in the colonial territories which were initiated and administered by the colonial governments started local language broadcasts during the Second World War, especially to give information to families of African soldiers who were fighting the war (Mytton 1983).

Transmission by radio started in Kenya in 1927 with advent of the East African Broadcasting Corporation (EABC) which relayed BBC news to the colonies. English Radio Broadcasting began in 1928. The broadcasts targeted white settlers who monitored news from their home and other parts of the world (KBC Website, 2011).

Community radio first made its appearance in Latin America at the end of the 1940s and in the early 1950s (AMARC-Europe website). The origin of community radio is still subject of debate.

What is clear, nonetheless, is that different models of community radios emerged in different countries and cultures under different circumstances (Egargo 2008:29). The first community radio in Africa was the Homa Bay community radio station established in western Kenya in 1982 (Community Radio Handbook by UNESCO, 2001). The community radio station is owned, managed, and accountable to a community. The “community” can be either based on geography or interests, as defined by the group itself, describing a homogeneous group of people or a diverse group within a locality (Salazar and Hammer, 2008:181). Community radio plays a vital role in building vibrant communities, in mobilizing groups to action by informing and empowering citizens, in giving voice to the marginalized groups of society, and in bringing community needs to the attention of local and even national governments (CIMA Group Report, 2007).

The radio scene is today characterized by public radio broadcasting, community radio broadcasting, local language broadcasting, and the mainstream Kiswahili and English FM stations (Oriare & Mshindi 2008). The Communications Commission of Kenya (CCK) is the regulatory authority for the communications sector in Kenya (CCK Website, 2011).

The growth of FM radio has been the most distinctive phenomenon of radio since the 1960s. For many years FM was known for elitist or “egghead” programming; few people could afford FM receivers.

Then when FM became plentiful and cheap, the number of FM stations and listeners grew, particularly in the area of music because of FM's cleaner signal, and by 1977 FM had displaced AM as the top-ranked and most-listened-to service (Hilliard 1985:2).

Broadcasting challenges are highly visible in the seventies, but they were present from the beginning, fifty years ago. Today we have a media-industrial complex that the radio pioneers never quite anticipated (Steinberg 1974:11).

1.2 Statement of the problem

A CRS is a voice for the voiceless - it caters for the marginalized people in society. It is a useful mouthpiece for the community (Githaiga 2008:6-8). It is not for profit. CRS play a very important role of communicating useful messages to benefit the community. It informs and educates the audience. Poverty is reduced and human rights promoted. Any profits made are used to assist the community in development projects. It is owned and managed by people from the community. The community participates in the establishment, management, administration and financing of the RS (Community Radio Handbook 2001:16).

However in Kenya, like in many other African countries, community broadcasting has been overshadowed by players who do not belong to the community broadcasting category. These players come in with more resources, broadcasting flair and even with local languages, thus winning the very audiences that community broadcasters are trying to reach with development-oriented programs. Seemingly, this has relegated true community broadcasters to the back benches of broadcasting (Dlamini, 2008:12).

LLR are commercial RS but behave like CRS. The CRS play a very important role in society through their development-oriented programmes. An empowered population contributes to the development of the country's economy.

There could be reasons why the CRS are being overshadowed. May be it is management or operations issues. This study seeks to fill this gap by investigating the challenges in setting up and operating a CRS in Kenya.

1.3 General objective

The purpose of the study is to identify the challenges in setting up and operating a community radio station in Kenya.

1.3.1 Specific objectives

1. To identify the challenges faced by community radio stations when they are being set up.
2. To analyse the challenges faced by community radio stations during their operations.
3. To establish how the community radio stations overcome these challenges.

1.3.2 Research Questions

1. What challenges do CRS face during their set-up?
2. What challenges do CRS face during their operations?
3. How do the CRS overcome these challenges?

1.4 Hypothesis

The most pressing challenge facing the setting up and operating a community radio station is financial in nature.

1.5 Theoretical Framework

This study employed participatory approaches. The participatory communication model assumes the potential of people and is viewed as the key agent of change. It recognizes everyone's right and duty to influence decision making. It acknowledges, understands, and appreciates the diversity and plurality of people.

The participatory communication model believes in upholding and enhancing the dignity and equality of people. It emphasizes the local community, dialogue and emancipation rather than the nation state, monologue, and alienation. It emphasizes the democratic processes and institutions at the community level (Servaes, 1999; Servaes, Jacobson, and White, 1996; White, Nair, and Ascroft, 1994 cited in Banjade 2007).

The concept of "participation" is not new; it has as long a history as that of humankind. However, the discourse of participation gained momentum in the 1970s with the criticism of the top-down, unidirectional or "modernistic" approaches of the 1950s and 1960s. The mode of communication in the modernization theory or in the dominant paradigm was top-down and linear, aimed to achieve Western-style material development rather than participatory aims to empower the community members.

The role of communication in developing countries was considered a tool to achieve a society like those in the West with democracy, freedom of speech and fair and legitimate participation (Huesca, 2002; McQuil, 2000: 84 cited in Banjade 2007).

Public participation is important for preventing the monopolization of communication. It fosters a fair balance between different parties involved in the communication process. Public participation enhances media autonomy and promotes a plurality of opinions.

Thus, communication facilities may serve not just those in power but society as a whole (MacBride, 1980).

AMARC members have reached an agreement that community broadcasting is local, non-profit, participatory broadcasting with a development agenda (Githaiga, 2008).

Local: generally low transmission capacity within a limited geographic area to enable the audience to participate actively in their community broadcaster. Also to ensure relevance to local community and to decrease competition with the national public broadcaster and private commercial broadcasters. But, special measures may be taken if the community broadcaster is serving a community that is geographically widespread.

Non-profit: while it may adopt commercial approaches to financing and become commercially successful (sustainable), these profits go back into the community broadcaster or into development projects/programmes around the community broadcaster.

Participatory: Participation here is at all levels - ownership, management and production. And special measures are often taken to ensure that those who are historically disadvantaged or marginalized within that community, for example, women and the physically challenged can participate in full as well.

According to the CIMA Working Group Report, the most important aspects of community radio, the participants emphasized, include broad participation by community members—often on a volunteer basis—and the ownership and control of the station by the community through a board of governors that is representative of the community and responsive to the diversity of its needs. Community radio involves community orga-

nization, joint thinking and decision-making, all of which, one development expert noted, entail great potential for empowering communities and building a democratic society (CIMA Working Group Report, 2007:6-7).

CRS often apply participatory communication approaches. The nature and extent of community participation in a CRS varies from minimal participation - when outsiders make the decisions - to full involvement of the community members in the decision-making process beginning from the initiation to the establishment, management, financing, administration, program production and evaluation.

Participatory communication approaches place decision-making in the hands of ordinary people. It can democratize communication and empower the marginalized people. It tends to stress the importance of the cultural identity of local communities and participation at all levels - international, national, local and individual (Dagron, 2001:34; Servaes, 1996: 15 cited in Banjade 2007).

True participatory communication is a crucial qualification to the survival and growth of community media. Participatory community media thus is a term that emphasizes a participatory qualification that centers on the self-expression (Chalisa 2007).

1.6 Rationale and Justification

This study was to establish the challenges faced when setting up and operating a community radio station in Kenya, and how to overcome these challenges. The CRS are non-profit making entities aimed to serve the voiceless communities.

Community radio plays a vital role in building vibrant communities, in mobilizing groups to action by informing and empowering citizens, in giving voice to the marginalized

groups of society, and in bringing community needs to the attention of local and even national governments (CIMA Working Group Report, 2007). The study opened avenues for people to see the importance of the CRS in enhancing the national unity and development. It brought to the attention the need for the community and well-wishers to support the stations for better delivery. Ultimately, the community will benefit since the RS will serve them better.

1.7 Scope and limitation

The study was on CRS in Kenya but the researcher focused on the CRS which are stationed and broadcasting in Nairobi County. The researcher did not study LLR stations which behave like CRS.

1.8 Summary

This chapter looked at the background of the study, statement of the problem, general and specific objectives, hypothesis, theoretical framework, justification and limitations of the study.

The first radio broadcasting stations in Africa were introduced by the colonial governments. Transmission by radio started in Kenya in 1927 with advent of the East African Broadcasting Corporation (EABC) which relayed BBC news to the colonies. The origin of community radio is still subject of debate. The first community radio in Africa was the Homa Bay community radio station established in western Kenya in 1982.

The purpose of the study was to identify the challenges in setting up and operating a CRS in Kenya. The theoretical framework used was participatory communication approaches.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter will cover the history of radio broadcasting in Kenya, community radio broadcasting, the Constitution of Kenya and radio broadcasting and the information on the community radio stations under study.

2.1 History of Radio Broadcasting in Kenya

In Africa, the first radio broadcasting stations were introduced by colonial governments, with the earliest coming in the 1930s (Kasoma 2001:2). The first radio station in Africa was established in Egypt in 1920, followed by South Africa in 1924 and by Kenya in 1928 (Salama 1989).

After independence, radio broadcasting in most of Africa is mostly patterned after their colonizers, that is, state-owned and strictly centralized. This top-to-bottom broadcasting model did not work well with African culture (Egargo 2008:37). The longing for independence coupled with the desire to be heard paved the way for a communication system that allows people to actively participate. Before long community media was born.

There are two reasons for radio's continued strength. One is the popularity of FM stations, with their superior musical sound. The second is radio's shift from mass audience to specialized programming (Dizard 2000:103).

Transmission by radio started in Kenya in 1927 with advent of the East African Broadcasting Corporation (EABC) which relayed BBC news to the colonies. English Radio Broadcasting began in 1928.

The broadcasts targeted white settlers who monitored news from their home and other parts of the world (KBC Website, 2011). In 1954, a commission was set up by the colonial government to look into the future of broadcasting in Kenya.

As a result of the recommendations of that commission, Kenya Broadcasting Services (KBS) was established in 1959 and regional stations were also set up. The colonialists formed the KBC in 1961 to take over from the government controlled KBS. The Kenya Broadcasting Corporation therefore, took over the running of radio and embarked on the planning for the introduction of television in the country.

The radio industry in Kenya has gradually evolved since the colonial days. At the time, there was only one government owned and controlled broadcasting station. Soon after independence, the government of the day maintained a tight hold on the national broadcaster, and effectively used it to not only propagate government policy but also propaganda (Njenga 2009). The airwaves were liberated albeit slightly and selectively in the nineties.

Kenya has sophisticated, diverse and lively mass media sector characterized by television, radio, print and a thriving new media such as internet and mobile telephones (Oriare and Mshindi, 2008). The types of media can be classified broadly as private/independent media; the public state broadcaster; the private local language radio; community radio; the independent religious stations; the alternative press; international media and new media. They serve various and diverse information, education, religious, advertising and entertainment needs of various segments of the audiences.

The radio scene is today characterized by public radio broadcasting, community radio broadcasting, ethnic language broadcasting, and the mainstream Kiswahili and English FM stations.

The Communications Commission of Kenya (CCK) is the regulatory authority for the communications sector in Kenya (CCK Website, 2011).

Established in 1999 by the Kenya Communications Act (KCA) No. 2 of 1998, CCK's initial mandate was regulation of the telecommunications and postal/courier sub-sectors, and the management of the country's radio frequency spectrum.

According to the CCK website, in recognition of the rapid changes and developments in technology which have blurred the traditional distinctions between telecommunications, Information Technology (IT) and broadcasting, the Government in January 2009 enacted the Kenya Communications (Amendment) Act 2009. This statute enhanced the regulatory scope and jurisdiction of CCK, and effectively transformed it to a converged regulator. CCK is now responsible for facilitating the development of the information and communications sectors (including broadcasting, multimedia, telecommunications and postal services) and electronic commerce.

2.2 The Constitution of Kenya and radio broadcasting

The Constitution of Kenya, Chapter Four, Under the Bill of Rights, broadcasting and other electronic media have freedom of establishment, subject only to licensing procedures that –are necessary to regulate the airwaves and other forms of signal distribution; and are independent of control by government, political interests or commercial interests.

In accordance with provision of Section 46C of the Kenya Communications (Amendment) Act, 2009, it is illegal to provide any form of broadcasting service in Kenya without a license. Contravention of this law attracts a fine not exceeding Kshs1,000,000 or imprisonment for a term not exceeding three years or both.

In accordance with provision of Section 36 of the Kenya Communications Act, 1998, of the Laws of Kenya, all radio communication equipment in Kenya must be owned and/or operated under a license, issued by CCK, and which must be kept in force at all times by regular payment of the prescribed fee (Appendix 1). "The Kenya Information and Communications (Radio Communications and Frequency Spectrum) Regulations 2010" (Appendix 2).

2.3 Concept of community radio broadcasting

The term community varies depending upon the context in which it is found (Ahmed and Fortier 2003:253 cited in Chalisa 2007). Community could refer to a geographical territory or a particular cultural or political entity. This may be defined as such include a population under a particular religious, cultural or political administration, and constitutional only a part of the nation (Alumuku 2006:23). A community is a group of people who have a sense of common purpose(s) and/or interest(s) for which they assume mutual responsibility, who acknowledge their interconnectedness, who respect the individual differences among member, and who commit themselves to the well-being of each other and the integrity and well-being of the group (Wood and Judikis 2002:12).

A community is defined in terms of geographical boundaries and common interests; that is, a group of people living in the same neighborhood, village or city grounded on a face-

to-face interaction among members, sharing the same cultures and bound by similarity of interests (Egargo 2008:7).

A community radio is a sound broadcasting station that serves a specific section of society known as a community. A community is a collection of people, usually living in the same area, with common interests that include the sharing of the same history, traditions and cultural background (Kasoma 2001:23).

Community broadcasting is referred to as a form of broadcasting not for profit, owned and controlled by a particular community under an association, trust, or foundation.

In some cases, it is owned by non-governmental organizations working in communities (A Resource Guide by AMARC and Panos, 1998). Community radios are usually small low power stations that are organized in such a way as to respond to the specific needs of the grassroots communities. These stations usually operate with a minimal staff and budget. The responsibility for management, programming and financing the station rests with the local community (Alumuku 2006:22).

Community radio is a type of radio made to serve people; radio that encourages expression and participation and that values local culture. Its purpose is to give a voice to those without voices, to marginalized groups and to communities far from large urban centers, where the population is too small to attract commercial or large-scale radio station (Girard 1992: ix cited in Banjade 2007).

Lewis & Booth (1990) summarized the philosophical approach that distinguishes community radio from commercial and public service radio: Community radio emphasizes that it is not commercial and does not share what it would call the

prescriptive and paternalistic attitude of public-service broadcasting... The key difference is that while the commercial and public service models both treat listeners as objects, to be captured for advertisers or to be improved and informed, community radio aspires to treat its listeners as subjects and participants (cited in Banjade 2007). Community broadcasting is a non-profit service that is owned and managed by a particular community, usually through a trust, foundation, or association. Its aim is to serve and benefit the community. It is, in effect, a form of public service broadcasting, but it serves a community rather than the whole nation (Fraser and Estrada, 2001).

In its declaration of principles the World Association of Community broadcasters, AMARC, points out that community radio points to the needs of the community it serves, contributing to its development within progressive perspectives in favour of social change. Community radio also strives to democratize communication through community participation in different forms in accordance with each specific social context. In the process of operation, it relies mainly on the resources of the community (Alumuku 2006:22).

The major objectives of community radio are to “encourage widespread community participation in broadcasting, provide an opportunity for horizontal communication between individuals and groups in the community, stimulate more free and open debate of community issues and reflect the cultural and social diversity of the community” (White 1990:4 cited in Banjade 2007).

According to Community Radio Manual (1999), CRS must be available, accessible, acceptable, accountable and affordable to their listeners. Community radio should be available to community residents so that they can participate in the programmes, express

their needs or discuss issues of interest relating to their own community and also accessible so that community members can reach the station and benefit from it without any hindrances as such. It should be based within the community it is serving and community members should have equal access to the station.

Community radio should also be acceptable to the people in the community and the station should cater for everybody in that community. It should be sensitive to the needs of the community, and respect the languages, traditions, beliefs and cultures of that community and be accountable by being answerable to the community it serves. It should also be affordable to the community as people should be allowed to contribute what they can afford to help sustain the station (Community Radio Manual, 1999).

Despite the growing popularity of television and the advent of newer information and communication technologies (ICTs), such as the Internet and mobile telephony, in various countries across disparate regions, even in challenging regulatory environments, community radio remains a useful channel to enhance civic engagement in poor and marginalized communities. It helps social groups articulate priority issues, help build sustained capacities, institutions, and practices, magnify the impacts of development initiatives by involving and engaging the local listening audience to solve problems, build capacity and self-confidence by providing listeners with access to needed information from on-air experts and also gives listeners access to sensitive subjects that might not otherwise be addressed by the community or in individual households (Salazar and Hammer 2008:182).

2.4 Community radio in the world

In Latin America, it was the social struggle of the 1960s and 1970s and the resistance to military dictatorship that contributed to the proliferation of thousands of independent and CRS (Dagron 2001).

Community radio first made its appearance in Latin America at the end of the 1940s and in the early 1950s. On the other hand, perhaps the fastest growing area for community radio is Europe. AMARC claims to have about 1,500 community radios associated in the European countries (AMARC-Europe website). Some of the earliest experiences of community radio are found in the US and in Canada. While most European countries and the new nations of the developing world tended to make broadcasting a national public service monopoly, the US and Canada were more open to a flexible policy of giving broadcasting licenses to stations in local communities.

Proposals for listener-supported stations proposing an “alternative” voice in the community were not considered a serious public service (Alumuku 2006:108).

2.5 Community radio in Africa and Kenya

Community broadcasting is fairly recent in Africa. Yet the growth of these stations is remarkable, from less than ten stations in 1985 to more than 400 stations by 2005 (Egargo 2008:37). The concept of community radio has been put into practice in Africa for the past two decades.

The African community radio scene has developed rapidly in the past ten years. In 1985, there were just ten independent radio stations in the whole of Africa.

Today, over 400 community stations have been established and, in some cases, this growth is turning the national media arena upside down.

In AMARC's view, this situation inevitably implies an increasing need for training as well as the need to raise the awareness of regional and national authorities. The community radio movement in Africa has been growing steadily. At least 144 African participants attended the 1995 AMARC meeting in Dakar, Senegal.

Their objectives for the following three years were to strengthen links across the African continent, to promote the circulation of information, to share radio and other experiences, to express solidarity when difficulties arise in the political and economic spheres, and, to create an administrative conference, co-ordination centres were established for Central and West Africa, as well as for the eastern and southern parts of the continent. Finally, since February 1997, AMARC has been able to hold its meetings in Africa (Alumuku 2006:133,134).

The first community radio in Africa was the Homa Bay community radio station established in western Kenya in 1982 (Community Radio Handbook by UNESCO, 2001). This station was not only an experiment in decentralization of structures and programming but also an effort to gain experience in the utilization of low cost technology for the broadcasting.

Political problems eventually led to the closure of Homa Bay station barely two years later, in 1984 (Alumuku 2006:133). Community broadcasting since then has struggled to gain a foothold in Kenya.

This was so because Governments in the past have hesitated to promote community media amidst concerns it could exacerbate social and ethnic tension (Stahlhut 2008:10-11).

Community radios are only a handful in this country. They include Mang'elele in Makueni, Radio Maendeleo in Rarieda, Koch FM in Korogocho, Pamoja in Kibera, Ghetto FM in Pumwani. Others that are on the test stage are Koinonia in Dagoretti, Shinyalu in Kakamega and Mugambo Jyetu in Meru North. Another unique category in this is the Migori Clan which is a wheel barrow station (Githaiga 2008:6). Plans are also in top gear to start community stations in Samburu to be managed by Reto Women Group and in Ugunja to be run by Ugunja Community Resource center.

According to Stahlhut, even though community media are by definition participatory with a clear social development agenda and their journalists are trained accordingly; in Kenya there is a confusion surrounding community media. It is often difficult to say which radio station is really a community radio station; how much income can they really generate through advertisement without becoming a commercial vernacular radio station; and so on...

Stahlhut further notes lack of clarity and definition around community media when it comes to the provision of the law. Many media professionals feel that Kenya's ICT policy does not define community media as clearly as required to promote the positive role of community media and prevent misuse. Community media continues to face massive problems. They have to pay the same license fee as commercial stations, and donor support has tended to be scarce and sporadic.

According to the Minister for Information and Communication, Hon. Samuel Poghisi,

At the grassroot level – the home of community broadcasting – the media can play a role that is unmatched. That is why our national policy on broadcasting identifies community broadcasting as one of the three sectors around which, broadcasting will be organised and licensed in Kenya. Of course we have also made appeals to the other two sectors of commercial broadcasting and public broadcasting to pay greater attention to issues of development, to issues of transformation, to issues of momentum building.

2.6 CRS under study

2.6.1 Ghetto FM

Ghetto FM which broadcasts at a frequency of 99.9 MHz was started by Slums Information Development and Resource Centre (SIDAREC) – a youth development project operating in the slums of Nairobi (Sidarec Website, 2011).

According to Ghetto FM brochure, Ghetto FM is geared towards building a platform for social justice for slum dwellers. It strives to create a forum for knowledge sharing, and skills development for the budding radio presenters, actors, creative writers and animators as well as musicians. The programmes of Ghetto FM station are designed to entertain as well as educate the public on the many social evils like drug abuse, domestic violence, basic human rights violations, political dominance and oppressive policies and HIV/AIDS pandemic (Ghetto FM Brochure, 2011).

Ghetto FM therefore, is creating a forum for slum dwellers to ask pertinent questions as well as get them talking to the world about who, what, why, when, where and how's of

their lives, their village, their families, their hopes, aspirations, extra. 99.9 Ghetto FM is an “Amplified voice of the voiceless”.

2.6.2 Koch FM

Koch FM is the first community owned ghetto radio in Kenya. It was founded in 2006 by the youth from Korogocho. The radio is an extra ordinary innovation by the community youth who are truly committed to provide the constituents with the requisite information that is needed for their effective participation in the socio-economic and political processes for greater achievement (Koch FM Website, 2011). According to the website, the radio inspires community pride and confidence as it amplifies the voices of the people and ensures that they are clearly heard. Its editorial focus includes human rights, governance, gender, health, environment, entrepreneurship, religion, sports, and child welfare amongst others.

The website depicts that the radio project was started in the beginning of the year 2006 by a group of 10 young people from Korogocho slums. The concept of Koch FM was inspired by similar projects abroad, like Radio Favela in a slum of Belo Horizonte – Brazil’s third largest city. Radio Favela has won UN honours for fighting the drug trade and its advertisings have helped fund education programs for the most illiterate listeners. Like Radio Favela which is now the subject of “Helvecio Rattons”–Brazilian film- “Something in the air”, Koch FM envisages being the point of reference in East and Central African on Mobilizing Community Action through media.

According to the website, its vision is an empowered community that celebrates its diversity and actively participates in its development. The mission is to provide a

platform for the community to address their issues through information sharing, education and communication to promote social, political and economic well-being of its listeners. The purpose is to be non-partisan, non-discriminatory and voluntary association of community change agents for education, entertainment, organizing and mobilizing communities for meaningful participation in societal processes.

The station objectives given in the website are to strive to increase people's participation in local and national socio-economic and political processes, facilitate the establishment of democratic institutions within the communities as structures for positive societal transformation, tirelessly promote peace and encourage peaceful co-existence amongst our diversified ethnic backgrounds, always defend human dignity and the human rights, be a facilitator to community issues and organizing processes, endeavour to mainstream gender in its activities and any other societal processes, strive to equip Korogocho youths with knowledge and skills on radio presentation and broadcasting, assist communities identify resources around and amongst them and assist them explore ways of exploiting the same for optimum gain, and liaise with local, national, regional and international bodies in carrying out any or all of the objects.

Koch FM believes in the strength of numbers and have since established partnership with Norwegian Church Aid, Miss Koch Initiative, Open Society International, African Population and Health Research Centre, Kenya Human Rights Commission and MS Kenya.

2.6.3 Pamoja Radio 99.9 FM

Pamoja is a Kiswahili word meaning “Together”. Pamoja FM tells a story on how a community radio station is helping heal a nation. Pamoja radio 99.9 FM is an instrument of peace and a medium of community development. Pamoja FM –the voice of Kibera is a community radio station formed in 2007 to empower youth of Kibera and its environs through education, information and entertainment (Pamoja FM Website, 2011).

According to the website, radio is the main and sometimes the only source of information for people living in informal settlements as they have limited access to TV or newspapers due to illiteracy and poverty.

Pamoja FM also discharges its social responsibility at grass root level by offering internship opportunities to college students and less fortunate youth in the community to exercise their journalism potential. We recognize the vital role youth play as the leaders of public democracy and drivers of change.

The station transmits from Ayany Estate, Kibera and it can be heard in as far as Makina, Lindi, Kisumu Ndogo, Kianda, Kambi DC, Kambi muru, Silanga, Fort Jesus, Karanja, Laini Saba, Gatwikira and Mashimoni.

Its vision is to create, develop, apply, and transmit through our thematic radio shows, knowledge, skills, and understanding at various human development levels to ensure equal, sustainable development, and peaceful co-existence among the various communities of Kibera.

According to the website, the role of the RS is to address issues affecting local communities, promote a participatory culture and play an important role in peace building.

The stations support grass root works of civil society and community based organizations. It also helps to conserve local cultures, protect them against cultural globalization and promote community development. The station provides a model of communication that counters dominance of heavily financed private broadcasters that pursue profit, maintains the socio- political status quo and generally grass root voices in their news and programs. It encourages co-operation among the Kibera communities; Mobilizing the youth to participate in the community development arena and Partner with other corporate parties including foreign mission agencies. It is a strong medium for economic development and free speech. It is a powerful tool that raises public awareness on health, environmental and cultivates an enabling environment suitable for creativity and innovations.

From the website, the term “Kibra” is a Nubian word meaning ‘forest’. Nubians were the earliest settlers of Kibera; they form the majority of the one million residents. This is Africa’s largest informal settlement whose residents live in poor conditions with high levels of environmental pollution, insecurity, poverty, HIV/ AIDS and inadequate housing. They lack essential services such as water, sanitation, roads, and face other social injustices but have no platform to voice their grievances. Pamoja FM continuously highlights and addresses these vital issues. The same website informs that Pamoja FM airs typical community radio programming — talk shows, phone-ins, informative

programming, wedding and funeral announcements. Pamoja FM also broadcasts African music; reggae, Lingala, Bongo flava, Genge and blazing hot hip hop. The music is geared to appeal to Kibera's youth who make up a majority of its one million residents.

The Kibera community is very volatile; Pamoja FM concentrates on educative programs and instrumental in preaching peace. The program target youth, women, children, people with disability and other marginalized groups.

2.7 Summary

In this chapter, the research looked at the history of radio broadcasting in Kenya, the Constitution of Kenya, the concept of community radio broadcasting, community radio broadcasting in the world and Kenya, and the three community radio stations under study – Ghetto FM, Koch FM and Pamoja FM.

Broadcasting in Kenya started in 1927. The first community radio in Africa was the Homa Bay community radio station established in western Kenya in 1982.

The Communications Commission of Kenya (CCK) is the regulatory authority for the communications sector in Kenya. The origin of community radio is still subject of debate. What is clear, nonetheless, is that different models of community radios emerged in different countries and cultures under different circumstances.

These CRS are a voice for the voiceless. Community radio is a type of radio made to serve people; radio that encourages expression and participation and that values local culture. Its purpose is to give a voice to those without voices, to marginalized groups and

to communities far from large urban centers, where the population is too small to attract commercial or large-scale radio station.

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter deals with the research methodology. The research used both quantitative and qualitative research methods. Miles and Huberman and many other researchers agree that these two research methods need each other (Banjade 2007). Qualitative method enabled the researcher to get in-depth data (Mugenda and Mugenda 2003:203). More often the data are in the form of words rather than numbers and these words are often grouped into categories. In this case, the researcher used interviews. Quantitative research includes designs, techniques and measures that produce discrete numerical or quantifiable data. In this case, the researcher used questionnaires.

The sources of data were both primary and secondary sources. In primary sources, the researcher gathered information directly from the respondents by use of the questionnaires and interviews. Secondary sources involved collection of information from written documents, for example, brochures and online documents.

3.1 Research Design

3.1.1 Descriptive Survey Research Design

Descriptive survey research is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals (Orodho, 2003). It can be used when collecting information about people's attitudes, opinions, habits or any of the variety of education or social issues (Orodho and Kombo, 2002).

In this research, a descriptive survey research design was used since it is the one which is relevant to the study. In the research, the researcher used interviews and questionnaires to collect information. The survey research design uses the same instruments.

3.2 Research Site

The study site was Nairobi County. This is because the three community radio stations sampled for study are found in this county.

3.3 Population

A population is a group of individuals, objects or items from which samples are taken for measurement (Kombo and Tromp 2006:76). The accessible population was all the community radio stations in Nairobi County - Pamoja FM, Ghetto FM and Koch FM. The researcher drew the respondents from all these radio stations.

The respondents included the radio stations' listeners, the radio stations' workers and managers, radio station engineers and CCK personnel. The researcher used these respondents because they are diverse, representative, accessible and knowledgeable about the topic of investigation (Kombo and Tromp 2006:76-77).

3.4 Sample and Sampling Technique

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985 as cited in Kombo and Tromp 2006:77).

The study used non-probability sampling techniques. The respondents were purposively sampled in order to get in-depth data with respect to the objectives in the study. The researcher hand-picked the respondents who were informative.

These respondents were from the radio stations under study, radio station engineers and CCK personnel. The respondents from each radio station were a station manager, any 2 knowledgeable workers and 12 listeners. For the three stations the respondents were 3 managers, 6 workers and 36 listeners. The researcher also interviewed 3 radio station engineers and 1 CCK personnel. The total number of respondents in the study was 49. The listeners were picked from within the coverage areas.

Purposive techniques were used to get listeners with a representation of both gender and the following age groups: Below 20 years of age (youngsters), 20-35 years (young adults), and 36 years and above (mature adults).

3.5 Research Instruments

In this study questionnaires and interviews were used. The major parts in these instruments were questions in the section looking at the challenges during set up and their possible solutions and questions in a section looking at the challenges during operations. (Appendices 3-7).

3.5.1 Questionnaires

A questionnaire is a research instrument that gathers data over a large sample (Kombo and Tromp 2006:89). The questionnaires were used to get important information from the listeners of the RS. Questionnaires were used on the listeners because the information needed was to be given in a straight forward manner.

The questionnaires had both closed-ended and open-ended questions. They were self and researcher administered questionnaires.

3.5.2 Interviews

An interview is an oral administration of a questionnaire or an interview schedule.

Interviews are face-to-face encounters (Mugenda and Mugenda 2003:83).

The researcher interviewed the workers and managers, engineers and CCK personnel.

This assisted in getting in-depth and more information which was not possible to get using a questionnaire.

3.6 Data Collection Procedures

Data collection is gathering specific information aimed at proving or refuting some facts (Kombo and Tromp 2006:99).

The researcher was given an introduction letter from the School of Journalism and Mass Communication UON to allow her to collect data from the field. The study employed both secondary and primary methods to collect data. In secondary data collection, the researcher used the available documents. In primary data collection, the researcher collected original data from the respondents through interviews and questionnaires.

3.7 Data Analysis and Presentation

The data collected from the field was both qualitative and quantitative - but much of it was qualitative. The data was edited, organized and coded. The coded data was entered in computer software, Statistical Package for the Social Sciences (SPSS) Text Editor. The software generated frequency and percentage tables which were used in data interpretation and presentation.

3.8 Summary

The study used both qualitative and quantitative research methods. It also employed both secondary and primary procedures to collect data. A descriptive survey research design was used where questionnaires and interviews were tools for data collection.

The accessible population was CRS in Nairobi. The research site was Nairobi County where the sampled radio stations – Koch FM, Ghetto FM and Pamoja FM are located. Purposive sampling technique was used to select 49 respondents for interviews, that is, 3 managers, 6 workers, 36 listeners, 3 engineers and 1 CCK personnel.

The data was analyzed by the use of computer software, SPSS. The software generated frequency and percentage tables which were used in data interpretation and presentation.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.0 Introduction

This chapter presents the findings and analysis of the data collected. The researcher used interviews and questionnaires to find out the challenges facing the CRS in Kenya. The research was limited to the CRS in Nairobi County: Koch FM, Ghetto FM and Pamoja FM. The respondents were the station managers (administrators), any other workers (recruits) and the audience of the stations, engineers (outsiders) and CCK personnel. Part one of the interviews was the challenges experienced during the setting up of the RS and the ways they were tackled and part two of the interview was the challenges experienced during their operations and the ways they were tackled. The presentations are as follows: management, workers, audience, engineers and CCK.

4.1 Part 1: Set-up Challenges

4.1.1 Management Issues

The managers of the three community radio stations are all male. Two of the stations were founded by the community while one was founded by an NGO. Koch FM is currently sponsored by Norwegian Church Aid, Ghetto FM is sponsored by Slums Information Development and Resource Centre (SIDAREC) while Pamoja FM has no sponsor. It remains on air through sponsorship and promotional programmes.

There were various challenges experienced by the CRS during their set-up. According to the managers from the three radio stations (Koch FM, Ghetto FM and Pamoja FM), their stations faced challenges when they were getting their permits and broadcast frequencies.

The delayed response by the ministry was one of the challenges. The stations applied for permits and broadcast frequencies which took some time. The delay was because the CCK was not issuing permits for community radio stations by that time. This delayed their plans of starting the radio stations.

Another challenge was restrictions in operation to community radio stations. The CRS did not exist at that time (around 2006), and therefore, there were restrictions to their operations.

It was a challenge meeting the CCK requirements. There are various requirements one has to meet before applying for broadcast frequencies. One needs to have in place things like technical information (like proposed transmitter, antenna and studio equipment), a business plan to help meet organizational/community objectives, financial capacity to provide the proposed service (like technical equipment, transmission equipment, power generation equipment and a studio), amount and source of all funds available, and station programming (like weekly schedule of programme segment and provide own produced programmes).

Some stations found it hard to raise money for the license. That is application fee which is payable when submitting the application forms, initial licence fee payable after approval and before the issuance of the licence and operating fee payable annually.

The money is not a lot for CRS compared to other radio stations but it was still a challenge to some stations to raise the required amount.

It was hard to hire trained people to work since they could not afford to pay them salary.

According to Ghetto FM manager, the applicant for a broadcast licence needs to have training in journalism. According to Pamoja FM manager, the applicant needs to have produced programmes for broadcast. The production of these programmes needed trained people (professionals) who were not available since the stations could not afford to pay them.

According to the managers, they dealt with the permit and broadcast frequency challenges through frequent follow-ups which enabled them to get the frequencies. They did not give up despite the fact that the community radio stations were not in operation then.

During the election period, some leaders become flexible to some requests since they want votes. The election period facilitated the acquirement of the frequencies.

Since there was no policy on community radio stations, the stations had to lobby the government to give them the licensing permit. A broadcast permit is granted only when the requested broadcast frequency is available.

The start-up costs were very high since they needed equipment, furniture and premises. CRS managed through the funds they got from well-wishers. Some well-wishers donated equipment.

They mobilized the community members who camped at the CCK to demand for the permit to broadcast.

The challenge of getting the broadcast permit was also brought to the public through the media which made other people to intervene.

Tables 01 to 04 show the challenges faced when looking for permits and broadcast frequencies and how managers tackled them.

Table 01: Challenges faced when looking for permits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Finances	1	33.3	33.3	33.3
	Delayed response by the ministry	1	33.3	33.3	66.7
	Restrictions in operation to community radio stations	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table 02: Ways permit challenges were tackled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequent follow-ups	1	33.3	33.3	33.3
	Election period influence	1	33.3	33.3	66.7
	Lobbying the government	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table 03: Challenges faced when looking for broadcast frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Meeting the requirements	1	33.3	33.3	33.3
	Money to pay for the licence	1	33.3	33.3	66.7
	Difficult in acquiring a license since there was no policy	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table 04: Ways broadcast frequencies were tackled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Funds from well wishers	1	33.3	33.3	33.3
	Mobilizing community members to camp at CCK	1	33.3	33.3	66.7
	Media awareness	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

The management took into consideration various factors when identifying the locality for their radio stations. Accessibility was one of the factors considered. They looked for a place which is easier to access in terms of transport to enable the workers report to work without problems.

They also considered the security of the place which is mandatory. This will secure their equipment and the workers since some report to work during late hours and leave work very early in the morning.

The target audience is also one of the main factors considered. The CRS are allowed to broadcast within a radius of 5km by CCK. This forces them to locate within the target audience/community.

The signal clarity was also taken into consideration. When a transmitter is placed on a higher ground, the signal clarity is better. Some of the stations are situated on storey buildings and their transmitters are placed high above. In this case the signal reception is very clear.

Despite the careful research of the location of the stations, there are still challenges faced due to their locality. These challenges are noise interference, insecurity, power supply, unfriendly neighbourhood and insufficient working space.

One of the ways the managers deal with these challenges is getting support from the community. Seeking support from the community in cases of insecurity, noise interference and unfriendly neighbourhood is the basic solution. Insecurity and noise interference are caused by the community members and they are the ones who can change the situation.

A stand-by power generator also helps during blackouts. Power failures or blackouts are a normal occurrence in the country. In such a situation, a standby power generator is the only solution to avoid going off-air for the CRS.

They try to utilize the available space since the working space in these stations is not enough. In cases of insecurity, moving to a more secure place is a better option. The stations which are situated in the storey buildings have no control over the people visiting

the premises since it houses many people. In this case, they tighten security to their RS by hiring security guards.

According to the Pamoja FM manager, the station is thinking of budgeting for its own structure which will be more spacious.

Most of the premises used by these radio stations are rented. They all experienced challenges during the set up of the studio acoustics. The cost of acquiring and setting up the studio acoustics is very high. The studio needs to be double/tripple walled to prevent noise from the environment.

The walls also need to be treated to avoid echo. The little the CRS did was through the support they got from the sponsors and they opted to use low quality acoustics, like egg trays. See tables 05 and 06 for acoustic challenges and and how the managers dealt with them.

Table 05: Challenges related to setting up radio station studio acoustics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cost of acquiring and setting up acoustic materials	2	66.7	66.7	66.7
No response	1	33.3	33.3	100.0
Total	3	100.0	100.0	

Source: Research Data 2011

Table 06: Ways acoustic challenges were tackled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support from sponsors	1	33.3	33.3	33.3
	Opted for low quality acoustics like egg trays	1	33.3	33.3	66.7
	No response	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

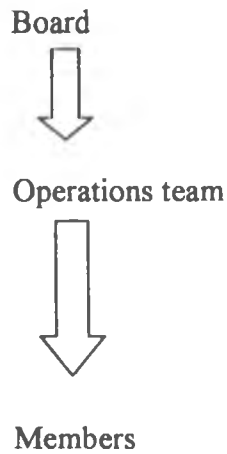
The stations got their equipment through donations. “It was also a challenge during equipment procurement. Some of the equipment were poor quality and expensive. We opted to purchase the available equipment despite the quality,” Hussein, Pamoja FM Manager.

“It was also difficult to get the specified transmitter. After a long shopping search, we got it from the Goldrock Company,” Tom, Koch FM manager. Intalling the equipment was also a challenge due to lack of expertise and inadequate funds. This was resolved through the outsourcing of the expertise and getting funds from the donors to enable the installation.

4.2 Part 11: Operations Challenges

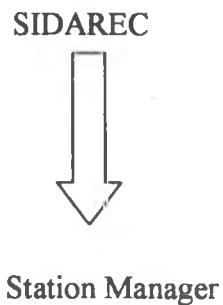
4.2.1 Management Issues

The management structure of Koch FM is composed of board, operations team and Members.

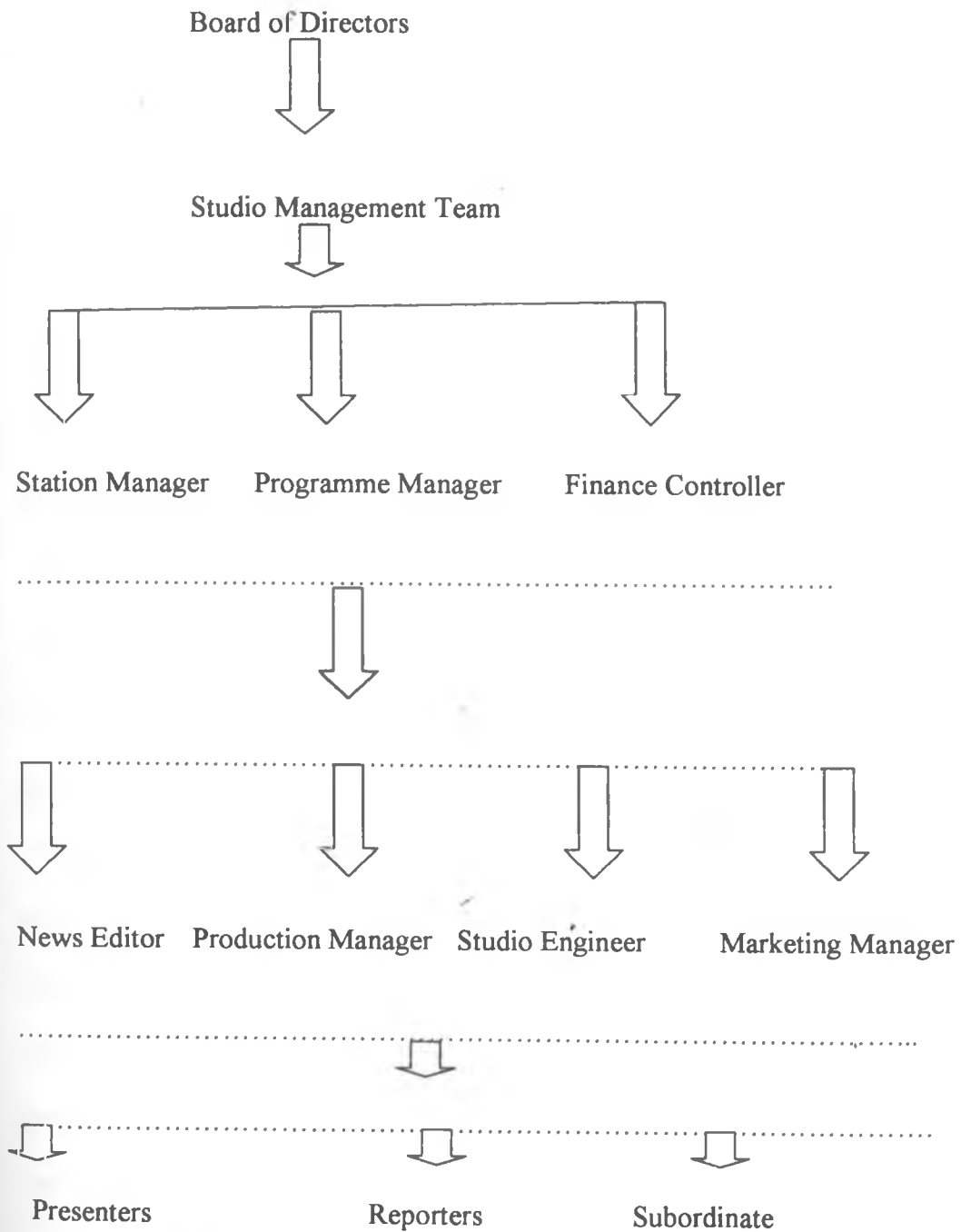


The station does not have a manager; it instead has a Team Leader. In this study, the Team leader will be referred to as the Manager since he assumes the management responsibilities.

The management structure of Ghetto FM is: SIDAREC – Station Manager



The management structure of Pamoja FM is: Board of Directors – Studio Management Team (Station Manager/Managing Director, Programmes Manager, Finance Controller) – News Editor, Production Manager, Studio Engineer, Marketing Manager – Presenters, Reporters – Subordinate



Koch FM recruits their workers from the volunteer applications. The volunteers picked are later confirmed as presenters. Ghetto FM auditions and recruits talented interns. In the case of Pamoja FM, they set dates for interviews and through the interviews, they pick their workers.

During the recruitment of the personnel, these community radio stations encounter various challenges which they try to handle accordingly. According to Tom of Koch FM, the challenges faced are lack of interviewing competencies and the feeling of this is “our community” radio. To overcome these challenges, they invite competent friends to help conduct the interviews for the station or at times no interviews are conducted. According to Abraham of Ghetto FM, the challenge during recruitment is that some or most of the talented potential recruits do not have an education background in journalism or they are still pursuing it. To overcome this challenge, the station has tried to partner with colleges to offer training opportunities to their recruits.

According to Hussein of Pamoja FM, the challenges encountered during recruitment are, “Lack of training to the good talents.” The researcher found out that some of them have just reached class eight. Others have also no background in journalism. “Trained people with no talents.” Some of them have training in journalism but they do not have any talents. “Large numbers of applicants or those interested which makes it hard for the management to do selection. Many of the applicants are also from the same community.” This makes it hard to balance tribes. “Many of those interested are mostly of the same gender. In this case they are mostly female.” This makes it hard to balance gender during recruitment. “There are also complaints of most people recruited being from one community.”

The Pamoja FM management overcomes the above by ensuring that all communities are duly represented. They offer internship for three months to those interested. They also give chances to others to first work as volunteers before they are considered.

The gender balance issue is still a challenge since most of the male who are interested are incapable or do not qualify as seen in tables 07 and 08 for recruitment challenges and how they are dealt with.

Table 07: Challenges encountered when recruiting the workers

Response	Count	Pct of Responses	Pct of Cases
Interview incompetencies	1	25.0	33.3
Same community applicants	1	25.0	33.3
Trained but not talented and vice versa	1	25.0	33.3
Same gender applicants	1	25.0	33.3
	-----	-----	-----
Total responses	4	100.0	133.3

Source: Research Data 2011

Table 08: Ways of tackling challenges encountered when recruiting the workers

Response	Count	Pct of Responses	Pct of Cases
Invite friends to conduct interviews	1	20.0	33.3
Partner to offer training	1	20.0	33.3
Work as volunteers	1	20.0	33.3
Offer internship chances	1	20.0	33.3
Consider other communities	1	20.0	33.3
Total responses		5	166.7

Source: Research Data 2011

When the researcher looked at the issue of the staff turnover, Ghetto FM and Pamoja FM confirmed that they experience high staff turnover while Koch FM does not experience the same.

According to Abraham of Ghetto FM, one of the causes for the staff turnover is salary. The staff work as volunteers and leave the moment they get a job. Another cause is that the working environment is also not good. The management has not been able to overcome the challenge of the staff turnover. It is trying to seek for donor support.

According to Hussein of Pamoja FM, the cause of the staff turnover is lack of payment since the station does not have the money to pay them. To try and retain them, they talk to them nicely and tell them that the station is theirs, it is for their community. They also try to pay some little money to retain them.

From the findings, 66.7% of the stations experience staff turnover. See tables 09 to 11 for staff turnover.

Table 09: Experience of staff turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	66.7	66.7	66.7
	No	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table10: Causes of staff turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Volunteering	1	33.3	33.3	33.3
	Lack of finances	1	33.3	33.3	66.7
	No response	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table 11: Ways of tackling staff turnover

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seek donors	1	33.3	33.3
	Paying them	1	33.3	66.7
	No response	1	33.3	100.0
	Total	3	100.0	

Source: Research Data 2011

The radio production and broadcast equipment also have their own challenges. According to Tom of Koch FM, the equipment is of low quality, they are few and its maintenance is a challenge. To handle breakages, they use semi- skilled people to carry out the repairs. They also try to use the equipment they have.

According to Abraham, Ghetto FM Manager, the challenge is lack of enough production and broadcast equipment. The solution to this challenge is to use what is available as they seek sponsors to support in equipping the station,

According to Hussein of Pamoja FM, the challenges are inadequate equipment, one call-in line which is always congested and this make the audience to complain, a delay mechanism of the phone since the call-ins have to be recorded first and be screened before they can be aired. To overcome these, they improvise by trying to use what is available.

Tables 12 and 13 below show the radio production and broadcast equipment challenges and the way they handle them.

Table 12: The radio production and broadcast equipment challenges

Response	Count	Pct of Responses	Pct of Cases
Maintenance	1	12.5	33.3
Low quality equipment	1	12.5	33.3
Inadequate equipment	3	37.5	100.0
Delayed phone calls	1	12.5	33.3
One call-in line	1	12.5	33.3
No proper recording room	1	12.5	33.3
<hr/>			
Total responses	8	100.0	266.7

Source: Research Data 2011

Table 13: Ways of tackling with radio production and broadcast equipment challenges

Response	Count	Pct of Responses	Pct of Cases
Use semi-skilled for repairs	1	16.7	33.3
Use what is available	2	33.3	66.7
Seeking for sponsors	1	16.7	33.3
Improvise	1	16.7	33.3
Avoid recording room	1	16.7	33.3
	-----	-----	-----
Total responses	6	100.0	200.0

Source: Research Data 2011

According to Tom of Koch FM, their target audience is the youths, Korogocho community and the neighbourhood. The station uses both Kiswahili and ‘Sheng’ (combination of Swahili and English) to reach their audience.

“Ghetto FM targets the slum community around East lands through Kiswahili and English”, Abraham, Ghetto FM. “Pamoja FM targets all the groups (adults, youth and children) in Kibera through Kiswahili,” Adam Hussein, Pamoja FM manager. From the findings, 60.0 % of the programmes are broadcast in Kiswahili. See table 14.

Table 14: Language used for broadcast

Response	Count	Pct of Responses	Pct of Cases
Kiswahili	3	60.0	100.0
Sheng	1	20.0	33.3
English	1	20.0	33.3

Total responses	5	100.0	166.7

Source: Research Data 2011

When the management was asked if they experience any competition from other radio stations, Ghetto FM and Pamoja FM management acknowledged while Koch FM manager did not acknowledge any.

Ghetto FM manager,

“We kind of broadcast to a similar audience and sometimes the audience end up confusing other stations for us and vice versa.”

Pamoja FM manager,

“Other stations have permits for advertisements and a wider news coverage which we do not have. They are therefore advantaged over us.” “Programmes produced by Koch FM are on health and environment; governance and accountability;

women, children and gender; youth empowerment and behavior change; governance and social economic; and entertainment,” Tom, Koch FM.

The challenges they face during programme production are scripting and recording. They have tried to overcome the challenge of recording through the use of hand recorders. Scripting has not been dealt with conclusively as most programmes are free style.

According to Abraham, Ghetto FM manager, the programmes produced by Ghetto FM are on health, educational, current affairs, sports and religious programmes. The challenge Ghetto FM faces during programme production is that of developing programmes since most of the staff members are not adequately trained. Ghetto FM overcomes this challenge through in-house trainings and finding other trainings like in Internews Network and in colleges.

Pamoja FM produces general programmes. The Challenge experienced during production is understanding the needs of the audience. Meeting their needs is tricky since their tastes are different. There is also a challenge of getting quality producers and programmers. Finally, there is a challenge of a proper recording room. This is because the room intended for recording is where people pass through in order to access the live broadcasting studio. To go around these challenges, the station offers in-house training to their staff.

According to Pamoja FM manager,

We encourage the presenters to be more innovative, educate the audience to understand why we produce certain kind of programmes and involve them in

programme production. In the case of the recording room, we discourage staff from passing through during programme recordings.

See tables 15 and 16 for challenges faced during programme production and the way they are dealt with.

Table 15: Programme production challenges

Response	Count	Pct of Responses	Pct of Cases
Scripting	1	12.5	33.3
Recording	1	12.5	33.3
Understanding audience needs	1	12.5	33.3
Developing programmes	1	12.5	33.3
Good producers & Programmers	1	12.5	33.3
No proper recording room	1	12.5	33.3
Complaints from audience	1	12.5	33.3
Staff not trained	1	12.5	33.3
	-----	-----	-----
Total responses	8	100.0	266.7

Source: Research Data 2011

Table 16: Ways of tackling programme production challenges

Response	Count	Pct of Responses	Pct of Cases
Free style programmes	1	12.5	33.3
Hand recorders to record	1	12.5	33.3
In-house training	2	25.0	66.7
Innovative presenters	1	12.5	33.3
Educate audience	1	12.5	33.3
Community participation	1	12.5	33.3
Avoid recording room	1	12.5	33.3
	-----	-----	-----
Total responses	8	100.0	266.7

Source: Research Data 2011

The following views were given regarding the impact of the programmes in the community. “Our campaign against corruption has seen people repairing their houses free without paying what was illegally being taken from them by the chiefs. Security has improved and rape decreased. The level of awareness has gone up,” Tom, Koch FM manager.

“It is a very positive impact and we have massive response and participation through call-ins and SMS and also facebook,” Abraham, Ghetto FM manager.

“Sensitized audience and changed lives,” Hussein, Pamoja FM manager.

The researcher found the following feelings of the communities towards the stations.

“Very supportive – this was demonstrated by the number of people that protested against the interference by the chief.

They were proud of the radio station,” Tom, manager. “I believe they love Ghetto FM,” Abraham, manager. “They like the station, support the station and fight for the station,” Hussein, manager.

The community supports the stations as follows: “Mutually,” Tom, manager. “They provide ideas and information on how to improve the programmes,” Abraham, manager. “Through moral support, listening and participation. They have also formulated some groups to support each other and the station workers in case of problems,” Hussein, manager.

The researcher found out that some stations also receive programme complaints from the audience. Ghetto FM and Pamoja FM receive complaints while Koch FM has not experienced any complaints so far. According to Ghetto FM Manager, the complaints are about the duration of the programmes. Another complaint is that the communication system (the call-in phone) sometimes does not go through. To go around these challenges, the station management does an annual reprogramming of the shows. It has also tried to get better equipment for the communication system.

According to Pamoja FM manager, the complaints are the presenters mentioning the audience in a wrong way. Another complaint is drunkard presenters on air particularly at night. To deal with this, the management tries to counsel the presenters concerned.

According to the three community radio stations' managers, they do not pay for the music licenses since they cannot afford.

For audience complaints and ways of dealing with the complaints, see tables 17 and 18.

Table 17: Audience programme complaints

Response	Count	Pct of Responses	Pct of Cases
None	1	20.0	33.3
Programs are short	1	20.0	33.3
Communication system is not working	1	20.0	33.3
Presenters mentioning audience negatively	1	20.0	33.3
Drunkard presenters	1	20.0	33.3
	-----	-----	-----
Total responses	5	100.0	166.7

Source: Research Data 2011

Table 18: Ways of tackling audience programmes complaints

Response	Count	Pct of Responses	Pct of Cases
Annual reprogramming	1	33.3	50.0
Get better equipment	1	33.3	50.0
Talk to presenters	1	33.3	50.0

Total responses	3	100.0	150.0

Source: Research Data 2011

One of the CRS faces challenges from the community it serves. According to Ghetto FM and Pamoja FM managers, they do not experience any challenges from their communities. According to Koch FM Manager, they do experience challenges of high expectations and ‘our station’ attitude from the community. To overcome these challenges, the station remains consistent and focused on the immediate and most pressing issues of the community.

Other challenges faced currently by the radio stations are: “Not getting adverts,” Tom, manager. “There is salary for the staff,” Abraham, manager. “Managerial wrangles and lack of enough funds to send journalists out to collect news,” Hussein, manager.

For current stations’ challenges, see table 19.

Table 19: Current challenges in the radio stations

Response	Count	Pct of Responses	Pct of Cases
Lack of adverts	1	16.7	33.3
No salary	1	16.7	33.3
Management wrangles	1	16.7	33.3
Inadequate equipment	1	16.7	33.3
Untrained staff	1	16.7	33.3
Lack of funds	1	16.7	33.3
	-----	-----	-----
Total responses	6	100.0	200.0

Source: Research Data 2011

The managers gave other suggestions of what can be done to deal with the challenges of the stations and improve their operations. “Media buying agencies need to consider sustainability of the community radio stations and their role, and give adverts according to the percentage of the reach. We are moving to digital era and as a matter of priority, there is need to upgrade the system and infrastructure,” Tom, manager.

“Community radio stations should be allowed to advertise. The government should create a fund for supporting the community radio stations since they do not advertise. Salary, and a trained staff will improve the operations,” Abraham, manager.

“Putting in place proper structures (for example have legal officers) to knock out interference from people. Upgrade the station from Community Based Organization (CBO) to a Non-governmental Organization (NGO). Put down strong policies and managerial guidelines. Market the station,” Hussein, manager.

For other suggestions for improvement, see table 20.

Table 20: Other suggestions to deal with the challenges of the stations and improve their operations

Response	Count	Pct of Responses	Pct of Cases
Media buying agencies to give adverts	1	10.0	33.3
Government support	1	10.0	33.3
Proper structures	1	10.0	33.3
Upgrading the system & infrastructure	1	10.0	33.3
Marketing the station	1	10.0	33.3
Permit to advertise	1	10.0	33.3
Payment of salary	1	10.0	33.3
Trained staff	1	10.0	33.3
Upgrade from CBO to NGO	1	10.0	33.3
Strong policies & managerial guidelines	1	10.0	33.3
	-----	-----	-----
Total responses	10	100.0	333.3

Source: Research Data 2011

4.2.2 Workers' Issues

The researcher interviewed some of the community radio stations' programme managers, presenters and news editors during the research. According to the workers in the three community radio stations, the following are the challenges faced by the radio stations during operations and how they handle them.

Lack of knowledge and skills in handling the equipment is one of the equipment challenges. The community radio stations rely on volunteers since they do not have money to pay professionals. There are only a few people who get retainer. Most of these volunteers have no basic training in journalism and therefore lack knowledge and skills on how to handle the equipment. The trained volunteers also need further training.

The CRS equipment is inadequate. Most of the equipment is donations from well-wishers. Since they are not allowed to do any advertisements, it has become a challenge to raise money which they can use to equip the stations. They get little money through promotions.

The quality of some equipment is poor. According to Muhatia of Pamoja FM, some of the equipment found locally is of poor quality – for example, the recorder batteries do not last long as compared to those donated from outside the country. To deal with this, we import good quality equipment which is very expensive for the CRS that rely on sponsors. At the same time, the good quality equipment which may be available may be too expensive for RS and therefore opt for the cheap ones whose life span is short.

Frequent breakages some of which are un-repairable also pose a big challenge. Since the RS use some of the poor quality equipment, the rate of breakages is very high. Poor quality equipment has short life span and rarely gives quality output.

Some of the breakages are caused by the volunteers who are still learning on how to use the equipment. They are forced to dispose un-repairable equipment and purchase others when possible. They also have a challenge of an insufficient working space.

Power blackouts are also a challenge during production and transmission. Production comes to a standstill until the power comes back. Transmission is interfered with for a while as a small generator which only powers the live broadcasting studio is fixed.

The radio production and broadcast equipment challenges are dealt with by utilizing the available equipment in the best way possible. A worker is also forced to work overtime by waiting until late hours, come very early in the morning or work over the weekend when they can gain possession of the required equipment since the assignment has to be accomplished.

Training also helps those workers who have no knowledge and skills to handle the equipment well. This will also reduce on the breakages.

Use of generators and sourcing for renewable energy/power can deal with the power issue. Some of the stations have their own generators but they are of low capacity. They need to have higher capacity generators which are automatically set to power the whole station once there is a black out. Koch FM is sourcing for a renewable energy which can sort out the problem of power failure.

The major challenge with the equipment is that they are not enough since they do not have money to purchase some more. The ways to deal with the equipment challenges are training and utilizing the available equipment. 50% of the respondents confirmed that inadequate equipment in a major challenge.

Radio production and broadcast equipment challenges and ways of dealing with them, tables 21 and 22.

Table 21: Radio production and broadcast equipment challenges

Response	Count	Pct of Responses	Pct of Cases
Lack of knowledge and skills	1	12.5	16.7
Inadequate equipment	4	50.0	66.7
Poor quality equipment	1	12.5	16.7
Inefficient working condition	1	12.5	16.7
Power blackouts	1	12.5	16.7
Total responses	8	100.0	133.3

Source: Research Data 2011

Table 22: Ways of tackling radio production and broadcast equipment challenges

Response	Count	Pct of Responses	Pct of Cases
Training	3	42.9	50.0
Utilize the available equipment	2	28.6	33.3
Use generators	1	14.3	16.7
Sourcing for renewable energy/power	1	14.3	16.7

Total responses	7	100.0	116.7

Source: Research Data 2011

The three community radio stations target their local communities. They use Kiswahili, English and 'Sheng' in their broadcasts. The programmes broadcasted are political, social, economic, religious and legal in nature. Broadcast languages, see table 23 below.

Table 23: Broadcast languages

Response	Count	Pct of Responses	Pct of Cases
English	3	27.3	50.0
Kiswahili	6	54.5	100.0
'Sheng'	2	18.2	33.3
	-----	-----	-----
Total responses	11	100.0	183.3

Source: Research Data 2011

The stations also experience challenges in programme production. Programmes require regular relevance research. It is advisable to do a field research where you talk to your audience to find out their needs as far as the programmes are concerned. A CRS could be broadcasting programmes which are not meeting the needs of the audience. This requires regular research which needs money.

Some of the presentations in the stations are not professionally researched. It may be hard to tell the authenticity of the information.

There is too much music played during the programme presentations since the volunteers may not have much to say while on air. Their work is to cover the time allocated.

There are some programmes which need professionals in that area, for example, medical and legal areas. Sometimes it is hard to get them come to the studio to do presentations.

Sometimes the resource persons who are willing to come for presentations fail to honour their appointments. They may call at the last minute to cancel their appointments and yet the audience is waiting.

Some programmes need thorough research before they can be presented. This needs funds which are not available.

There is a challenge of man power. Man power in terms of professionalism can be a challenge since the stations cannot afford to pay them. There is a high rate of staff turnover. This is because the stations are not able to pay them. Some workers leave for jobs which are paying while some of the students in internship go back to school when the internship period is over.

There is lack of and poor quality equipment. The equipment is not enough which cause delay in programme production. At the same time important interviews are missed because of the shortage of recorders. Poor quality equipment result to poor quality production.

Lack of production knowledge and skills is also another challenge that results to poorly or unprofessionally produced programmes and presentations.

Computer virus attack can also cause disaster. The antivirus can be expensive and they need to be updated every time. Sometimes the lined up programmes for broadcast can be lost due to the attack of computers by the viruses. This causes a big challenge in the production department.

Some of the interns are not serious in delivering the assignments given to them. There are delays and poor quality produced programmes.

There is also an experience of insecurity during field research for news/programmes in some areas particularly to the interns who do not come from the local community.

The programme production challenges are dealt with in various ways. One way is through anticipating audience programme needs. Since they do not have the funds to go to the field to research on the audience needs, they produce programmes by anticipating what the audience may need.

The workers are taken through in-house training in order to gain knowledge and production skills.

The presenter is forced to postpone the show when the resource person fails to honor the appointment.

In the case of staff turnover, other people who sometimes do not measure up are put in place to carry on the work.

Due to the shortage of the equipment, some workers get help from their friends who give them their equipment to use, for example, computers. The available equipment is also well utilized to meet the production targets.

In the case of insecurity and lack of man power the community participation is mandatory. The professionals in the community are requested to cheap in, in the areas of programme production. The community in general is also involved in fighting insecurity.

The interns are accompanied by the people familiar with the area during news/programme collection. This is because most of the interns are foreigners to the community. They are therefore accompanied to the field by the people from that community to safeguard their security.

The major challenge facing the programme production is lack of funds, tables 24 and 25.

Table 24: Programme production challenges

Response	Count	Pct of Responses	Pct of Cases
Requires relevant programme research	1	10.0	25.0
Lack of professional resource people	1	10.0	25.0
Lack of funds for programme research	2	20.0	50.0
Insecurity during research	1	10.0	25.0
Staff turnover	1	10.0	25.0
Lack of equipment	1	10.0	25.0
Poor quality equipment	1	10.0	25.0
Lack of production knowledge and skills	1	10.0	25.0
Limited content in presentations	1	10.0	25.0
	-----	-----	-----
Total responses	10	100.0	250.0

Source: Research Data 2011

Table 25: Ways to tackle programme production challenges

Response	Count	Pct of Responses	Pct of Cases
In-housing training	2	33.3	40.0
Postponing programme shows	1	16.7	20.0
Get staff replacement	1	16.7	20.0
Utilize available equipment for production	1	16.7	20.0
Anticipating audience programme needs	1	16.7	20.0
	-----	-----	-----
Total responses	6	100.0	120.0

Source: Research Data 2011

The audience has programme complaints. One of them is too much call-ins from the audience who are not making any necessary contributions towards the issues raised. This wastes time which can be used for constructive issues. The presenters engage in too many unnecessary talks instead of using the airtime effectively to meet the needs of the audience.

Too much music played and interruption of favourite songs. There is also too much music played instead of airing constructive information which can change the lives of the audience positively. The audience complains of their favourite songs being played in bits.

The time allocated for some programmes is said to be short. The audience feels that they need some more air time to raise the issues affecting them.

The audience is not satisfied with the programmes. The audience appreciates what the stations are doing but they need to improve on their programmes.

They need to deal with the issues affecting them. Since people have different tastes, there is a negative response to some of the programmes. The community radio stations are limited to a coverage radius of 5km. The audience would wish that the coverage area is extended to other areas. The audience has their favourite presenters on radio. It becomes a challenge to the fans when they miss in the show.

Some of the ways of dealing with audience programme complaints is to ignore irrelevant complaints. The stations try to ignore the irrelevant complaints from the audience. The genuine complaints are dealt with effectively. The office tries to handle some of the complaints internally through discussions as they look for solutions.

The audience are requesting for less music and more programmes which can shape their lives. The music interruptions need to be reduced so that the audience can enjoy their favourite songs. Some programmes are given more time than others and therefore they need to be balanced so that it is fair to all.

Sensitize the audience to give other people opportunity to express their views during call-ins. There are listeners who dominate the call-in time by calling severally and this denies a chance to others who may want to express themselves. They are advised to be fair to others.

The major audience programme complaints are interruption of favourite songs and too much-call-ins, tables 26 and 27.

Table 26: Audience programme complaints

Response	Count	Pct of Responses	Pct of Cases
Too much unnecessary talks	1	10.0	16.7
Short programmes	1	10.0	16.7
Limited audience participation	1	10.0	16.7
Interruption of favourite songs	2	20.0	33.3
Absenteeism of favourite presenters	1	10.0	16.7
Too much music played	1	10.0	16.7
Call-ins do not go through	2	20.0	33.3
Limited coverage area	1	10.0	16.7
	-----	-----	-----
Total responses	10	100.0	166.7

Source: Research Data 2011

Table 27: Ways to tackle audience programme complaints

Response	Count	Pct of Responses	Pct of Cases
Internally through discussions	1	12.5	16.7
Ignore irrelevant complaints	1	12.5	16.7
Implement genuine complaints	1	12.5	16.7
Have more content and less music played	1	12.5	16.7
Sensitize the audience	1	12.5	16.7
Balanced programmes	2	25.0	33.3
Reduce music interruptions	1	12.5	16.7
	-----	-----	-----
Total responses	8	100.0	133.3

Source: Research Data 2011

Table 28: Programme impact in the community

Response	Count	Pct of Responses	Pct of Cases
Community sensitization	2	18.2	33.3
Improved security	1	9.1	6.7
Reduced corruption	1	9.1	16.7
Improved lifestyle	2	18.2	33.3
Youth empowerment	1	9.1	16.7
Trace lost children	1	9.1	16.7
Opening up of HIV/AIDs victims	1	9.1	16.7
Accountability	2	18.2	33.3
	-----	-----	-----
Total responses	11	100.0	183.3

Source: Research Data 2011

The local community is expected to participate in its CRS. The researcher found out that the local communities participate in various ways. They are able to inform the RS of any news on what could be going on within the community.

The stations arrange for forums and trainings for the community members and their attendance makes it a success. The listeners give their input towards the raised issues which informs of their point of view or feelings about the issues.

They also participate in the activities initiated by the stations like fighting crimes which the listeners are called to participate in. It can be very discouraging if you struggle to produce programmes and miss the listeners. But it is encouraging when you have a big audience listening to your programmes and you get to know about it through their feedback.

The CRS depend on volunteers from the community to offer their services free since they cannot afford to pay them.

The main way the audience participates in the community radio station is to listen to programmes and give their feedback. See table 29.

Table 29: Community participation

Response	Count	Pct of Responses	Pct of Cases
Attend forums and trainings	1	16.7	20.0
Contribute towards the issues raised	1	16.7	20.0
Participate in the activities initiated	1	16.7	20.0
Listening to programmes and giving feedback	2	33.3	40.0
Volunteering to work in the stations	1	16.7	20.0

Total responses	6	100.0	120.0

Source: Research Data 2011

The CRS also face various challenges from the communities. The community expects the stations to support them financially and give them promotional materials from the stations during trainings, for example, caps and T-shirts.

The community expects to be fed during forums and trainings. There is a very high expectation from the stations by the communities which can cause friction.

It is not all the time easy when trying to collect news from the community. Some feel that you are looking down upon them and therefore there is a hostile reaction.

The community background can be a challenge. The issues aired have to be done with much care to avoid any conflict.

The community expects all the things happening in the community to be aired even those which are not newsworthy. When not aired, the community takes it negatively.

To tackle the challenges faced from the local communities, the RS utilize little revenue from publicity, encourage the audience to patiently wait for the promotional materials, sensitize the audience through programmes and road shows, they open up to the audience and tell them about their limits, they provide what is possible and use the community leaders to address the audience.

For challenges the stations face from the community and ways of handling them, see tables 30 and 31.

Table 30: Challenges from the community

Response	Count	Pct of Responses	Pct of Cases
Expectation of financial support	2	22.2	33.3
Promotional materials, for example t-shirt	1	11.1	16.7
Need food during forums and training	2	22.2	33.3
High expectation by the community	1	11.1	16.7
Hostile community response during news collection	1	11.1	16.7
Community ethnicity	1	11.1	16.7
Demand for broadcast of issues	1	11.1	16.7
	-----	-----	-----
Total responses	9	100.0	150.0

Source: Research Data 2011

Table 31: Ways of tackling challenges from the community

Response	Count	Pct of Responses	Pct of Cases
Utilize little revenue from publicity	2	28.6	33.3
Encourage to patiently wait for materials	1	14.3	16.7
Use of the community leaders	2	28.6	33.3
Sensitize the audience	1	14.3	16.7
Providing what is possible	1	14.3	16.7
	-----	-----	-----
Total responses	7	100.0	116.7

Source: Research Data 2011

The workers were asked to give their views regarding the management of the stations. 66.7% of the workers said that it is 'fair' while 33.3% said that it is 'good'.

The suggestions given as a means of improving the management are the availing financial resources, provision of salaries to workers, proper management structures and management training.

The best ways to improve the station management is to have in place proper management structures and train the managers. See tables 32 and 33 below.

Table 32: Feelings about the station management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	33.3	33.3	33.3
	Fair	4	66.7	66.7	100.0
	Total	6	100.0	100.0	

Source: Research Data 2011

Table 33: Ways to improve the station management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Avail financial resources	1	16.7	16.7	16.7
	Provision of salaries	1	16.7	16.7	33.3
	Proper management structures	2	33.3	33.3	66.7
	Management training	2	33.3	33.3	100.0
	Total	6	100.0	100.0	

Source: Research Data 2011

The current challenges are poor remuneration to workers, delayed payment of the little remuneration given to workers, compromised standards of production due to lack of salary and training, inadequate equipment and software for use, untrained workers who lack production knowledge and skills and limited financial sources to cater for the basic needs.

The major challenges facing the CRS are the limited financial sources and inadequate equipment and software. See table 34.

Table 34: Other challenges currently in the radio stations

Response	Count	Pct of Responses	Pct of Cases
Limited financial sources	3	37.5	50.0
Poor remuneration to workers	1	12.5	16.7
Inadequate equipment and software	2	25.0	33.3
Compromised standards of production	1	12.5	16.7
Untrained workers	1	12.5	16.7

Total responses	8	100.0	133.3

Source: Research Data 2011

Some of the ways to handle the current challenges are to get funding from well-wishers, do awareness and promotions to raise funds, get permits from CCK to advertise, have transparent management and train workers to improve their knowledge and skills. The major way of handling the current challenges facing the radio stations is to get funding. See table 35.

Table 35: Ways of tackling current challenges facing the stations

Response	Count	Pct of Responses	Pct of Cases
Get funding	2	33.3	33.3
Do awareness and promotions	1	16.7	16.7
Permit from CCK to advertise	1	16.7	16.7
Transparent management	1	16.7	16.7
Training of workers	1	16.7	16.7
	-----	-----	-----
Total responses	6	100.0	100.0

Source: Research Data 2011

Other suggestions to improve the operations of the stations as suggested by workers were better equipment for better production, committed workers and management towards the CRS, strong marketing team to market the RS and raise funds, do publicity to raise funds and offer better remuneration. See table 36.

Table 36: Other ways to improve the operations of the stations

Response	Count	Pct of Responses	Pct of Cases
Committed workers and management	1	25.0	33.3
Strong marketing team	1	25.0	33.3
Publicity	1	25.0	33.3
Better remuneration	1	25.0	33.3

Total responses	4	100.0	133.3

Source: Research Data 2011

4.2.3 Audience Issues

The researcher took time to get the views of the audience towards the community radio stations under study. The ages of the respondents were under 20 years, 20-30 years and over 36 years. Most of the respondents were self-employed. See tables 37 to 39.

Table 37: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	21	58.3	58.3	58.3
Female	10	27.8	27.8	86.1
No response	5	13.9	13.9	100.0
Total	36	100.0	100.0	

Source: Research Data 2011

Table 38: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20 years	5	13.9	13.9	13.9
	20-36 years	20	55.6	55.6	69.4
	Over 36 years	11	30.6	30.6	100.0
	Total	36	100.0	100.0	

Source: Research Data 2011

Table 39: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self employed	17	47.2	47.2	47.2
	Employed	9	25.0	25.0	72.2
	Student	1	2.8	2.8	75.0
	Evangelist	1	2.8	2.8	77.8
	House wife	2	5.6	5.6	83.3
	No response	6	16.7	16.7	100.0
	Total	36	100.0	100.0	

Source: Research Data 2011

The audiences like music, programmes and the presenters in these stations. They mostly like the music aired by the stations. See table 40.

Table 40: Audience likes in the stations

Response	Count	Pct of Responses	Pct of Cases
Music	21	46.7	60.0
Programmes	11	24.4	31.4
Presenters	8	17.8	22.9
News/announcements	5	11.1	14.3
	-----	-----	-----
Total responses	45	100.0	128.6

Source: Research Data 2011

As much as the audience enjoy listening to these stations, there are also things they do not like in these stations. These are perceived as the challenges of the RS by the audience and have suggested ways to tackle them.

Short programmes which end so soon in terms of their duration. They feel that their favourite programmes need to be added more time so that they can benefit more.

Limited music in terms of interruptions is also not pleasing to the fans. They would like their favourite songs to be played fully without interruptions in between or playing the songs half way.

There is a tendency of unprofessional presentations which are discouraging to the audience. There is so much unnecessary talks on air, too much unnecessary music played and unresearched presentations which are time wasting. The audience would like to listen to well research and educative programmes which can change their lives.

Limited coverage area is also another discouraging factor. The audience is not aware that the CRS have a limited coverage area of 5 KM. They would like to tune to their favourites programmes from anywhere in the country. They therefore request for the expansion of the coverage area.

There is inadequate community participation in the CRS. The audience feels that they are not fully involved in the RS. Some were asking if they can get a chance to preach through the RS.

Language barrier was also a complaint received from the audience. Some requested if the RS can also do programmes in their local languages for the elderly in the community and also avoid 'sheng' since some of them do not understand it.

Limited target audience while others miss out. There were complaints that particular groups in the community are targeted while others are side lined. Some men complained that most programmes are targeting only women and the youths while they are left out. They requested if the RS can do programmes which target men in the community like business oriented programmes.

Poor radio signal reception in some areas. Sometimes the signal is not clear and they would like the RS to check on that to avoid missing their favourite programmes.

Limited news coverage compared to other stations. They would like to hear news from within and without so that they are well informed.

Unbalanced programme broadcasts in terms of some programmes being given more air time compared to others. They need a fair deal to all stakeholders.

There is unreliable feedback from the audience which is misleading. This happens mostly during the call-ins since the presenters cannot prove the genuineness of the information. This is discouraging to the audience in the field who know the truth. They need the audience to be sensitized and discouraged from doing this.

Lose of radio signal when the audience is tuned to their favourite programmes. Those who are aware that this results from blackouts, suggest the use of automatic power generators.

Most of the challenges the audience experience from the radio stations are the short programmes aired, limited coverage area, language barrier, limited music played, unprofessional presenters and inadequate community participation. See table 41 and 42.

Table 41: Audience challenges with the stations

Response	Count	Pct of Responses	Pct of Cases
Short programmes	7	16.7	20.0
Limited music	4	9.5	11.4
Unprofessional presenters	4	9.5	11.4
Limited coverage area	6	14.3	17.1
Inadequate community participation	4	9.5	11.4
Language barrier	6	14.3	17.1
Limited target audience	2	4.8	5.7
Poor radio signal reception	1	2.4	2.9
Limited news	2	4.8	5.7
Unbalanced programmes	3	7.1	8.6
Unreliable audience feedback	1	2.4	2.9
Lose of radio signal	2	4.8	5.7
	-----	-----	-----
Total responses	42	100.0	120.0

Source: Research Data 2011

Table 42: Audience recommendations for radio stations' improvement

Response	Count	Pct of Responses	Pct of Cases
Additional programme time	7	17.5	21.2
Limited music	5	12.5	15.2
Professional presenters	3	7.5	9.1
Increase coverage area	7	7.5	21.2
Use variety of languages	5	12.5	15.2
Improve radio signal reception	3	7.5	9.1
Improve news coverage	1	2.5	3.0
Balanced programmes	3	7.5	9.1
Sensitize the audience	3	7.5	9.1
Automatic back-up power supply	3	7.5	9.1
	-----	-----	-----
Total responses	40	100.0	121.2

Source: Research Data 2011

4.2.4 Engineers' Issues

The researcher interviewed three radio station engineers who have a wide experience in the setting up of new radio stations. Robert Wafula has assisted to set up five radio stations. These stations are: KBC Channel 1, Metro FM, West FM, Pwani FM and Imaaani Radio.

Steve Areba who is currently the Managing Director for Broadcast Solutions International (BSI) has assisted to set up over thirty FM radio stations in Kenya, Uganda and Tanzania. Some of these stations are: Kameme FM, Hope FM, HomeBoys Radio, Umoja FM, Ghetto FM, Mega FM (Uganda), Vision Voice (Uganda), Bukedi (Uganda), Safina (Tanzania), BBC Mombasa and Sheki FM.

Moses Nganju has assisted to setup three radio stations. These are: Egesa FM, Mulembe FM and Wimwaro FM. See tables 43 and 44.

Table 43: Number of radio stations the Engineer has assisted to set up

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1	33.3	33.3	33.3
	3	1	33.3	33.3	66.7
	5	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Research Data 2011

Table 44: The radio stations the Engineers have assisted to set up

Response	Count	Pct of Responses	Pct of Cases
Kameme FM	1	5.0	33.3
Hope FM	1	5.0	33.3
Classic FM	1	5.0	33.3
Homeboys radio	1	5.0	33.3
Umoja FM	1	5.0	33.3
Ghetto FM	1	5.0	33.3
Mega FM(Uganda)	1	5.0	33.3
Vision voice (Uganda)	1	5.0	33.3
Bukede(Uganda)	1	5.0	33.3
Safina (Tanzania)	1	5.0	33.3
BBC Mombasa	1	5.0	33.3
Sheki FM	1	5.0	33.3
KBC-channel1	1	5.0	33.3
Metro Fm	1	5.0	33.3
West FM	1	5.0	33.3
Pwani FM	1	5.0	33.3
Imaani radio	1	5.0	33.3
Egesa FM	1	5.0	33.3
Mulembe FM	1	5.0	33.3
Wimwaro FM	1	5.0	33.3
	-----	-----	-----
Total responses	20	100.0	666.7

Source: Research Data 2011

According to Wafula, Areba and Nganju's wide experiences of setting up radio stations, the following are the common challenges the radio stations face during their setup and operations, with their possible solutions.

There are various set-up challenges. The geographical location of transmitter(s) needs to be looked into. The FM radio stations are line of site transmission. An FM signal is blocked by hills, mountains and tall buildings. This means that for proper reception of the signal, the transmitter(s) have to be mounted on higher grounds. One may be forced to purchase an appropriate piece of land to put the transmitter depending on the location of the target audience. This piece of land can be very expensive.

Sound proofing a studio is a necessity. A studio is not build just like any other building. It needs to be double walled to avoid noise interference. The walls also need to be acoustically treated to avoid echo. The proper acoustic material is normally very expensive. This is a challenge since a lot of money is needed to do a proper job.

Human resource can be available but getting the right people can be difficult. Some stations hire wrong people who end up failing the stations.

Source and type of content for broadcast. In the case of content, you find most stations setting up without deciding on the type of content to be produced and transmitted. Stations start without proper research on the needs of the target audience. For example, the programmes for people in North Eastern may not be necessarily the same as for those in Nairobi. Production of the programmes for broadcast can also be a challenge. This needs trained people to do it. Most stations struggle with content for broadcast.

Getting a frequency allocation from the government can be a challenge. Broadcast frequencies are in high demand which has led to their shortage. This poses a great challenge to some people looking for frequencies depending on the place of interest. At the same time one may lack the frequency because he is not able to meet the requirements.

Capex costs (capital or startup costs) are a challenge. The set up costs for a proper new radio station are normally very high. Broadcast frequency rates, equipment, a proper structure and other requirements are normally costly.

Power failure is a normal day to day experience. Power is one of the basic requirements in a radio station. At the same time, there are places without electricity.

There is also frequency interference during set-up.

For the common challenges the stations face during their setup, see table 45.

Table 45: The common challenges the stations face during their setup

Response	Count	Pct of Responses	Pct of Cases
Frequency allocation	1	11.1	33.3
Capex costs and content	2	22.2	66.7
Geographical location of transmitter	1	11.1	33.3
Studio setup (Sound proof)	1	11.1	33.3
Human resource	1	11.1	33.3
Unreliable power supply	1	11.1	33.3
Frequency interference during setup	2	22.2	66.7

Total responses	9	100.0	300.0

Source: Research Data 2011

There are also other challenges during the operations. Failure to reach the target group due to the signal transmitted being interfered with by things like hills, trees and tall buildings.

There are challenges of power failure or blackouts during broadcasts. The unstable power supply keeps on affecting the operations. Most stations do not have proper standby generators. The ones available are not automatic and therefore take time to be switched on. It also mostly powers a section of the station because of its low capacity.

Equipment maintenance and repair of breakdowns happens frequently. Maintenance can be a challenge to most stations due to financial strains. The equipment need to be serviced. They cannot run smoothly all through. Services and repairs of breakages are the order of the day. Sometimes spare parts need to be imported. All these require finance.

Marketing the station is also a challenge since this needs finance. For example, a station needs to do road shows to advertise self. The more the audience a station has, the higher the chances of getting advertisements.

Operation costs (opex costs) can be very high. For example, the equipment need to be serviced and repaired due to breakages, the frequency rates, the music copyright rates and the personnel need to be paid.

Capturing the target market segment is a challenge. This is because they set up before deciding on their target audience and therefore waste a lot of time and resources looking for a target audience.

Frequency interference due to many radio stations which have come up and other interferences due to the nearby industries. Many radio stations are setup in such a way that the studios are in town and the transmitter is located elsewhere.

As a result of this, the studio is remotely connected to the transmitter. Therefore a link is needed to link the station and the transmitter.

For the common challenges the stations face during their operations, see table 46.

Table 46: The common challenges during their operations

Response	Count	Pct of Responses	Pct of Cases
Target market segment	1	16.7	33.3
Power failures	2	33.3	66.7
Maintenance	1	16.7	33.3
Breakdowns	1	16.7	33.3
Frequency interference	1	16.7	33.3

Total responses	6	100.0	200.0

Source: Research Data 2011

There are various ways of tackling these challenges. It is advisable to put up more than one transmitter so that when one fails, the spare one can be used. More transmitters are also necessary in order to reach all the target audience in case of any interference. One may also be forced to have standby equipment in case others break down to avoid going off-air. It is also good to store some spare parts in case of breakages. Put in place a standby source of power in case of power failure or blackout. A standby source of power like a generator comes in handy.

Hire qualified personnel who will facilitate the smooth running of a station. This cuts down on costs and attracts advertisements. For example, qualified engineers are able to do proper maintenance of the equipment to minimize their breakages.

Good programmes attract more audience and hence more advertisements. A radio station cannot run without advertisements unless it has another source of income.

One needs to decide on the target audience early enough. This assists in identifying the location of the transmitter(s) and the type of content for broadcast.

Another advice is to adopt new cutting edge technology that is cheaper, for example, automation of music play out and commercial scheduling. This will cut down on the operational costs.

The allocated frequency must be guarded with a frequency guard to stop any frequency crossover and interferences

There must be parallel links between the studio and the transmitter to avoid signal failures. This can either be a microwave, a satellite link or a fibre optic cable.

For solutions to challenges faced during setup and operations, see table 47.

Table 47: Solutions to challenges faced during setup and operations

Response	Count	Pct of Responses	Pct of Cases
Decide on target audience	1	16.7	33.3
Standby transmitter and equipment	2	33.3	66.7
Qualified engineers/personnel	1	16.7	33.3
Do advertisements	1	16.7	33.3
Standby power supply	1	16.7	33.3
	-----	-----	-----
Total responses	6	100.0	200.0

Source: Research Data 2011

2.5 CCK Issues

There are various CRS in Kenya.

According to Isabelle Kandagor of CCK:

The Commission has granted FM frequencies to some community based organizations and academic institutions. Most of the community stations have been accommodated on the basis of low power transmitters, shared frequencies

and limited coverage area. However, scarce frequency resource cannot match the large number of those on the waiting list.

Community radios which have already been granted frequencies are the following: Mang'elele Community Radio in Kibwezi district, Koch FM in Korogocho slums, Nairobi; Pamoja FM in Kibera slums, Nairobi; Ghetto FM in Pumwani area, Nairobi; Radio Maendeleo in Bondo district; Maseno University in Maseno; Daystar University in Athi River; St. Pauls University in Limuru; Baraton University in Eldoret; Masinde Muliro University in Kakamega; Kenyatta University on Thika Rd, in Nairobi and the Kenya Institute of Mass Communications in Nairobi.

According to Isabelle who works in the Frequency Allocation Department at CCK, some of the people applying for frequencies do not meet the requirements of CCK. For example, they are not able to pay the required amount. There is also inappropriate filling of the application forms. For them to acquire the frequency, they need to meet the CCK requirements. But what mostly hinders the applicants from getting the frequencies is the unavailability of the frequencies.

Summary

According to the findings from the research, some of the major challenges facing the community radio stations are lack of salary or poor remuneration, inadequate equipment, low capacity generators, insufficient working space, unprofessional productions and high staff turnover. These challenges are lack of finances since the CRS are not allowed to advertise to make money. The major ways to tackle these challenges are to get funding,

get other ways of raising money like promotions since they are not allowed to advertise, and hire trained personnel who can do quality work..

Most of the challenges facing the community radio stations are financial in nature. This proves the researchers' objectives in chapter one.

The findings in this study relate to the challenges facing other community radio stations elsewhere. According to AMARC, Alumuku (2006), Chalisa (2007), Banjade (2007) and others as reviewed in the literature, other CRS face similar challenges like staff turnover, inadequate equipment and lack of training by the volunteers. The major solution to these challenges is to get funding.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This research project was designed to establish the challenges faced by the CRS in Kenya during their set up and operations. This study has brought to the researcher's attention other challenges and ways of tackling them. In this section, summary of the study findings, conclusions and the recommendations are given.

Summary of the Findings

The objectives of the study were to find out the challenges faced by the community radio stations during their setting up and operations and how to tackle them.

This study found out that the CRS are experiencing several challenges. The major challenges experienced during set up are difficulty in getting broadcast frequency and funds to acquire the basic needs like equipment, premises and personnel.

The major challenges experienced during the operations are lack of permit to advertise, inadequate equipment, lack of staff payment, untrained staff, financial expectation from the community, insufficient working space, unprofessional productions and high staff turnover rates.

The way forward to tackling these challenges is financial support or sources. The outcome of this study indicates that the CRS are in need of financial support.

Conclusions

The government should set aside funds to support the CR or give them permits to advertise in order to raise money to meet their needs.

The donors, sponsors and the local community should put more effort in supporting these stations. These findings enhance understanding of the challenges faced by the CRS in Kenya. The current findings also add to a growing body of literature on the community radio stations worldwide. The challenges that the study has identified assists in our understanding of the role the policy makers can play to assist the CRS financially for the benefit of the citizens they serve.

The objectives of the study were looking at the challenges facing the CRS. The findings tied up with the researcher's findings because of the several challenges which were identified during the research.

Recommendations

These findings suggest several courses of action for the CRS to solve their challenges. Some of the recommendations given to help the CRS are to the government and administrators of CRS.

The media buying agencies need to consider sustainability of the CRS and their role, and give adverts according to the percentage of the reach.

Community radio stations should be allowed to advertise for sustainability, but if it is not possible, the government should create a fund for supporting the CRS. This can assist in hiring professionals and equipping the RS.

The community should be sensitized on their role in the CRS. Their participation is necessary. Part of their activities is to ensure that the RS can sustain itself through their financial and material support.

There is need to upgrade the system and infrastructure of the CRS. The managerial structures should be restructured and productive people get chances to assist enhance the operations of the RS. The communication system should also be developed, that is purchase better equipment for better production.

Putting in place proper structures (for example have legal officers) to knock out interference from people. One of the RS is experiencing managerial wrangles. Part of the leadership team deserted the station since there were financial challenges, and are now fighting to come back to the same positions since things are getting better. This is the need for proper structures.

There is need to put down strong policies and managerial guidelines. This will assist in controlling and directing the activities of the RS. It will also ensure that trained people will take the leadership posts to improve the performance of the RS.

Suggestions for Further Research

Taking into account the scope and limitations of the study, a future research can be done on the following areas:

The impact of the CRS in the society.

The reception of the CRS by the society .

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APPENDICES

Appendix 1

The Constitution of Kenya and Radio Broadcasting

The fee payable for broadcasting stations will be charged as per the table below depending on the amount of ERP power. The flat rate fees for each category of ERP power are specified for ERP powers up to 10KW. For ERP powers greater than 10KW, the formula below will be used subject to the applicable minimum amount as specified in the table below.

The formula for the fee payable for broadcasting stations is commensurate with the power and the occupied bandwidth, and calculated on the basis of these parameters using the following formula:

Fees per transmitter or carrier in Kenya shillings are:

SERVICE	AMOUNT in Kshs.	ERP-POWER CONDITIONS
TV BROADCASTING	360,000.00	ERP Power \leq 10KW
	As per formula below subject to a minimum of KShs. 360,000	ERP Power $>$ 10KW
RADIO BROADCASTING	30,000.00	ERP Power \leq 2KW
	65,000.00	2KW $<$ ERP Power \leq 5KW
	130,000.00	5KW $<$ ERP Power \leq 10KW
	As per formula below subject to a minimum of KShs. 130,000	ERP Power $>$ 10KW

Licensing Procedures – Broadcasting

The license structure for broadcasting services in Kenya is categorized into the following services: free to air radio, free to air television, subscription radio, subscription television, subscription management, and signal distribution.

Broadcasting Service

Broadcasting plans are drawn up by different regional conferences to facilitate the use of terrestrial service frequencies by administrations parties to these agreements.

The broadcasting plans in force applicable to Kenya include:

- The plan for Medium Frequency broadcasting in regions 1 & 3 and low frequency broadcasting in Region 1, Geneva 1975.
- This plan is known as GE75 and covers the frequency bands 148.5-283.5 kHz and 526.5-1705 kHz.
- The plan for the use of band 87.5 – 108 MHz for FM sound broadcasting in Region 1 and part of region 3, Geneva 1984. This plan is commonly known as GE84 Plan.
- The plan for VHF/UHF analogue television broadcasting in the African broadcasting area and neighboring countries, Geneva 1989. This plan is known as GE89 Plan and covers the frequency bands 47 –68, 174 – 230, and 470-862 MHz.
- The HF broadcasting (also known as short wave) which has no plan but is covered by article S12 of the Radio Regulations. This service is within the frequency band 5900 – 26100 kHz.

Market Structure - Broadcasting

Sections 46B (2), 46E, 46F and 46 N of the Kenya Communications (Amendment) Act, 2009, envisage a market structure consisting of the following license categories:

- Public Broadcasting services
- Community Broadcasting services
- Private/Commercial Broadcasting Service
- Subscription broadcasting services
- Signal distribution services

Any other class of license as may be determined in accordance with the Regulations.

Appendix 2

IN EXERCISE of the powers conferred by sections 38 and 46K of the Kenya Information and Communications Act, 1998, the Minister for Information and Communications, in consultation with the Commission, makes the following Regulations:—

THE KENYA INFORMATION AND COMMUNICATIONS (RADIO COMMUNICATIONS AND FREQUENCY SPECTRUM) REGULATIONS, 2010

1. Citation.

These Regulations may be cited as the Kenya Information and Communications (Radio Communications and Frequency Spectrum) Regulations, 2010.

2. Interpretation. In these Regulations, unless the context otherwise requires— “authorised frequency” means the frequency assigned to a station by the Commission; “harmful interference” means radiation or induction which—

(a) endangers the functioning of a radio-navigation service or of a safety service; or

(b) obstructs or repeatedly interrupts an authorised radio or telecommunication service; “licensee” means a person licensed under the Act; “network” means two or more stations operated by a person and used or intended to be used in communication with one another; “radio emission” means any emission of electromagnetic energy of frequencies currently less than three hundred Gigahertz without continuous artificial guide or such other frequencies as the Commission may from time to time publish in the gazette; “spectrum assignment” means the authorization by the Commission to any licensee specific frequencies or frequency pairs for use within a given allocation, at specified geographic location; “station” means a transmitter, receiver, a combination of transmitters and receivers or any accessory thereto which is used or intended to be used for radio-communication; “transmitter” means anything, irrespective of its use, function or the purpose of its design, that is capable of radio emission; “user” means any person or body of persons who uses or operates radio communication services.

3. Purpose and Object. The purpose and objective of these Regulations is to-

(a) promote and support the orderly development and efficient operation of radio communication systems and services to meet the country’s socio-economic, security and cultural needs;

(b) ensure proper planning, utilization and management of the spectrum resource in accordance with the Act, Government of Kenya Policy objectives, international agreements;

(c) promote the efficient use of frequency spectrum resource through the adoption of latest technical advances and efficient spectrum allocation and management technology based on operational requirements and technical viability;

(d) ensure the equitable and fair allocation and assignment of spectrum to benefit the maximum number of users.

4. **Eligibility for licenses.** The Commission shall publish guidelines that shall specify the persons eligible and eligibility criteria for the grant of spectrum licences from time to time.

5. **General licensing conditions.**

(1) A person shall not possess, establish, install or use any radio communication station which requires licensing under these Regulations in any place or on board any local vessel, aircraft or vehicle, unless that person has a valid licence granted by the Commission.

(2) A radio communication licence shall not confer any ownership rights of the frequency on the licensee.

(3) A licensee shall not transfer frequencies assigned and the rights therein without the written consent of the Commission.

(4) A licensee shall comply with the provisions of the International Telecommunications Convention.

(5) Where the authorization is for a period not exceeding one month, the Commission may grant temporary authorization for the utilization of the frequency spectrum and the minimum applicable fee will be for a period of one month.

6. **Application criteria for approval.**

(1) The Commission shall, when considering an application for frequency assignment, take into consideration—

- (a) spectrum availability for the type of service and proposed location;
- (b) whether the proposed service can be satisfied by any other means of communication;
- (c) the distress and safety radio communication services which require protection from harmful interference; and
- (d) the current technical advances that ensures the most efficient spectrum use.

(2) The Commission may assign a frequency or frequencies to the applicant, and shall for that purpose take into account all technical data of the equipment and associated accessories that the applicant is proposing to use.

7. Assignment of frequencies.

(1) The Commission may assign frequencies when it is satisfied that such assignment will not cause harmful interference to any station or licensee operating in accordance with the Kenya table of frequency allocations. (2) A person licensed to operate and provide radio communication systems and services shall apply to the Commission, for the assignment of the necessary frequencies.

(3) Where the Commission is satisfied with an application, it may assign the applicant a frequency, which the applicant shall use in accordance with the prescribed technical and operating parameters.

(4) Where the frequencies applied for are not available, the Commission may assign frequencies in an alternative frequency band.

(5) The Commission may impose such conditions as it may consider necessary for the use of the assigned frequencies.

8. Obligations of licensees.

(1) A licensee who has been assigned frequencies bands for use shall—

(a) maintain and provide, at the Commission's request, an inventory of frequencies assigned;

(b) keep the licence in force by regular payment of annual fees prescribed by the Commission from time to time;

(c) put into use the assigned frequencies within the period specified by the Commission;

(d) use such measures as may be prescribed by the Commission to eliminate unauthorized emissions, harmful interference or illegal use of the spectrum;

(e) optimize the utilization of frequency spectrum resource in the manner prescribed by the Commission from time to time; and

(f) implement all the measures prescribed by the Commission from time to time.

(2) The Commission may where it considers it necessary, require a licensee to migrate to a new frequency band.

(3) The Commission shall implement the migration through an arrangement that shall not impose unreasonable burden to the licensee involved.

(4) A licensee shall not make material change to a licensed station or change the station parameters specified in the licence, without a written authorization from the Commission.

- (5) A licensee shall require the written consent of the Commission where a licensee proposes to-
- (a) increase the height of a structure supporting the radiating portion of the antenna;
 - (b) relocate an antenna where such relocation would involve a change in the geographic coordinates of latitude or longitude by as much as one second, or relocation involves a change in street address;
 - (c) change in antenna parameters, including height, number of antenna elements, radiation pattern or polarization.
- (6) All licensees shall, unless exempted by the terms of authorization, transmit the assigned call sign at the end of each complete transmission.
- (7) The transmission of the call sign at the end of each transmission shall not be required in cases of projects requiring continuous, frequent or extended use of the transmitting apparatus, if, during the periods and in connection with the use, the call sign is transmitted at least once every thirty minutes.

9. Sharing of frequencies.

- (1) The Commission may, where necessary, require a licensee to share a frequency.
- (2) The Commission shall implement the sharing through an arrangement that shall not impose unreasonable burden to the licensee involved.

10. Frequency spectrum pricing.

- (1) The Commission may from time to time prescribe the methods of determining frequency spectrum pricing.
- (2) The Commission shall not avail frequency spectrum licences to a licensee unless the licensee has paid frequency spectrum licence fees and complies with the conditions imposed by the Commission.
- (3) The Commission may recall frequencies assignments that have not been utilized within the period specified in the licence.
- (4) Where a frequency assignment is recalled for non-utilization, the licence fee paid in accordance with paragraph (2) shall not be refunded.

11. Pricing parameters.

- (1) The Commission shall adopt a pricing formula that reflects the economic value of frequency spectrum in order to encourage efficient use of frequency spectrum and stimulate growth.
- (2) The pricing formula adopted under paragraph formula shall take into account the following factors—
 - (a) size of spectrum assigned;
 - (b) frequency band and level of congestion within the band;
 - (c) market demand;

- (d) power output and;
 - (e) geographical usage; and
 - (f) such other factors as the Commission may from time to time determine
- (3) The Commission shall review and publish the pricing formula for frequency spectrum at least once in every three years.

12. Type approval and inspection.

- (1) A licensee shall not use any frequency spectrum unless the radio equipment in respect of which an assignment is sought has been duly type approved or type accepted by the Commission.
- (2) Upon installation of the radio communication system, the licensee shall ensure that the system is inspected and certified by the Commission to be operating in accordance with the Act and the Regulations made thereunder.

13. Monitoring and inspection.

- (1) The Commission shall monitor all emissions from licensed stations to ensure the efficient utilization and compliance with licensed parameters. (2) The licensee shall permit unlimited access by the Commission's authorized officers to the licensee's installations at reasonable times for the purposes of inspection and verification of operational parameters.
- (3) The owners and management agents of buildings shall—
- (a) require proof of licences and authorization from the Commission before authorizing the installation of any radio communication systems in their premises;
 - (b) keep records of all equipment installations; and
 - (c) permit unlimited access by the Commission's authorized officers to the licensees' installations for the purposes of inspection and verification of operational parameters.
- (4) A licensee shall, when requested to do so, make available all records that relate to a station's operations to the Commission's authorized officers.
- (5) A licensee shall report any interference experienced to the Commission, in writing.
- (6) Where the Commission, pursuant to a report made to it or on its own accord, is of the view that certain measures need to be undertaken to avoid or mitigate any interference, the Commission may require a licensee or a class of licensees, in writing, to take the measures specified.

14. Inspection, siting and maintenance of illuminated towers and control equipment.

- (1) A licensee of a radio station that has an antenna structure shall paint and illuminate the tower, perform routine inspections and maintenance of the tower to ensure that it is properly marked and illuminated and on any other associated control equipment, required.
- (2) All licensees shall comply with directions given by the Commission in consultation with the government agency responsible for civil aviation, in matters relating to antenna towers.
- (3) All licensees shall ensure that the siting of antennas and towers comply with all applicable laws to which they are subject to.
- (4) All licensees shall ensure that the siting and installation of transmitters, antennas and towers comply with the laws and guidelines relating to radiation limits that may be in force from time to time.

15. Radio spectrum management and monitoring facilities.

Where the Commission is of the opinion that a radio operation or structure may cause harmful interference to its operation, the Commission may restrict the installation or operation of radio communications apparatus or erection of structures within a specified area from the Commission's radio monitoring facilities.

16. Disposal of uncollected goods.

(1) The Commission may disable or confiscate any radio communication apparatus or stations operated in contravention of the conditions of its licence or in contravention of the Act and these Regulations.

(2) The confiscated equipment or apparatus may, if not collected by a licensee, be disposed of in accordance with laws governing disposal of uncollected goods.

17. Misuse of frequencies.

(1) A licensee who uses any radio communication station for or in furtherance of unlawful conduct commits an offence and is liable, upon conviction, to a fine not exceeding One Million Kenya Shillings or to imprisonment for a term not exceeding five years or both.

(2) Any person who, upon receiving a request for information concerning the use of frequency spectrum from the Commission, fails to disclose the information or gives false or misleading information commits an offence and is liable, on conviction, to a fine not exceeding one million shillings or to imprisonment for a term not exceeding five years or both.

18. Amount of frequencies. The Commission may prescribe the minimum or maximum number or amount of radio communication channels or frequencies which any user or licensee may be granted. 19. Revocation of Part VI of L.N 68 of 2001 Part VI of the Kenya Communications Regulations 2001 is revoked.

Dated the 14th April, 2010

Samuel Poghiso, Minister for Information and Communications.

Appendix 3

QUESTIONNAIRE FOR RADIO STATION MANAGEMENT

CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY RADIO STATION IN KENYA: STUDY OF COMMUNITY RADIO STATIONS IN NAIROBI.

The purpose of this interview is to find out the challenges faced in setting up and operating a community radio station in Kenya.

You have been chosen as an interviewee because you are conversant with this radio station and will facilitate the achievement of my research objectives.

I expect to take about 30min of your time.

Name (optional):

Gender:

Position:

Station:

PART I: CHALLENGES DURING SET UP OF THE STATION

1. (a) Who started this radio station?

(i) Community

(ii) NGO

(iii) Private Individual

(iv)Other (specify)

(b)Who is currently the sponsor(s) for this station?

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2 (a) Did you face any challenges in getting your permit?

Yes () No ()

If yes, state the challenges

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(b)How did you overcome the challenges?

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3. (a)Did you face any challenges in getting your broadcast frequency?

Yes () No ()

If yes, state the challenges

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(b)How did you overcome the challenges?

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4. (a)What factors did you consider in choosing this location for your station?

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(b)Have your faced the following challenges in relation to your location?

(i) Noise interference (Tick) Yes () No ()

(ii) Accessibility (Tick) Yes () No ()

(iii) Insecurity (Tick) Yes () No ()

(iv) Power supply (Tick) Yes () No ()

(v) Unfriendly neighbourhood (Tick) Yes () No ()

(vi) Insufficient working space (Tick) Yes () No ()

(vii) Others (specify).....

(c) How did you overcome the challenges mentioned above?

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(d) Are the station premises owned or rented?

5. (a) Did you face any challenges related to setting up the acoustics for the radio station?

Yes () No ()

If yes, state the challenges

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(b) Explain how you overcame the challenges?

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6. (a) How did you get your studio production and broadcast equipment?

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(b) Did you face any challenges in procuring your equipment?

Yes () No ()

If yes, state the challenges

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(c) How did you overcome the challenges?

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7. (a) Did you face any challenges during the installation of your equipment?

Yes () No ()

If yes, state the challenges

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(b) How did you overcome the challenges?

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PART II: CHALLENGES DURING OPERATIONS

8. What is your management structure?

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9. How do you recruit the people who work in this station?

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10. (a)What kind of challenges do you encounter when recruiting your personnel?

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(b)How do you overcome these challenges?

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11. (a)Do you experience any staff turnover?

Yes ()

No ()

If yes, what are the probable causes?

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(b)How do you overcome this challenge?

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12. (a)What challenges do you face with the radio production and broadcast equipment?

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(b)How do you overcome the challenges?

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13. (a)Do you experience competition from other radio stations?

Yes ()

No ()

(b)If yes, explain the nature of the competition

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14. (a)Who is your target audience?

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(b) Which language do you use for your broadcasts?

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15. (a) Which kind of programmes do you produce for your audience?

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(b) Are there any challenges you face in programme production?

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(c)How do you overcome these challenges?

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16. (a)What kind of complaints do you receive from your audience regarding your programmes?

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(b)How do you solve them?

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17. Can you comment about the music licenses for your station?

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18. What is the impact of your programmes in the community?

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19. Comment about the feelings of the community towards this station?

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20. How does the community support this station?

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21. (a)What kind of challenges do you face from the community?

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(b)How do you overcome these challenges?

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22. Can you share any other challenges you are facing currently in this radio station?

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23. Is there anything you think can be done to solve them?

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24. Is there anything you think can be done to improve the operations of this station?

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Thank you very much for your time.

Appendix 4

QUESTIONNAIRE FOR RADIO STATION WORKERS

CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY RADIO STATION IN KENYA: STUDY OF COMMUNITY RADIO STATIONS IN NAIROBI.

The purpose of this interview is to find out the challenges faced in setting up and operating a community radio station in Kenya.

You have been chosen as an interviewee because you are conversant with this radio station and will facilitate the achievement of my research objectives.

I expect to take about 30min of your time.

Name (optional):

Gender:

Position:

Station:

CHALLENGES DURING OPERATIONS

1. (a)What challenges do you face with the radio production and broadcast equipment?

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(b)How do you overcome the challenges?

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2. (a)Do you experience competition from other radio stations?

Yes () No ()

(b)If yes, explain the nature of the competition

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3. (a)Who is your target audience?

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(b)Which language do you use for your broadcasts?

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4. (a) Which kind of programmes do you produce for your audience?

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(b) Can you share the kind of challenges you face in your programme production?

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(c) How do you overcome these challenges?

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5. (a)What kind of complaints do you receive from your audience regarding your programmes?

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(b)How do you deal with them?

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6. Can you comment about the music licenses for your station?

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7. What is the impact of your programmes in the community?

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8. Comment about the feelings of the community towards this station?

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9. How does the community support this station?

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10. (a)What kind of challenges do you face from the community?

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(b)How do you overcome these challenges?

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11. (a)What is your feeling about the management of this station?

Good () Fair () Bad ()

(b)What can be done to improve it?

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12. Can you share any other challenges you are facing currently in this radio station?

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13. Is there anything you think can be done to solve them?

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14. Is there anything you think can be done to improve the operations of this station?

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Thank you very much for your time.

Appendix 5

QUESTIONNAIRE FOR THE RADIO STATION AUDIENCE

CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY RADIO STATION IN KENYA: STUDY OF COMMUNITY RADIO STATIONS IN NAIROBI.

The purpose of this interview is to find out the challenges faced in setting up and operating a community radio station in Kenya.

You have been chosen as an interviewee because you are conversant with this radio station and will facilitate the achievement of my research objectives.

I expect to take about 30min of your time.

Name (optional):

Gender:

Age:

Occupation:

1. Which of the following community radio stations do you listen to? (Tick)

(a) Koch FM () (b) Pamoja FM () (c) Ghetto Radio () (d) All ()

2. What do you like in the following radio stations? Explain.

(a)Koch FM

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(b)Pamoja FM

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(c)Ghetto Radio

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3. What don't you like in the following radio stations? Explain.

(a)Koch FM

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(b)Pamoja FM

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(c)Ghetto Radio

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4. What do you think can be done to improve what you don't like in the following radio stations?

(a) Koch FM

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(b) Pamoja FM

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(c) Ghetto Radio

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Thank you very much for your time.

Appendix 6

QUESTIONNAIRE FOR RADIO STATION ENGINEERS

CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY RADIO STATION IN KENYA: STUDY OF COMMUNITY RADIO STATIONS IN NAIROBI.

The purpose of this interview is to find out the challenges faced in setting up and operating a community radio station in Kenya.

You have been chosen as an interviewee because you are conversant with this radio station and will facilitate the achievement of my research objectives.

I expect to take about 30min of your time.

Name (optional):

Gender:

Position:

1. How many radio stations have you assisted to set up?

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2. Can you name some of them?

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3. What common challenges do they face during their setup?

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4. What common challenges do they face during their operations?

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5. What do you do to avoid/solve them?

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Thank you very much for your time.

Appendix 7

**QUESTIONNAIRE FOR COMMUNICATIONS COMMISSION OF KENYA (CCK)
CHALLENGES IN SETTING UP AND OPERATING A COMMUNITY RADIO
STATION IN KENYA: STUDY OF COMMUNITY RADIO STATIONS IN NAIROBI.**

The purpose of this interview is to find out the challenges faced in setting up and operating a community radio station in Kenya.

You have been chosen as an interviewee because you are conversant with this radio station and will facilitate the achievement of my research objectives.

I expect to take about 30min of your time.

Name (optional):

Gender:

Position:

1. How many community radio stations are there in Kenya?

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2. How many community radio stations are there in Nairobi?

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3. Can you briefly explain your encounter with people looking for broadcast frequencies?

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4. Do they always meet the requirements of CCK?

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5. What mostly hinders them from acquiring the requested frequencies?

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6. What do you think can be done to avoid such occurrences?

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Thank you very much for your time.