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**POSITIVE USE OF COMMUNICATION FOR DEVELOPMENT
A CASE STUDY OF SIAKAGO**

Moderator

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A Thesis Submitted in Partial fulfillment of the Requirements for the Bachelor of
Arts in Social Communication.

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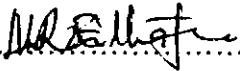
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I warmly thank media houses who gave permission for the texts of their production to be reproduced, some of which can be read on this study.

I willingly thank my one and half old son Ithabu Bantu for having worked so untiringly with me through the study under which most normal men would have cracked.

DECLARATION

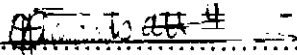
I, the undersigned, declare that this thesis is my original work achieved by my personal reading, scientific research method and critical reflection. It is submitted in partial fulfillment of the requirement for the Degree of Bachelor of Arts in Social Communication. It has never been submitted to any other College or University for academic credit. All sources have been cited in full and acknowledged.

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LIST OF ACRONYMS AND ABBREVIATIONS

AIDS	Acquired Immuno-Deficiency Syndrome
CCK	Communication Communication of Kenya
CDF	Constituency Development Fund
CR	Community Radio
FBO	Faith Based Organization
FM	Frequency Modulation
GA	Government Agencies
GoK	Government of Kenya
HIV	Human Immuno-Deficiency Virus
ICT	Information and Communication Technology
IDRC	International Development Research Centre
IT	Information Technology
M&E	Monitoring and Evaluation
MDGs	Millenium Development Goals
MIC	Ministry of Information and Communication
PDC	Participatory Development Communication
PoA	Plan of Action
SBF	School Bursary Fund

SIPOR	Sustainable Initiative for Poverty Eradication
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
YEDF	Youth Enterprise Development Fund
WEDF	Women Enterprise Development Fund
www	World Wide Web

MAIN THESIS POINT

Communication for development initiatives and the media organization currently working in Africa aren't doing enough in making development information available and useful to the people of Kenya and to Africa as a whole.

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GENERAL INTRODUCTION

..... "there is no role for communication in development, but rather many roles".¹

We live in an ever more complex global society, on a planet where more than 2 billion people try to survive on less than \$2 a day. Many people in developing countries are confronted with massive, desperately difficult challenges: hunger, HIV and AIDS, population growth, climate change, war and the daily struggle of poverty.

Tools of communication in the present world has become powerful instruments, taking on a wide social role, conferring status on public issues, people, organizations and social movements. Research testifies that the standing of social policies is raised when they are delivered by people who command favorable attention in the media. Media and communication exposure legitimizes the status of individuals, groups and their causes.

Societies that have harnessed the potential of Information and Communications have attained significant social and economic development. In addition, they are rapidly transforming into information and knowledge-based economies.²

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people.

¹Osabuohien P. AMIENVYI, *Communication National Intergration, Empowering Development in Africa Countries*. Ashgate Publishing Ltd. Burlington, 2005.

² National Information & Communication Technology (ICT) policy by Kenya's Ministry of Information and Communications, January 2006

Communication revolution has radically changed the world we live in. Media and communication have become an integral part of community's life and integral part of development process, rather than simply a set of techniques or tools for ready application to a variety of circumstances.

Sustainable development goals can only be achieved if knowledge and information are effectively shared by rural people and supporting agencies. Communication for development approaches and methods are effective tools for fostering peoples' participation in identifying and articulating needs and decision making processes affecting their lives.

Communication can therefore play a strategic role in development interventions aimed at alleviating hunger and poverty in a sustainable and equitable way. Without communication and effective, inter-disciplinary, participatory and community-based actions that address local causes of poverty and other malpractices in a society, any measures crafted to assist a community develop will not be reached.

The systematic use of communication such as using radio to inform the masses, can support development initiatives by giving a voice to rural people, development workers, local authorities and legislators, fostering policy acceptance; mobilizing people for participation and action, conveying information for education and training' and disseminating new ideas, practices and technology.

This study evaluates the roles of communication in growth effectiveness and social change from the perspective of a developing continent-Africa while targeting the countries that still do not have a well advanced media. The researcher aims at exploring Communication for Development as a strategic objective of African continent's strategic development plan.

In this study, the researcher will look at communication policies, ways of life that reflect issues of concern to the African people and review some studies and materials on policy and the role of communication in achieving social change or development.

The conclusions adopted here are geared to identifying existing and potential communication for development strategic issues. These issues present opportunities to be tapped in furtherance of the potential of the African peasants, grassroots entrepreneurs, and ordinary citizens.

1. Statement of the problem

The researcher is convinced that the communication for development initiatives and the media organization currently working in Africa aren't doing enough in making development information available and useful to the people of Africa.

Journalists often lack the training needed to understand both the content and language of research, and its importance to national development efforts. Limited press freedom must sometimes also be factored in.

On the other hand the potential for using communication for development remains largely unknown and unsupported as a component of national or local government development. This is largely because its value in social and economic terms consistently escapes the attention of data collection and national planning processes.

The media is concentrating in covering politicians while more than 850 million people in developing countries remain excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from information and communication technologies which would improve their livelihoods.³

2. Challenges

The broad challenge is to harness the potential of Communication for economic growth through developmental awareness and poverty reduction. **Specific challenges** include lack of a comprehensive policy and regulatory framework, financing, inadequate infrastructure, and insufficient skilled human resources.

3. Hypothesis

Increased communication activities through media awareness will lead to a participatory society and have greater influence in grass roots development as it can be used to reach a larger number of people.

³

Writer Anthony Njagi is an authority on theatrical issues. However, in a recent commentary, (DN, October 17),

4. Project Objectives

The overall objective for the project is to create an environment that enables the communicators (national public broadcasting, private broadcasting, community media and signal distribution services) to be provided in the public interest and to contribute equitably to the socio-economic and cultural development of Kenya. Specific objectives of the policy are:

- Ensuring the development of communication services that reflect a sense of Kenyan identity, character, cultural diversity and expression through the development of appropriate local content
- Development of a legal and regulatory framework as a basis for investment in, growth and sustenance of broadcasting services and for dispute resolution.

5. Research limitations

In this study, the use of communication to foster development is investigated and discussed. Some of the limitations experienced were:-

Challenges that hinder development in Africa

- Absence of funding and technical support.
- Inherent fluid structure and the difficulty in monitoring and evaluation
- Lack of infrastructural development especially the absence of electricity and reliable transport systems.
- Access problems due to lack of infrastructures such as electricity, telephone and roads.

- Technology failure. During the research some important information was lost when the memory stick crashed with most of the thesis data inside.
- Improper information dissemination.

7. Motivation

A key need in Kenya today is establishment for local media content that reflects issues of concern to the community. A key area requiring attention, therefore, is advocacy for community media and the provision of training to churches, local authorities NGOs and communities in the area to use communication for articulating their concerns.

Realization that in this country what we need is good journalism, period. With this, issues of development will be properly articulated. And they need journalists industrious enough to look beyond the polished news releases and briefings put out by well endowed foreign organizations, curious enough to find local sources of expertise, brave enough to highlight the various problems that hinder development and let those in authorities provide home-grown solutions to pressing development problems.

8. Relevance of the study

Academic and Policy Contribution

Media in all its forms matters because it underpins how societies respond to the problems they face. This makes media not only relevant to the most urgent problems of poverty and marginalization - it makes it critical to solutions designed to address them.

This thesis contributes most directly to the literature on social communication studies in Kenya. The data analysis will help the researcher to revise practices of development journalism and use of communication to foster development from successful communities and see how same ideas could work elsewhere in Africa.

The novel research design developed for this study can be adapted to investigate many other phenomena of interest to social scientists. The research is also designed to address a number of policy concerns of interests to communicators and civil society media in Africa.

The research suggests targeted regulatory policies to minimize the most detrimental influences of irresponsible media. In addition, the research will provide lessons on how activists can best use the communication to educate and mobilize ordinary people.

9. Structure of the project

The first chapter of the project discusses in detail the communication situation in Siakago as regards the various media of communicating their availability and how people communicators could make information available and useful to the society. The location where the study was carried out is specified and analyzed. The chapter presents a review of the literature which is both in support and against the role of communications in development.

The second chapter presents the field research. This includes methodology, sampling criteria, detailed data collection and analysis. This chapter also presents audience research, needs assessment and communication use in view of the communication project. It presents the interpretation of the findings, linked to relevant communication theories that help explain specific trends discovered in the study.

The third chapter gives details of the communication strategy and its justification based on relevant communication theories and research findings. It also presents details for the implementation of the proposed communication project.

The general conclusion summarizes the project objectives and viability of the proposed project. The general conclusion also includes the social and cultural impact of communication and the ethical implications of the proposed project.

10. Conceptual framework

By questioning the concept of communication for development, the definition and the contributions of communication to the development process, this study has been able to look closely at the issues surrounding community development. Below is a brief summary of the concepts and terms used in the study.

Communication is exchange of information between individuals, friends, families, nations, regions and at the international level. The role of communication in development is to expound major socioeconomic development priorities to increase say agricultural productivity, to promote social welfare, health issues etc. Communication plays a socio-political function. Thus mass communication inculcate into the people, most of which are illiterate, patterns of behavior likely to help them become active protagonists in different processes of social and economic change.

Communication is the road whereby consciousness and liberation are attained ; ordinary human subjects-variously referred to as the grass roots, the oppressed, el pueblo - are the most solid vessels of wisdom and knowledge concerning their living conditions and must be involved in planning as well as implementation process if development is to occur.⁴

Working definition of development is people-centered initiatives aim at improving the quality of life for the society. This consist areas such as health, education, and, socioeconomic position of each person. The issue therefore is what role then can communication play to contribute to these definitions.

Development journalism the term is used to refer to two different types of journalism. The first is a new school of journalism which began to appear in the 1960s. The idea behind this type of development journalism is similar to investigative reporting, but it focuses on conditions in developing nations and ways to improve them.

⁴ *The UN and Democracy in Africa, Labyrinths of Legitimacy.* Zoe WILSON, Routledge, New York, 2006. Theoretical approaches to participatory communication [32C-2181[2] p169 last prg - p170

The other type of development journalism involves heavy influence from the government of the nation involved. While this type of development journalism can be a powerful tool for local education and empowerment, it can also be a means of suppressing information and restricting journalists.

The first type of development journalism attempts to document the conditions within a country so that the larger world can understand them. Journalists are encouraged to travel to remote areas, interact with the citizens of the country, and report back. This type of development journalism also looks at proposed government projects to improve conditions in the country, and analyzes whether or not they will be effective. But the issues which arise is that most media are mainstream and are rarely concerned about grass root levels.

Ultimately, the journalist may come up with proposed solutions and actions in the piece, suggesting ways in which they might be implemented. Often, this type of development journalism encourages a cooperative effort between citizens of the nation and the outside world.

The second type of development journalism can walk a thin line. On the one hand, government participation in mass media can help get important information spread throughout the nation. Governments can help to educate their citizens and enlist cooperation on major development projects.⁵

Development communication is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development.⁶

Participation is an active process of human bodies, of human persons, engaging together in a practice. This is mutual engagement in action as a shared historical and social resource.

⁵ <http://www.wisegeek.com/what-is-development-journalism.htm>

⁶ *How Europe Underdeveloped Africa*, Participatory Development: A West Africa Agenda (32-C-1925) Walter RODNEY, Howard University Press, p9, 1981

In participation we recognize ourselves in each other. As members of a community of practice, people embody a long diverse process of participation, of mutuality, both collective and personal.⁷

Participation is central to the task of defining and achieving development. But in spite of this evolution in our understanding of development, some researchers and development practitioners continue to work in a "top-down" approach.

In such an approach, they are the ones who select a development problem to be tackled, identify potential solutions and develop an experimentation or implementation plan.⁸

Mobilization is a process through which community members become aware of a problem, identify the problem as a high priority for community action, and decide steps to take action (Thompson and Pertschuk 1992). It starts with problem assessment and analysis at the community level and moves to action on chosen courses, involving many strategic allies at all levels in a wide range of support activities.

Social mobilization is the process of bringing together all feasible and practical inter-sectoral social allies to raise people's awareness of and demand for a particular development program, to assist in the delivery of resources and services and to strengthen community participation for sustainability and self-reliance.⁹

Social mobilization suggests that wide community participation is necessary for members to gain ownership so innovations would not be seen as externally imposed; it is closely interlinked with media advocacy. It strengthens advocacy efforts and relates them to social marketing activities.

⁷ Social Mobilization and Social Marketing in developing communities [32C-2080] MCKEE Neill, *Strategic Management and Organization Dynamics*. Southbound, Penang, p207, 1993.

⁸ Daniel N. POSNER, *Institutions and Ethnic Politics in Africa*. Cambridge University Press, New York , 2005

⁹ Social Mobilization and Social Marketing in developing communities [32C-2080] MCKEE Neill, *Social Mobilization and Social Marketing in Communities, Lessons for Social Communicators*. Southbound, Penang, 1993.

Participatory Communication is an education process in which communities, with the assistance of animators or facilitators, identify their problems and needs, and become agents of their own development.

The roots of participatory approaches in development communications can be found in the early years of the 1970s when many people in the development community began to question the top-down approach of development dominant in the 1950s and 1960s, which targeted the economic growth of countries as its main goal.¹⁰

Communication for Social Change can be defined as 'a process of public and private dialogue through which people define what they are, what they want, what they need and how they can act collectively to meet those needs and improve their lives.

It supports processes of community based decision making and collective action to make communities more effective and it builds more empowering communication environments.¹¹

Participatory development communication: an African perspective

A working definition that contains many of the tenets and assumptions of the concept, and which we will adopt in this chapter, refers to development communication as the planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio-economic, political and cultural development.

Participatory development communication puts accents to the process of planning and using communication resources, channels, approaches and strategies in the programmes designed to bring about some progress, change or development, and on the involvement of the people or community in change efforts¹².

¹⁰ *How Europe Underdeveloped Africa*, Participatory Development: A West Africa Agenda (32-C-1925), Walter RODNEY, Howard University Press, p3, p37, 1981

¹² www.idrc.ca/en/ev

As Ascroft and Masilela (1994) have aptly noted, in the African context just as elsewhere, participation translates into individuals being active in development programmes and processes; they contribute ideas, take initiative and articulate their needs and their problems, while asserting their autonomy.

Poverty – The condition of having insufficient resources or income. In its most extreme form, poverty is lack of basic human needs, such as adequate and nutritious food, clothing, housing, clean water, and healthy services.¹³

¹³ <http://encarta.msn.com/encnet/refpages/search.aspx?q=poverty>

CHAPTER 1

LITERATURE REVIEW

1.0 Introduction

The field of Communication and Development is a vast one, and there are many ways of dealing with it. One could focus on communication, which is in itself provides an enormous amount of material.

The aim of this study, therefore, is to try and bring out the interrelationship between communities, their communication system and how these may complement each other in spearheading development.

In this chapter, the communication situation and social economic situation in Mbeere is discussed. This will include review of selected literature that will further deepen the understanding of the development situation in Mbeere. It shall also include a description of Mbeere district in Kenya where the study was carried out.

1.1 Media and communication sector in Kenya

The Kenyan public practically relies entirely on the print and electronic media for their day to day updates and information. Others such as the word of mouth or face to face transmission of information are among the least used today as before. Kenya enjoys a more diverse media scene than many other African countries, with a large middle class providing a base for substantial advertising revenue. There is a tradition of a relatively independent press.

The print media is dominated by two major publishing houses, the Nation and Standard, both of which also have substantial broadcasting operations.

Most Kenyans rely on the broadcast media, particularly radio, for news. A series of reforms have been undertaken in the broadcasting sub-sector to ensure that it becomes competitive and serves the growing needs of the people of Kenya. Consequently, over 24 radio and 16 TV stations are operational.

Until recently the liberalization of broadcasting had a limited impact outside Nairobi but some private radio and TV networks now have wide coverage of much of the country. TV viewing is substantial, but few Kenyans are regular Internet users, owing to cost and access problems.

Full-time FM relays of the BBC World Service are on air in Nairobi (93.9), Mombasa (93.9) and Kisumu (88.1), and some BBC programmes are also rebroadcast by private Kameme FM. The Voice of America has an FM relay in Nairobi and Radio France Internationale is relayed on FM in Mombasa. ¹⁴

¹⁴

Statement of the National Executive Secretary, *KEC-Commission for Social Communications*. Tuesday December 16, 2006

When communication is properly used, it can help to create and sustain a human community based on justice and charity; and, in so far as they do that, they will be signs of hope.¹⁵”

1.1.1 Key performance indicators for December 2008¹⁶

Tele –density	0.9
Fixed telephone line subscription	275,000
Mobile subscribers	11 million
Licensed ISPs	78
Internet Users	2,700,000
Cyber Cafes/Telephone Bureaus	1000
Operational Television stations	16
FM stations	48
Public phones	17,500
% of population with access to radio services	90%
% of population with access to TV services	80%

Source: CCK/World bank

¹⁵ Pope John Paul II, Message for the 32nd World Communications Day, 1998

¹⁶ CCK/World bank

1.1.2 Traditional and Local Media

Siakago being a developing town, has a rich communication environment that predates modern electronic media. Traditional communication channels are in use alongside new information and communication technologies and mass media. People are still using traditional and folk media that are an integral part of rural life, for example proverbs, poems, songs and dances, plays and stories.

1.1.3 Journalistic ethics in Kenya

The media can be both a weapon and a conscience to humanity. Journalists can be powerful, individually and collectively. But they can also be manipulated very easily if the depth of the subject is not there.

In Rwanda the news media played an exceptionally crucial role in the 1994 Rwanda genocide. The extremist radio station *Radio-Télévision Libre des Milles Collines (RTLM)*, were literally part of the genocide.¹⁷

As professionals, ethical rules help journalists develop and cultivate respect for the code of information, national cultural values, commitment to common interests and to be honest and tell the truth regarding the information given.¹⁸

In a country known as a 'radio nation' whatever was on radio was like the voice of God. At the height of the killing, in the camps for the displaced and refugees, you could still find people with portable radios¹⁹

¹⁷ Allan Thomson, *The Media and the Rwanda Genocide*, Pluto Press/Fountain Publishers/IDRC 2007

¹⁸ Andre Linard in collaboration with Bertrand Scirpo, *Media Training in Africa, Law and Ethics of the Media*, St Paul Communications, Nairobi 2006

¹⁹ Rwanda Law and Ethics of the Media, by Andre Linard in collaboration with Bertrand Scirpo, Nairobi 2002

During the violence that rocked the country after the 2007 elections, the government banned all live broadcasts and call-in shows, citing national security. Kenyan media - particularly the vernacular media was held responsible for the violence by commissions set to investigate post election chaos and conduct of electoral commission respectively. ²⁰

1.1.4 Media debate in Kenya

Dictatorship can emanate from bad media as it can from a bad Executive, Judiciary or Parliament. When we demand press freedom, let us also consider the enormous power of the media, which can be exercised either for the good or detriment of society.

Subsequently, we should enact laws to protect society, not just from evil people, but from bad media as well. Though society agrees the law should control bad people, the media can't agree that the law should control the bad media. This if adopted, a better media works for the benefit of the entire people.

Responsible media should champion justice for all, democracy and morality against dictatorship of money, pornography, drugs, violence, tribalism and corruption. The media has absolute right to feed society with any poison. Only a bad media can claim the right to deliberately poison or corrupt society. ²¹

1.1.5 Development Communication and Culture

.....communication generated for human development by need will clearly reflect cultural influences either from an indigenous standpoint if the people rely solely on indigenous cultural contexts and premises, or "other" cultural perspectives, or hybrid forms. Essentially human communication is heavily influenced; governed, and ground in "culture."

²⁰ Kenya Independent Review Commission report on the General Election held in Kenya on 27th December, 2007,

²¹ Koigi wa Wamwere(former assistant minister and chair of Sauti ya Mwananchi) Media Debate in Kenya article posted on Sunday, December 28 2008

We cannot, therefore, discuss development communication without considering the dominant locus of culture in the process.²²

The amazing thing about communication and technology is not the glamour of the gadgetry or how it works; it is how people use it and its impact on their lives. Most people believe that the radio internet, the mobile phone, TV and other modern-day communication technologies are “good things”, but do not evaluate the consequences of using them.

The introduction of the Internet, the email, fax, independent video productions, electronic games, and increased use of mobile phone have raised a number of questions on the impact of such advances on African countries in terms of culture and the development process as a whole.

Over time, users seem to be drifting into a domain that believes that whatever technology can do must be good, even though it has some negative aspects. In the confusion many, especially the youth are getting sucked into a foreign culture and socialization practices.

One of the characteristics of technology is that it empowers people where they are. People do not have to meet physically any more as a result; they just call, send an SMS or e-mail or meet in a teleconference, and although these new ways of communicating increase the intensity of human interaction, nothing beats the traditional handshake and hug.

22 Development and communication for in Africa: (32-c-2681) p68.

Cross –sector linkages

1.2.0 Introduction

Communication is a key component of rural development. Knowledge and information are effectively shared by the people and supporting agencies in order to realize sustainable development in the area. Communication for development approaches and methods are effective tools for fostering peoples' participation in identifying and articulating needs and decision making processes affecting their lives.

1.2.1 Communication for Rural Development

Food production is fundamental, not only in reducing poverty in Siakago but in reaching the social and economic goals. Communication has played a strategic role in development interventions to alleviate hunger and poverty in a sustainable and equitable way.

Without proper communication and effective, inter-disciplinary, participatory and community-based actions that address local causes of poverty and malnutrition the Millenium Development Goals related to poverty, hunger and nutrition will not be reached.

The idea is to build consensus through raising public understanding and generating well-informed dialogue among stakeholders. The systematic use of communication is supporting development initiatives by giving a voice to relevant stakeholders such as villagers, development workers, local authorities, church and political leaders.

A report from the International Telecommunication Union (ITU) on Saturday MARCH 7, 2009 revealed that while just one in 50 Africans had a mobile phone in the year 2000, now 28 percent have a cellular subscription.

Study shows most people and groups in Kenya are embracing information technology as catalyst for growth. Even with the gloomy economic forecast, Kenya takes pride in its vibrant mobile telephony, ranked the most competitive among emerging markets in Africa.

1.2.2 The Role of Community Media

Even though many media outlets have made provisions for audience participation and have therein become more accessible to the people they serve, nowhere is accessibility and specificity of purpose so well defined as with community media as this is much more targeted to a specific community.

Currently radio is the most widespread form of community media in Kenya because it is cheap to produce and to access, it covers large areas, and overcomes illiteracy. Man'gelete in Uganda and Maseno community radio stations in Kenya are some of the examples of community media providing programming that is particular to the community's identity, character and culture.²³

1.2.3 Community theatre

Community theatre, folk media, or popular theatre is a component of culture. And development cannot take place without considering the culture of the target people. Had the earlier development specialists taken this into cognizance, people would not be grappling with some of the problems Mbeere community and Africa is experiencing today.

In schools children are being taught values and good behavior through story telling, songs and trained local community theatre groups in the greater Mbeere and Embu.

²³ <http://portal.unesco.org/ci/en/ev.php>

The impact later assessment survey has found that the methods had been quite successful and shows that, if theatre will not be used to fight social problems, it will never be relevant.²⁴

1.2.4 Moving from information dissemination towards community participation

Traditionally, in the context of environment and natural resources management, many communication efforts used to focus on the dissemination of technical packages towards the end-users who were expected to adopt them. Researchers wanted to 'push' their products to communities and development practitioners in order to receive community commitment to their development initiatives.

Not only did these practices have little impact, but they also ignored the need to address failure in development processes or policies. Participatory development communication takes a different approach. It suggests a shift in focus from informing people with a view to changing their behavior or attitudes to facilitating exchanges between various stakeholders.

These exchanges help the stakeholders to address a common problem or implement a joint development initiative in order to experiment with various solutions and identify the required partnerships, knowledge and material conditions.

The focus is not on information to be disseminated by experts to end-users. Rather, it is on horizontal communication processes that enable local communities to identify their development needs and the specific actions that could help to fulfill those needs, while establishing an ongoing dialogue with the other stakeholders involved.

The main objective is to ensure that the end-users gather enough information and knowledge to carry out their own development initiatives evaluate their actions and recognize the resulting benefits.

²⁴

Writer Anthony Njagi is an authority on theatrical issues. However, in a recent commentary (DN, October 17),

With participatory development communication, researchers and practitioners become facilitators in a process that involves local communities and other stakeholders in the resolution of a problem or the achievement of a common goal.

1.2.5 Enhancing women's participation in development through increased access to development information

This project, which commenced in 2008, is being implemented by Sustainable Initiative for Poverty Eradication, (SIPOR). SIPOR is a local NGO working with women on entrepreneurship issues.

The overall objective of the project is to enable women entrepreneurs and women's organizations that promote enterprise development to explore ways and means of exploiting communication for community economic empowerment.

It is expected that through this project, women's awareness of their responsibilities in the project locations at least will be heightened and a pool of informed women who can intelligently participate in the development process created. It is also expected that at the conclusion of this project, women's capacity to participate in matters related to development would have improved.

The women are using local radio and constituency site to Siakago constituency website, mobile phones and meetings to popularize its activities, access business and financial information, share their resources and expand their markets.

SIPOR groups produce food, clothing, rural crafts, toiletries, daily products, beauty products for domestic use and for selling. Members share out profits based on a worked out formula. The members don't bring in capital, but their ability, skills and production capacity. (SIPOR founder and Coordinator Hildah Kivuti)²⁵

1.2.6 Communication for HIV/AIDS Prevention and Mitigation, a hindrance to development.

The HIV/AIDS pandemic is killing people in their most productive years, decimating the workforce, impoverishing households, shredding traditional safety nets and tearing the social fabric of the communities, for many the only reliable support systems effectively affecting seriously the economic sector.

Within the overall context of development, communication is pivotal in bringing about processes of sharing knowledge and informed decision making so that the people themselves change those attitudes and behavioural patterns which impinge on the quality of their life.

1.2.7 Media advocacy, media action and social change.

This is being done through active participation of residents, efforts are put to mobilize public opinion towards a specific policy of development plan, use of specific media strategies, such as event organizing to attract press interest and change offensive practices on a number of social issues.

People call the radio station about programs they dislike; they can support campaigns which raise awareness of the need to protect First Amendment rights in cyberspace. Students have created their own media and are using Siakago site to deal with particular social issues, like violence, alcohol abuse or smoking.

1.2.8 Public administration

Beside business and financial services communication, radio, mobile phones and Internet are also promising tools for getting information to people caught up in disasters such as areas hard hit by famine crisis such as lower parts of the district.

Local media and communication have become an essential part of service delivery in crisis and accountability of the humanitarian efforts such as famine relief food distribution.

Appreciating the role of ICT, the government has rolled out the e-Government Strategy (EGS) aimed at enabling Kenyans access government services electronically which is hoped to benefit the citizens.

Such E-services include access to:

- Police abstracts forms/ P3 forms (www.police.go.ke)
- National identification and passport applications (www.immigration.go.ke)
- Higher Education Loans Board Services
- Tax revenue procedures and information (www.kra.or.ke)

1.3 Role of the media in a democracy

"The key role of the media and other means of communication is ensuring full respect of freedom of expression, in promoting the free flow of information and ideas, in assisting people make informed decisions and in facilitating and strengthening democracy". (Africa Commission on Human and People's Rights)²⁶

1.3.1 Discussion of lack of government services

In many poor communities, local authorities and politicians fail to provide the necessary infrastructure needed for social and economic progress. These politicians also easily take advantage of citizens, either individually or as a group.

²⁶ *Role of the media*, A paper presented at a Technical Workshop of the Independent Review Commission p2 of 15 (IREC) by Commissioner Mildred Owuor (ECK), Nairobi 2008

To some extent this happens because the marginalized and the oppressed have no way to complain. Communication helps people to obtain their just rights by giving them a platform to air their grievances....²⁷

Since many people watch and read stories which the media produces, the role of the media therefore should be reporting the truth. That which its readers and viewers alike can take and utilize critical thinking to objectively acknowledge.

People still look to the media to report stories and provide information, but they don't consider one fact, the media does not always report the truth.

1.3.2 Role of communication in governance.

When news reaches the general population, it shapes public opinion. When there is a lack of statesmanship, public opinion can force a government to make decisions. Getting information out to the general population and holding decision-makers accountable – by continuously berating them about what is going on and what they are doing or not doing – is more crucial than a few talk shows and a couple of newscasts.

Widespread usage of cell phones and Internet coverage and the growth of commercial radio stations have substantially changed the way Africans view governance and their role in holding governments accountable. As a result of this media revolution, citizens are becoming more empowered by increased access to information.

Anyone with access to a cell phone or the Internet has the opportunity to share information in real time while remaining anonymous. Given the huge potential the media has, it is the best tool that people have at their disposal to promote accountability and anti-corruption. This is through a critical analysis of different departments and making their way of work in the public domain to know their operations.

²⁷ Patrick Tor Alumuku, *Community Radio for Development, The World and Africa* p42, St Paul Communications, Nairobi 2006

“In Kenya publication of information on performance reduces corruption²⁸” (Raila Odinga, Kenya's Prime Minister, 2009)

1.3.3 The role of the media in elections

The mass media in Kenya , as indeed in other countries, plays a critical role in elections and the electoral process. Many people often get information on political parties, candidates and their issues or political platforms from the media.

Through its news reporting, commentaries and analysis, the mass media in Kenya have played an instrumental role in stimulating public participation in the electoral process.

They have also become a powerful tool in shaping public opinion on diverse electoral issues and providing information and insights into the platforms of various political parties and their candidates.²⁹

1.4 Education

Information and communication technology has contributed to the development education system in Kenya and Siakago. Through research schools have been in a position to review their curriculum basing on the changing needs of the society.

With Internet skills teachers have improved their instruction abilities, gaining access to a vast array of reference materials, and collaborating with colleagues all offer the world. Nowadays students get results, fees balances and even selections through SMS, Internet and phones easily and conveniently.³⁰

²⁸ Prime Minister's Press Service, September 14th ,Nairobi, Kenya, 2009.

²⁹ *Role of the media*. A paper presented at a Technical Workshop of the Independent Review Commission p4 & 5 (IREC) by Commissioner Mildred Owuor (ECK), Nairobi 2008

³⁰ *Role of Information Technology in Education*, A paper presented at a Siakago Constituency Education Stakeholders seminar, p1 by Hon. Lenny Kivuti. MP, 2009

1.5 Information Communication Technologies

1.5.1 Making every citizen a “reporter”

Professional journalists are the core of a reputable media environment. However, they are by no means the only ones actively chronicling the world around them. New technology is giving an unprecedented opportunity to citizens to inform others. In crises, citizens reporting like journalists may be the only way for human rights abuses and other violations of a criminal or environmental nature to be brought to face broad public scrutiny.

Citizen reporting may also be a way to work against censorship, following protests or political turmoil. If information becomes decentralized, censorship becomes less effective because it is no longer containable within the media outlets.³¹

Access to information and communication technologies (I.C.Ts) implies access to channels and modes of communication that are not bound by language, culture or distance. New forms of social organization and of productive activity emerge which, if nurtured, could become transformational factors as important as the technology itself.”³²

For the purposes of this study, ICTs are defined as technologies that facilitate communication and the processing and transmission of information by electronic means. Under the concept of globalization, there have been rapid developments in information technology over the last few years.

ICT has reduced the barriers of distance for people in Siakago and Africa.

³¹ <http://portal.unesco.org/ci/en/ev.php>

³² International Development Research Centre 2 July 1996.

Siakago Constituency Development Strategic Plan developed by Siakago people and resource person's aims at the day when a computer-literate population will be able to sell goods made in Siakago over the Internet, promoting economic growth.

1.5.2 Status of ICT in Kenya

Kenya has witnessed significant growth in the ICT sector as demonstrated by the number of telephone lines, Internet Service Providers (ISPs), the number of Internet users, broadcasting stations, and market share of each one of them. The Government has liberalised the mobile cellular market and currently, there are four, mobile cellular operators. Available statistics indicates that there were:

(a) 260,000 fixed telephone line subscribers and 3.0 million cellular mobile subscribers by June 2004, translating into fixed teledensity of 0.75 per hundred inhabitants for fixed and 9.75 per hundred inhabitants for mobile against the world average of 19 and 21 respectively.

(b) 73 registered ISPs, 16 of which are active, approximately 1,030,000 users and over 1000 cyber cafes and telephone bureaus by June 2005.

(c) 16 operational television stations and 24 FM radio stations.

(d) Approximately 11,500 public phones installed throughout the country by the year 2003.

(e) An estimated 60% of the population has access to television and 90% have access to radio services.³³

³³ National Information & Communication Technology (ICT) policy by Kenya's Ministry of Information and Communications, January 2006

1.5.3 Mobile phones

It may seem strange that someone who has no food can afford a mobile phone but one of the great ironies revealed by this study is that mobile phones are not seen as luxury, but a necessity.

Africa has seen phenomenal growth in mobile phone subscribers. M-Pesa, which was set up by Vodaphone in 2007 and funded through DFID, now has 5 million users in Kenya, more than all bank accounts.

Zain, the second largest mobile service operator in Kenya in terms of subscribers also launched a similar system dubbed Zap, which allows customers to send and receive money across the borders. According to the study findings, poverty stifles entrepreneurship and hold back country's economic growth.

The money transfer technology has revolutionized business transactions for it allows people to send money securely at the press of a phone key, which the recipient can turn into cash. The development has changed how people live by giving the locals access to financial services no matter where they live.

Yet despite the huge potential of mobile technology for creating wealth and supporting socialization, the picture isn't rosy, as many of the poorest people still do not have access to a phone.³⁴

1.5.4 Internet

With the inauguration of Siakago constituency website more people are increasingly using the Internet.

³⁴ Britain's Department for International Development (DFID)

1.5. 5 Seacom under sea cable

The introduction of under-sea fibre optic cables will provide broadband connectivity and therefore enhance provision of Communication services as well as spur the growth of BPO.

Media houses too will transmit live broadcasts without using satellites, thus making obsolete the expensive outside Broadcasting (OB) equipment. The mobile companies too will be able to roll out bandwidth-intensive 3 G services and also help deploy quicker disaster recovery plans.

Kenya currently relies on costly satellite-based communication solutions, which are behind the current high costs of making calls and accessing Internet. Beneficiaries of this project will include disciplines such as education, clinical and scientific researcher, which relies on real-time of sharing of data.

Seacom is a fully funded private sector project with most of the ownership in the hands of African entrepreneur and 26 per cent owned by Agah Khan, through Industrial Promotion Services.

1.6 Siakago's media landscape

Majority of the population has access to state media Kenya Broadcasting Corporation (KBC) radio and TV, Citizen radio and TV, Kenya Television Network (KTN) and Nation Television (NTV).

Radio is the most common media for both information and communication. *Wimwaro* FM is the most visible in the region. People call hosts to report or discuss matters touching on community development strategic plan, representation, education and abuse of office in one form or another.

The programmes are designed on the basis of interviews and discussions conducted with community members and a communication team that includes a radio producer and a representative of a development structure active in the region such as CDF and NGO representatives.

The development representatives are trained to prepare the field activities, to participate in the production of programmes and to collect feedback following the broadcast. At the village level, a communication committee facilitates activities that are used in the production of radio programmes that are aired by the station.

Specialists are invited to give suggestions, comment on these questions and participate in a dialogue with community members. These activities have opened up space for dialogue among community members on culture, general strategic plan, education while promoting synergy between the different development actors working in the same locality.

The decisions resulting from this dialogue and the exchanges of information have involved community members and engaged them in a process in which they actively search for solutions instead of passively waiting for external assistance.

1.7 Information as a solution

1.7.1 Positive Communication Effects

Communication is seen as a good promoter of development, tolerance and reconciliation, educating citizens about their civic rights and responsibility, mobilization of citizens to become engaged in national building. It is seen as a tool of informing legislators and policy makers about the needs of constituents, marginalized groups and citizen's interests and policy outcomes and exposing government excesses.

The hypothesized spontaneous link between the programmes and economic development passes through individual, resident's knowledge, opinion and behavior: the broadcasting is helping ordinary people check on government performance and to participate in politics in ways that advance their interests, thereby making elected leaders to be pro-development.

1.7.2 Changes in programming

There has been an increase in recent years in the diversity of programmes presented. Other than an increase in topical issues (for example, HIV/AIDS, drugs, gender violence, politics), there is also an increasing tendency for radio to address youth-related themes such as dating and careers. Local music and pieces of local development initiatives are slowly finding place, partly as a result of the growth of the local communication activities.

Gone are the days when unexciting but educative topics such as Hepatitis B and pollution headlined the discussions. Unlike before when radio presented mainly entertainment programmes these days stations are bringing outspoken and controversial politicians and social debates on air, largely in response to audience preference. Such debates have been having massive influence among the listeners.

The current media pluralism and the courage of the people to use the media to give their views on political and social matters contrast sharply with the virtual absence of independent media in Kenya just two decades ago.

1.8 Contrasting Concepts on Communication for Development

Forces of privatization and globalization have unleashed dramatic changes in the Africa's media. Amidst entertainment programmes, news and current affairs provided by private channels, state broadcasters such as Kenya's Kenya Broadcasting Corporation (KBC) radio and TV, once the country's officially renowned public service broadcasters, have become undecided incarnations of their former selves.

For those in the business, the delinking of radio and television from direct state control has given endless joy. But media analysts and NGOs have varied responses.

Some see the deregulation of broadcast media as potentially aiding the emergence of community radio and participatory communication. Others observe that market imperatives have already forced state-owned media houses to abdicate their responsibilities, ringing the death knell on the state's role in public service broadcasting.

1.9 Challenges

The broad challenge is to harness the potential of Communication for economic growth and poverty reduction. Specific challenges include lack of a comprehensive policy and regulatory framework, financing, inadequate infrastructure, and insufficient skilled human resources.

1.10 Conclusions

It is generally admitted that communication has the potential to help poor communities find new ways of accelerating their development process. The implicit hypothesis is that because development is neither a linear nor unitary process, the transforming nature of communication can be used to motivate and catalyze rapid and sustainable economic and social development. The media, both mainstream and secular should aim at promoting conscious development. The media should dwell more on development conscious issues in order to promote growth.

Communication enabled developed societies have been able to take maximum advantage of the opportunities that these tools can offer. Therefore, poor communities should take advantage of these new tools to improve their capacities to create wealth and reach an improved level of development as well.

The study demonstrates that communication and information technologies can meet the hopes expected of their use. ICTs are used today to varying degrees in different sectors of economic and social life.

They are used to reinforce the regularity of communication and exchange of information between scattered family members; to design registration forms; to improve agricultural production and productivity; to gain access to markets; to enhance school performance; to modernize the management of enterprises in the informal sector; to combat insecurity; and to save time and money.

CHAPTER 2

2.0 Introduction

This chapter scientifically analyzes how communication is used to facilitate development in Siakago. The investigation explored communication use in general and how it affects the resident's development decisions in the district.

The findings give communication involvement in community development at a glance and could be applied elsewhere in Kenya and Africa.

The methodology of study, sampling criteria, data collection, analysis, needs assessment and radio use will be presented in this chapter. It will also include the interpretation of the findings against the background of relevant communication theories.

2.1 Location of study

Siakago town with a population of about 12,000 people is a capital town of Siakago division in Mbeere north district. The natives here speak Kimbeere language.

Economic activities include farming. People grow mangoes, melons, pawpaw, passion tobacco, maize, beans, cowpeas, pigeon peas, black peas (njavi), others like millet and miraa (khat) are seasonally grown.

2.2 Research Design and Procedures

To adjudicate between different perspectives, the researcher wants to test the degree to which access information influences development patterns in Siakago - Kenya.

2.2.1 Data collection and processing

Data were collected using a participatory approach. Qualitative data collection required interviews with groups and individuals. Quantitative data were collected using questionnaires. Secondary data were obtained from Siakago website and media of communication available in Siakago.

2.2.2 Research methods

Quantitative methods were combined with qualitative ones. The choice between methods was determined by the nature of questions to be answered and, hence, the data to be collected.

The critical research instrument was the questionnaire and a desktop study that basically relied on a review of literature focusing on communication and development in Africa. The study covered a total of 100 people residing in Siakago and people from the region who live in Nairobi and Mbeere.

In the qualitative approach, the research sought far-reaching analysis of making information available and useful in Siakago. This was done through holding in-depth interviews and through participant observation. The study was highly interactive and there was sharing of experiences.

2.2.3 Procedure

In order to ensure the validity of the results, the survey instrument will be based on panel and questionnaires. The survey instruments will include questions designed to measure: 1) media use, mainly radio listening; 2) use of information to interpret and analyse developmental issues; 3) public opinion about contentious social and political issues; 4) attitudes towards different media outlets.

2.2.4 Data Sampling

The unit of analysis is the people of Siakago who have gained as a result of launch of communication projects in the region. In the reports used in this study, the projects constituted the program gateways into this community.

Sampling was done on the basis of these projects. Questions were set to measure factors that might eclipse the true relationship between media access and development, attitudes and behavior. These factors include education, access to information, wealth and associational membership.

The critical research instruments were questionnaires. The researcher distributed 140 questionnaires to his study locale. 100 questionnaires were valid while 24 were not returned. 16 of the questionnaires were either improperly answered or were tampered with during filling by the respondents, hence data analysis was impossible to carry out. The quantitative analysis of survey data will be supplemented by qualitative analysis of in-depth interviews and observational studies.

Collection of qualitative data was conducted using desktop study of experience outside study location so as not to interfere with survey results.

The qualitative analysis facilitated the interpretation of the survey results and also helped identify the casual mechanism underlying the relationships identified from survey analysis.

2.2.5 Additional data collection

To get the qualitative data the methodological approach used was mainly participatory and interactive. It was inspired by the approach of the community settings. The quantitative data

was done through analyzing 100 questionnaires. The researcher had assistance in distributing questionnaires.

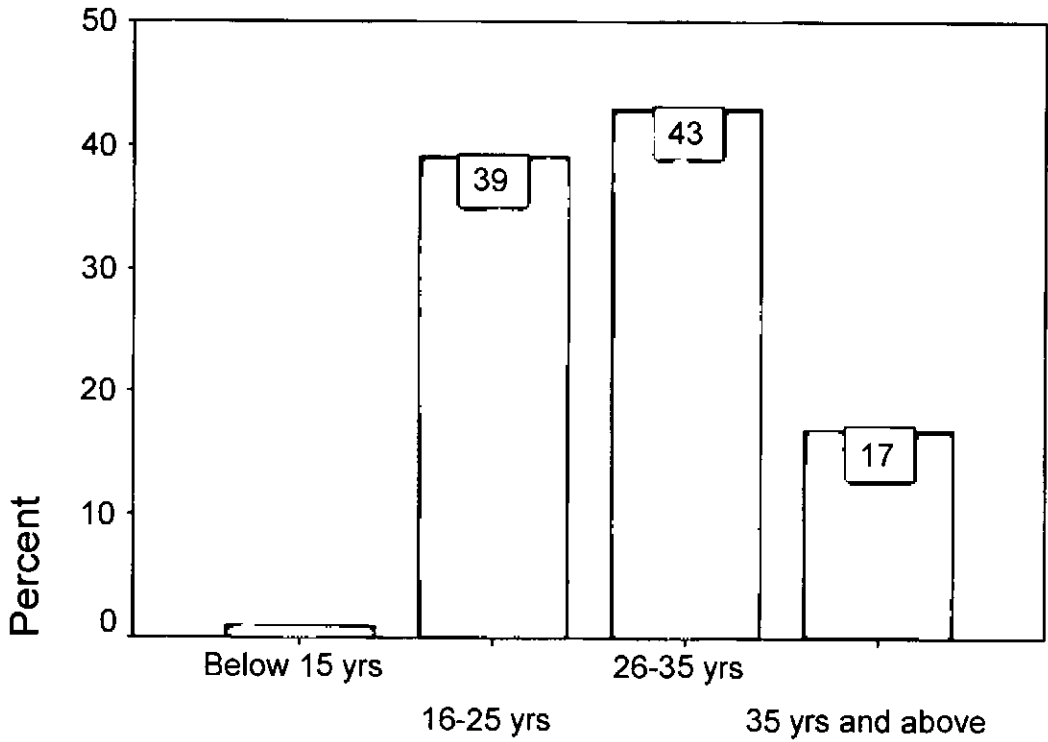
2.3 Data analysis

Quantitative data were processed with statistical software (SPSS); whereas, qualitative data were analysed using the content analysis method. This program will help him in testing the hypothesis already which is fore mentioned in Chapter one. The interviews will be analysed through the observation of common trends found between the participants.

2.3.1 Respondents distribution by age

Graph 1 below shows that the majority of the respondents range between ages 26-35 years who comprise 43%. Respondents with ages 16-25 years follow the majority so closely with a 39% while respondents aged 35 years and above and below 15 years form the minority with 17% and 1% respectively.

Graph 1

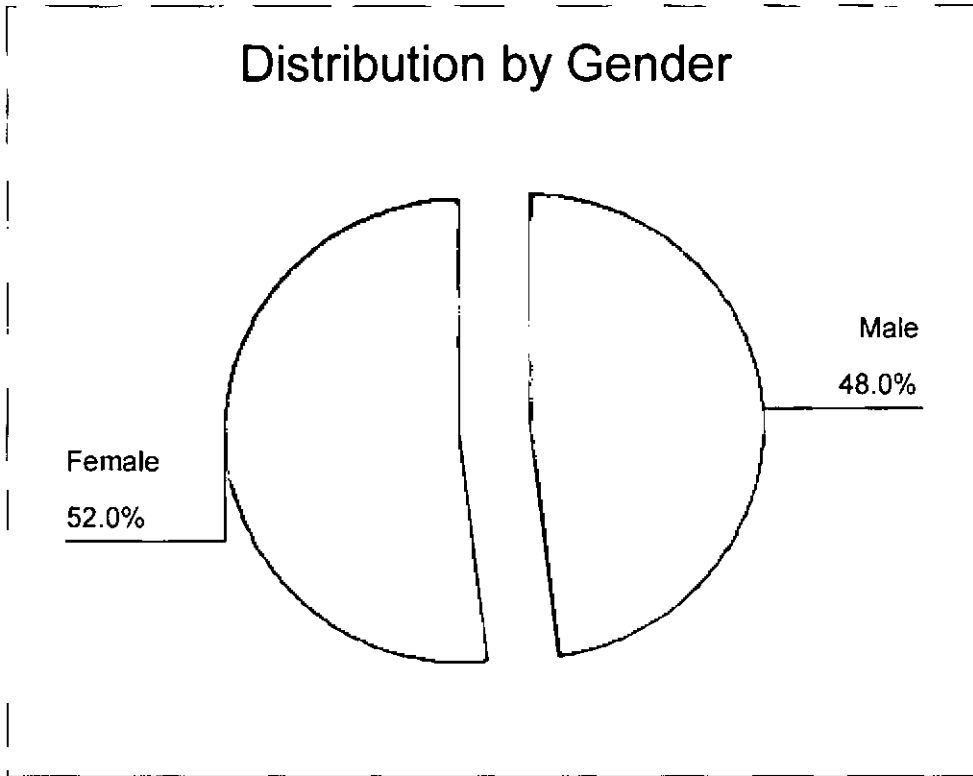


Respondents distribution by age

2.3.2 Respondents distribution by gender

The chart below shows that there was an almost equal distribution of gender. 52% of the respondents were female while the remaining 48% comprised of male respondents.

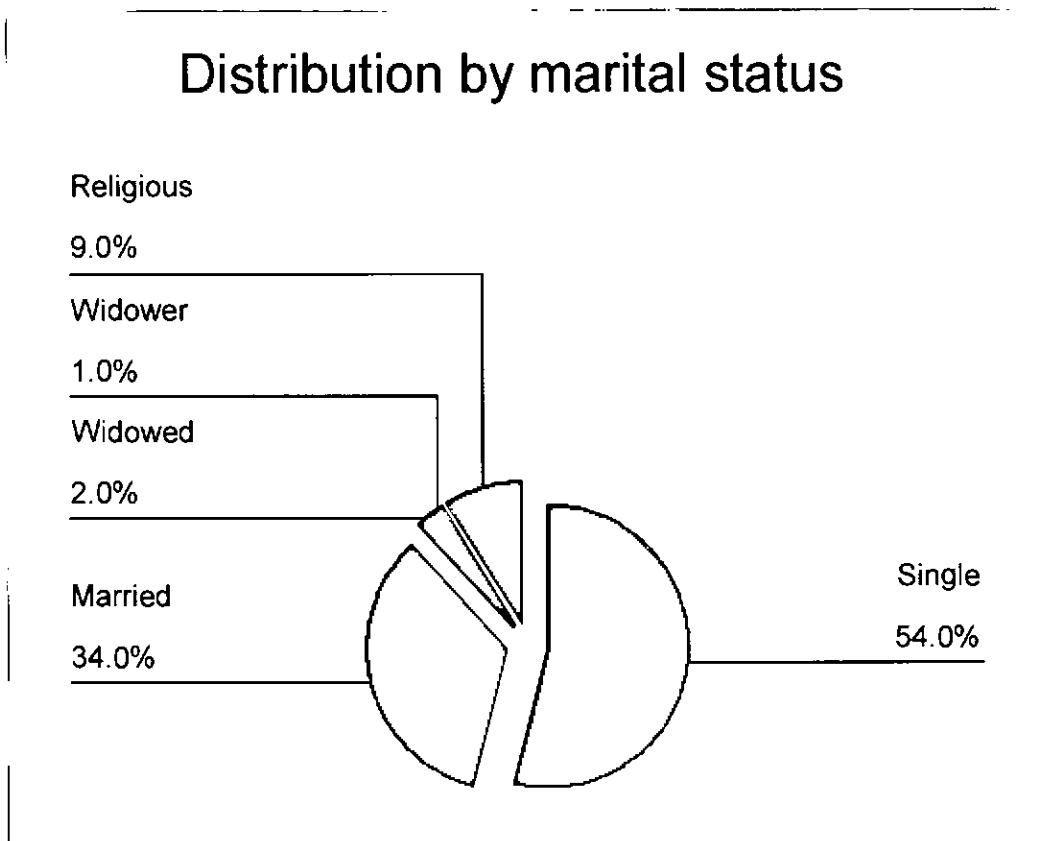
Chart 1



2.3.3 Respondents distribution by marital status

The chart below shows the distribution of the respondents by marital status. It indicates that the highest percent (54) of the respondents are single followed by the 34% of them who are married. 9% of the respondents are religious while the minority comprising 2% and 1%of the respondents are widowed and widowers respectively.

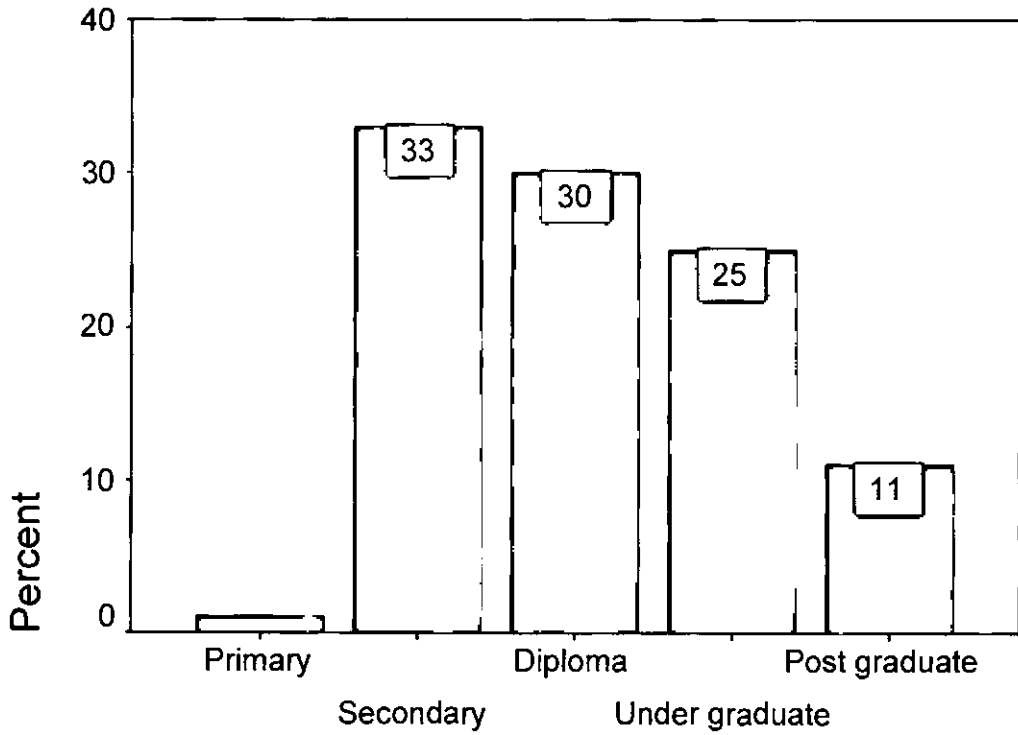
Chart 2



2.3.4. Respondents distribution by level of education

Majority of the respondents (33%) are secondary school leavers, followed closely by diploma holders who comprise a 30%. the undergraduates comprise of 25% while only 11% and 1% respondents are postgraduates and primary school certificate holders respectively. this means that a high percent of the respondents are literate.

Graph 3

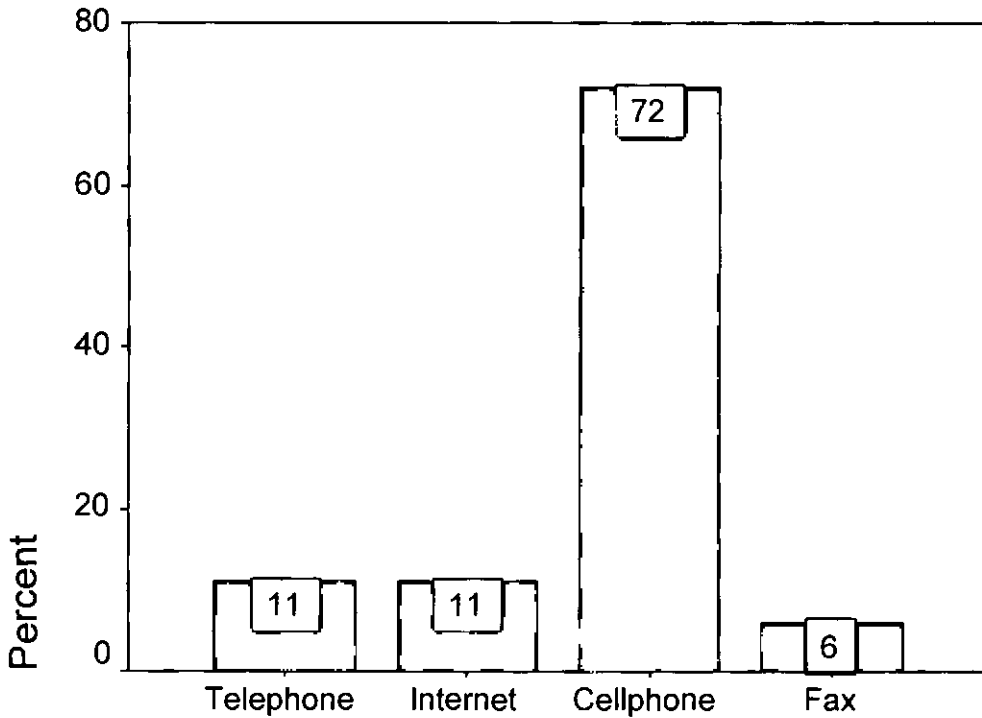


Distribution by Level of Education

2.3.5 Preferred means of communication

Majority of the respondents comprising 72% use Cell phone as their preferred means of communication. Those who use telephone and Internet comprise 11% each and only 6% of the respondents use fax.

Graph 2



Distribution by the principle means of communication

2.3.6 Distribution by occupation and income amount

Table one below shows a cross tabulation between distribution of the respondents by occupation and their income in Kenya shillings. The table indicates that most respondents comprising a 44% are self employed and have an income of 10,000-39,000 as indicated by the 21% respondents. 19% of the 40% majority are employed and also earn the same amount of income. 24% of the respondents were students and comprised of the 29% of the respondents who did not respond to the question maybe because most of them are not working.

Only 4% of the respondents earn 60,000-99,000 with 2 being employed and the other two being self employed. 8% of the respondents earn 40,000-59,000 with 4 of them being employed while the other half of them being self employed.

Table 1

Respondents distribution by occupation * Distribution by income in Kenya shillings Crosstabulation

Count		Distribution by income in Kenya shillings					Total
		Below 9,000	10,000-39,000	40,000- 59,000	60,000-99,000	No response	
Respondents distribution by occupation	Self employed	17	21	4	2		
	Employed	2	19	4	2		
	Student						24
	Un employed						5
Total		19	40	8	4	29	

2.3.7 Communication and project sponsors

The table below shows a cross tabulation of whether the respondents have a publication in their area and the sponsors of their project. It shows that the majority of the respondents (57%) have no publication in their area hence did not respond to the question on who sponsors the projects. 43% of the respondents said that there was a publication in their area and 16% of them said that the project is sponsored by religious institutions. 20 cumulative percent of the respondents said that the government and the community were the sponsors. Only 7% of the respondents held that development partners sponsored their projects.

Table 2

**Respondents distribution by whether they have a publication in their area * Distribution by the project sponsor
Crosstabulation**

Count		Distribution by the project sponsor					Total
		Government	Development partners	Community	Religious	No response	
Respondents distributed by whether they have a publication in their area	Yes	10	7	10	16		
	No					57	
Total		10	7	10	16	57	

2.3.8 Income expenditure in relation to occupation

The table below shows a cross tabulation of respondents distribution by their occupation and how they spend their income. From the table, the majority of the respondents comprising 44% spend their income on food and water. Of the 27% of the employed lot, 12% of them spend their income on food and water too while 7% and 5% of them spend their income on education and rent respectively. 24% of the respondents are students. Among them, only 25 of them spend money on communication and information. 20% of the students did not respond to the question because they may not be earning any income.

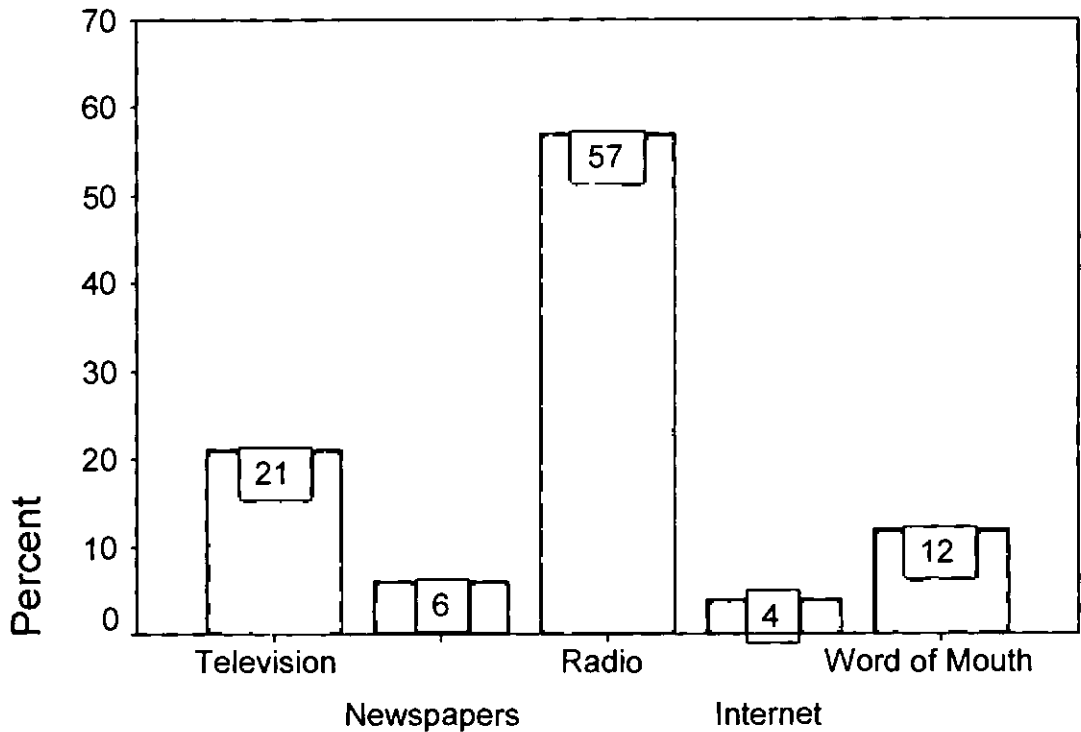
Table 3**Respondents distribution by occupation * Respondents distribution by how they spend their income Cross**

Count		Respondents distribution by how they spend their income					
		Communication and information	Food and Water	Health care	Education	Rent	No response
Respondents distribution by occupation	Self employed	9	23	3	4	4	1
	Employed	2	12		7	5	1
	Student	2	1			1	20
	Un employed	2					3
Total		15	36	3	11	10	25

2.3.9 Best medium of communication

The graph below shows the respondents distribution by their best medium of communication. In it 57% of the respondents affirmed that the radio is their best medium of communication while 21% said that television was their best medium of communication. 12% of the respondents prefer word of mouth as their best medium of communication while only 6% and 4% of the respondents prefer newspapers and Internet respectively.

Graph

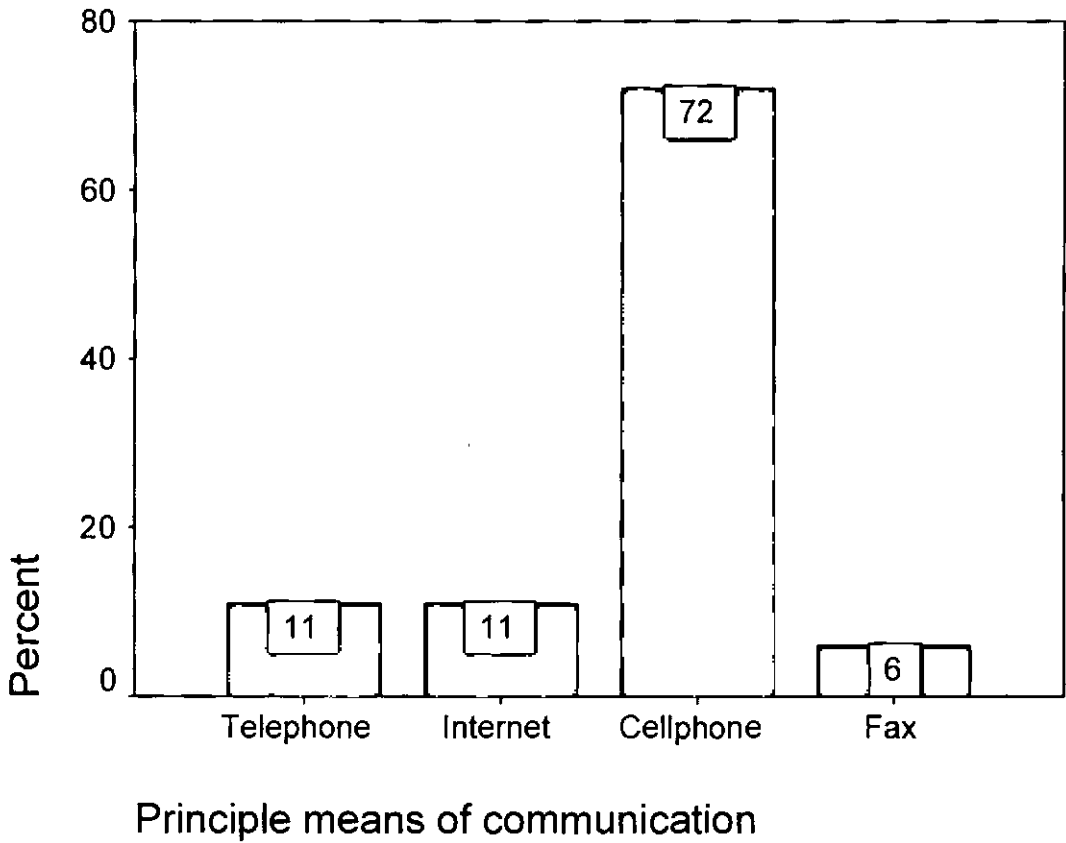


Best medium of receiving information

2.3.1 Principle means of communication

The graph below shows distribution of the respondents by their principle means of communication. It shows that the greatest number of the respondents use cell phones as their principle means of communication. Telephone and internet each got 11% response as use of fax as a principle means of communication record the minority of the respondents.

Graph 5



2.3.11 Use of media

The table below shows the distribution of the respondents by how they use the media. The majority comprising 66% uses the media for information and knowledge acquisition. 33% of the respondents use the media to get news on what is happening around them and around the globe. Only 1% of the respondents use the media for theatre.

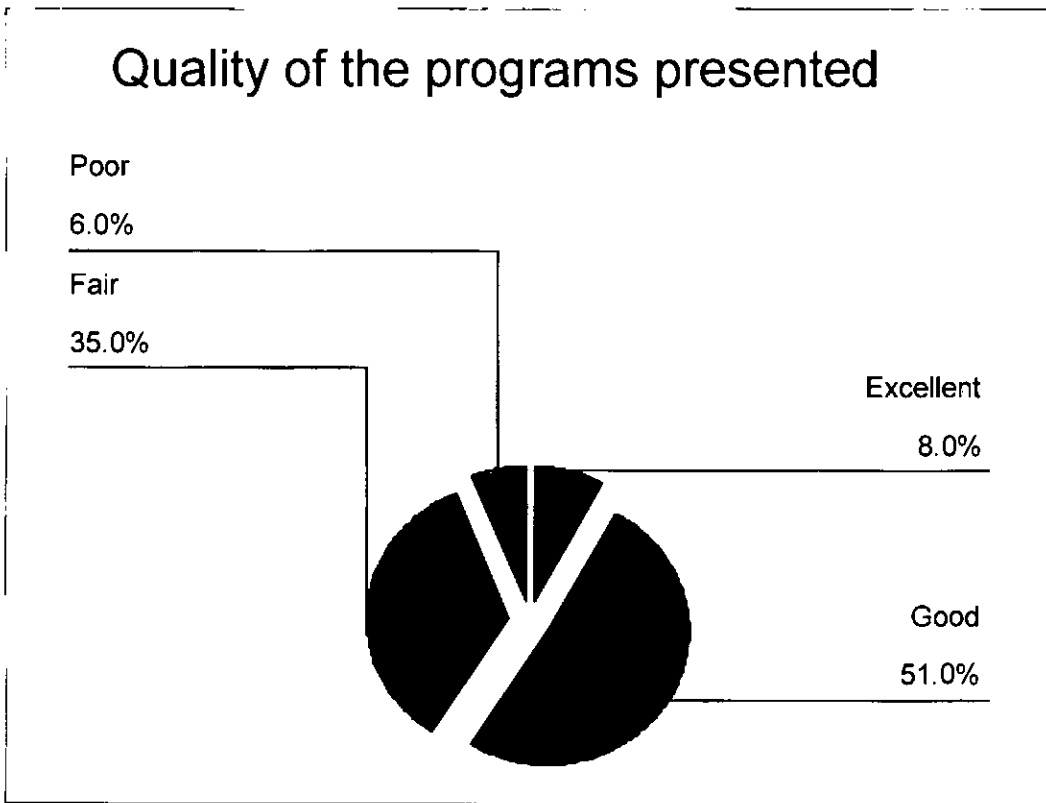
Table 4**Distribution by the use of media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	33	33.0	33.0	33.0
	Information and Knowledge acquisition	66	66.0	66.0	99.0
	Theatre	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

2.3.12 The quality of programs presented in the media

According to the table below, half of the respondents hold the opinion that the quality of programs in the media is good. 35% of the respondents think that the quality of programs is fair while 8% and 6% of the respondents think that the programs are of excellent and poor quality respectively.

Chart 3



2.3.13 Content the respondents would like added in the media

The table below shows that the majority of the respondents comprising of 58% would like to see content on information services added in the media. 23% of the respondents would like to see more information on financial and marketing. Only 6% and 2% of the respondents would like content on foreign programs and local drama and comedy added in the media respectively. Some respondents comprising 11% gave their own specific contents that they would like to see added in the media. Some would like religious content and technology advancement content added among others.

Table 5**Respondents distribution by the content they would like added in the media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial and marketing	23	23.0	23.0	23.0
	Information services	58	58.0	58.0	81.0
	Foreign programmes	6	6.0	6.0	87.0
	Local dram and comedy	2	2.0	2.0	89.0
	Others	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

2.3.14 Effective media for supporting development initiatives

A large proportion of the respondents (46%) hold the opinion that radio is an effective medium for supporting development initiatives. 27% think that TV would be more effective while 14% support public baraza as the effective medium for supporting development initiatives. Only 10% of the respondents support the use of internet while 2% and 1% of the respondents support newspaper and video as the effective medium for supporting development initiatives.

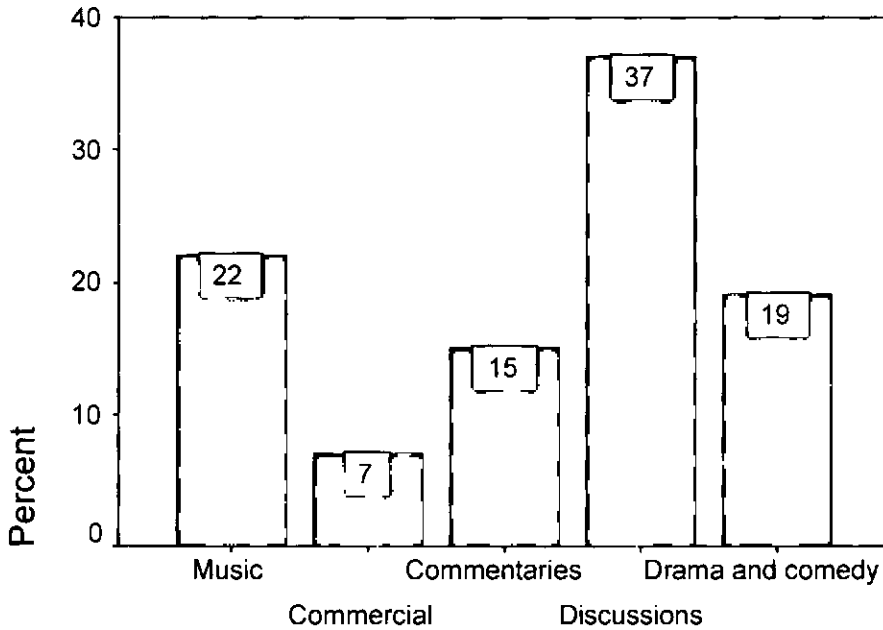
Table 6**Effective media for supporting development initiatives**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	10	10.0	10.0	10.0
	Television	27	27.0	27.0	37.0
	Newspapers	2	2.0	2.0	39.0
	Barazas	14	14.0	14.0	53.0
	Radio	46	46.0	46.0	99.0
	Video	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

2.3.15 Preferred program

The graph below shows that 37% of the respondents prefer discussion programs. This means that a talk show would be an effective platform to discuss developmental issues. 22% and 19% of the respondents like music and drama and comedy programs respectively mostly due to the entertaining aspect of these programs. Only 15% and 7% of the respondents prefer commentaries and commercial programs respectively.

Graph 6

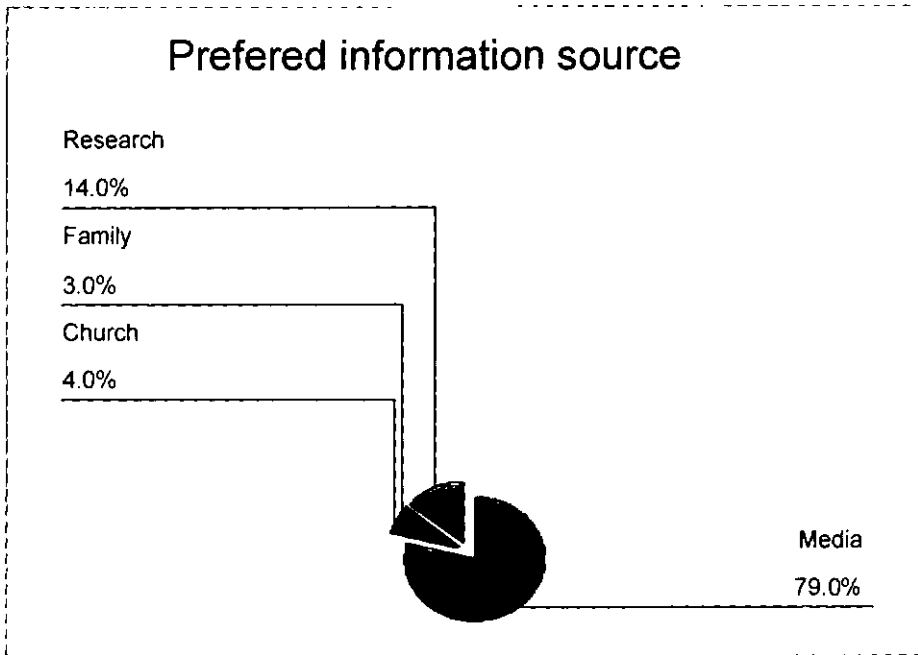


Distribution by the preferred programs

2.3.16 Preferred information source

In the chart below, it is evident that the majority (79%) of the respondents prefer to receive information from the media. 14% of the respondents prefer researched information while 4% and 3% of the respondents prefer to receive information from the church or their families respectively.

Chart 4



2.3.17 Information accessibility

The highest number of the respondents (40%) find it fairly easy to access information from the media while 21% of the respondents find it easy to access information. The minority comprising of 26% and 13% of the respondents find it moderately difficult and very difficult to access information respectively.

Table 7

Respondents distribution by the difficulty faced in accessing information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very difficult	13	13.0	13.0	13.0
	Moderately difficult	26	26.0	26.0	39.0
	Fairly easy	40	40.0	40.0	79.0
	Easy	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

2.3.18 Opinion on whether communication is helpful in enhancing development

The table below shows that the majority comprising of 87% of the respondents find communication helpful in achieving development goals and objectives. Only 12% of the respondents deferred with the idea with 1% of the respondents not knowing whether or not communication helps in achieving developmental goals and objectives.

Table 8

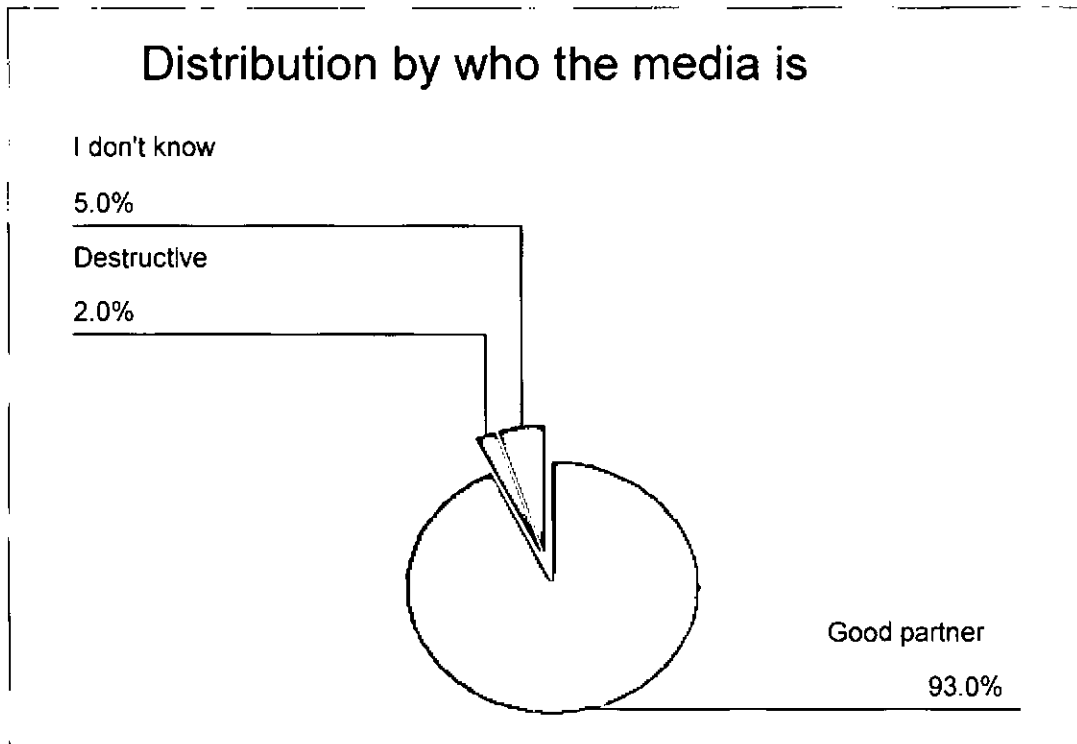
Distribution by whether communication is helpful in enhancing human development goals and objectives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very helpful	87	87.0	87.0	87.0
	Somehow helpful	12	12.0	12.0	99.0
	I don't know	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

2.3.19 Opinion on the media

When asked their opinion on what they think of the media, majority of the respondents (93%) held that the media is a good partner. 5% of the respondents didn't know how to rate the media while only 2% of the respondents held that the media is destructive.

Chart 5



2.4.20 Necessary information for development

The table below shows the opinion of the respondents on the kind of information they think is necessary for development. The findings show that 57% of the respondents think that information on social mobilization is the most necessary for development. 23% of the respondents tend to differ by arguing that economic knowledge is better placed in enhancing development while 11% and 9% of the respondents believe that information on policy and alternative information are necessary for development respectively.

Table 9**The kind of information necessary for development**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Policy	11	11.0	11.0	11.0
	Economic knowledge	23	23.0	23.0	34.0
	Social mobilization	57	57.0	57.0	91.0
	Alternative information	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

2.3.21 Role of the media in development

The table below shows the distribution of the respondents by what they think the media should do to facilitate development. 29% of the respondents think that the media should recognize development infrastructure as a production factor. However, 22% of the respondents differ by saying that the media should sensitise and train its personnel in social development while 20% of the respondents held that the media should decentralize its services to facilitate development. Only 16% and 13% of the respondents felt that the media should promote social mobilization and allocate more time to need based stories and programs respectively.

Table 10**What the media should do to facilitate development**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recognize development infrastructure as a production factor	29	29.0	29.0	29.0
	Allocate more time to need based stories and programs	13	13.0	13.0	42.0
	Decentralization of media services	20	20.0	20.0	62.0
	Sensitize&train media professionals in social development	22	22.0	22.0	84.0
	Promote social mobilization	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

2.4.22 Communication for development in relation to empowering people to be proactive and to realize positive growth

The data in the table below shows that 86% of the respondents hold the opinion that available communication for development has helped people to be proactive and realize positive growth. However, 14% of the respondents differ with the opinion by holding that the available communication for development initiative does not help people to be proactive and realize positive growth.

Table 11

Wether available communication for development initiatives has helped people to be proactive and realize positive growth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	86.0	86.0	86.0
	No	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Conclusion

Today's vastly changed media scenario in the community calls for a recasting of the role of media in promoting pro-social change. A key need in Siakago is for local broadcasting that reflects issues of concern to the community. An important area requiring attention, therefore, is advocacy for community radio and the provision of training to NGOs and communities to use this medium for articulating their concerns.

Despite the explosion of new technologies, radio and television in their present form are here to stay and will remain major tools for social development through information and sharing and dissemination.

In Africa especially, which is still to catch up with technological advancement, public service broadcasting remains more relevant than ever to fulfill the roles of watchdog, educator, preserving culture and showcasing local talent.

2.4 COMMUNICATION THEORIES RELATED TO THE STUDY

Introduction

In this section, we look at the communication theories that give this paper grounding in communication for development. We will also look at theories that agree with the roles of communication as a tool for development.

Definition: theory is a way of

Organizing reality, happenings, occurrences (Kaplan, 1964). A theory has as its goals to explain, to predict and times to control. Explanation in theory construction precedes organization, prediction, or control, and explanation and prediction may lead to a sense of understanding. In the end, theory should produce a 'sense of understanding' (Reynolds, 1971)³⁵

The communication theories that shall be examined are; Two Step Flow and development theories.

2.4.1 Two Step Flow Theory

2.4.1.1 History and Orientation

The two-step flow of communication hypothesis was first introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice*, a 1944 study focused on the process of decision-making during a Presidential election campaign. These researchers expected to find empirical support for the direct influence of media messages on voting intentions.

³⁵ Organization Communication and Change [32C-2218. 2]

They were surprised to discover, however, that informal, personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behavior. Armed with this data, Katz and Lazarsfeld developed the two-step flow theory of mass communication.

2.4.1.2 Core Assumptions and Statements

....."One of the assumption of the two-step flow of communication model is that opinion leaders obtain new ideas from mass media channels and then pass them along to their followers via interpersonal communication channels."³⁶

This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information. Opinion leaders pass on their own interpretations in addition to the actual media content. The term 'personal influence' was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message.

Opinion leaders are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence. The two-step flow theory has improved our understanding of how the mass media influence decision making.

³⁶ Modernization among peasants [32C-905] p238

The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behavior. The two-step flow theory gave way to the multi-step flow theory of mass communication or diffusion of innovation theory.

2.4.2 Modernization theory

Under modernization regimes, development programmes were managed by experts from developed countries rather than by the local population themselves. It eventually became clear that political participation was unlikely to develop where locals themselves did not have the capacity to participate in planning their own future.

Modernization theory embodied an approach to research that placed a barrier between researchers and local communities.

The idea towards a participatory approach to development held that outside researchers might be useful to local communities, but the knowledge, experience, and goals of local communities themselves must occupy a central role in development planning, execution, and evaluation. In many instances, development research itself can become a community process, as participatory research.³⁷

³⁷ *The UN and Democracy in Africa. Labyrinths of Legitimacy.* Zoe WILSON, Routledge, New York, 2006 P2,3
Theoretical approaches to participatory communication [32C-2181[2]

CHAPTER 3

COMMUNICATION STRATEGY

3.0 Introduction

This section outlines a communication strategy that addresses the problem that has been investigated and discussed in this study. From the research findings, it has been established that the use of communication for development purposes is on the rise.

People are using communication technologies to conduct businesses, to reach out to friends, for money transfer and banking services and to look for new information on education, health etc.

However the mass media do not seem to be doing enough in addressing the issues of substance and which affect ordinary people to their obsession with politics, businesses, and lack of depth of subject on the part of journalists.

This section therefore, proposes a communication strategy based on development journalism and community development.

3.1 Communication strategy, a definition

Communication strategy is a well planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches.³⁸

From the definition the researcher will be required to come up with precise communication objectives in order to come up with the best way of solving the problem identified.

Once objectives are set the researcher will need to look at strengths available to come up with a refined communication strategy. The strategy should be consistent with the study findings and the project road map; feasible, in relation to the resources in order to achieve the set objectives.

3.2 Communication objectives of the project

The communication objective of the project is to provide journalists and media representative with necessary skills that will help them get more involved in originating and presenting developmental information.

3.3 Target audience

The communication strategy targets the rural and semi-urban people who are over 15 and who can understand communication as a developmental factor in Kenya and Africa.

³⁸ participatory communication project published by FAO, 2008, a UN agency

The researcher will implement the project to enable people in the area of study get information with substance, which could facilitate growth. Community leaders will be asked to inform people on new legislation and regulations on use of media and communication for development and to foster policy acceptance.

This approach could make sense when we take into consideration 'The Two-Step Flow of Communication Theory' which helped explain study findings in chapter two. The radio, which is the medium chosen for the strategy, will play the role of a 'catalyst' which brings together people to discuss their development environment. The 'resource and opinion leaders' do not replace the medium but simply guide discussion of media.

3.4 The medium

From the study findings the researcher will adopt radio as the medium of choice for guiding discussion and implementation of communication for development practices. Radio can easily be accessed by most people in Siakago. Given Africans oral tradition it is the medium through which people can be reached easily as it has picked up as traditional media systems are being discarded. It is a simple and cheap medium which most people can afford participate in content production.

3.5 Communication methods and techniques

Having chosen radio as the preferred medium, the researcher elaborates the method to be used to broadcast the messages. Radio requires use of words that can paint images in the mind of the listener.

3.6 Justification

Adopting a proactive communication strategy in Siakago, the residents will be able to face the unprecedented challenges brought on by the changing global economy, dynamic political contexts, environmental degradation and demographic pressures.

3.6. 1 Justification of strategy vis-a-vis the research findings

The communication strategy expounded above is worth implementing since it largely responds to the needs of the people in the area of study. It presents a vision of an integrated approach that can lead to the growth of vibrant rural and agricultural and entrepreneur's communication networks across villages, regions and the continent.

While acknowledging the good work done by the media on the democratic and entertainment gains most respondents have voiced their concern on the inadequacies of the media coverage of other developmental issues.

To most respondents a communication strategy is timely and hope will lead to creation of a forum for airing their views to their leaders. Primary benefits will include increased efficiency in the use of development resources, less duplication of activities, reduced communication costs and global access to information and human resources.

However none of these benefits are guaranteed by the communications strategy. Instead, they are realized when people work together to make the most of a decentralized and accessible communication tool.

Through carefully crafted and feted messages, the community will be able to discuss with resource persons, leaders, and fellow residents on various developmental issues and discover the best ways to pass the message.

3.7 Implementation of the communication project

3.7.1 Introduction

The project will be called I&M Media Initiative Africa (IMMI Africa). Recognizing that access to information play a key role in development, especially given the constraints of the mass media, this IMMI Africa will focus on human resource development approach, potential and opportunities and infrastructural improvement, equipment and access.

These elements will build the media's capacity to promote social economic growth and good governance, making a direct and beneficial impact on the lives of the citizens.

Overcoming many hurdles as seen earlier requires training both researchers and journalists. This project therefore seeks to strengthen the capacity of local journalists to cover local research to ensure that their societies benefit from the contributions of their best minds.

The project will sponsor local journalists who have shown leadership skills and have contributed notably to development journalism (emphasis will be placed on depth of subject) on a three month short courses at Tangaza College to pursue community media.

The project will present incentives to journalist who will present development pieces in such areas as water master plan for communities, Constituency Development Fund, environmental conservation and research.

The prize giving ceremonies will be held every year and the project duration will provide a unique opportunity for journalists to share expertise and exchange experiences in covering development, not as a separate beat but as the very fabric of national social, political, and economic life.

It is expected successful implementation of the project will increase the quantity and quality of media reporting and programming on development issues. In three years time it is expected that 45 journalists will have been involved in training and best development journalist award programme.

3.7.2 Estimate of resource requirements

The targets used in allocation of resources required for the implementation of the plan are presented in the table below;

Table 1

TARGET BY YEAR

STRATEGIC ACTIVITY	2008/9	2009/10	2010/11	2011/2012
	100%			
Infrastructural improvement, equipment and access	50%	60%	80%	100%
Capacity building, Education and Training	50%	60%	70%	80%
Potential and opportunities	60%	80%	90%	100%
Review, Implementation, Monitoring and Evaluation	70%	80%	90%	100%

In view of the above targets, the estimated financial resource requirements by types of strategies can be summarized as in the table below;

Table 2

TYPE OF INTERVENTION	2008/9	2009/10	2010/11	2011/12	Total	ksh
					(,000)	
Infrastructural improvement, equipment and accessibility	1013	1114	1337	1604	5068	
Capacity building, Education and Training	171	188	206	227	842	
Potential and opportunities	175	210	231	254	870	
Review, Implementation, Monitoring and Evaluation	15	16	18	20	69	
TOTAL RESOURCES	1374	1528	1792	2105	6799	

3.7.3 Monitoring and evaluation

The implementation of this plan of action is critical, therefore there is need for a systematic monitoring and evaluation strategy for all activities. This will help us learn from the past experience, plan and improve service delivery as well as allocate resources accordingly.

Appraisals will be carried out by drawing quarterly and annual performance reports, midterm and end of the project period performance.

3.8 Key Findings

- ❖ Development plans have been symptomatic treatments rather than attempts to attack the causes. Without radical structural change the symptoms have continued to appear and the same so-called development plans have perpetuate themselves as continuously needed treatments.

3.9 THE RELEVANCE OF THE PROJECT TO THE KENYAN SOCIETY

Communication has a strong social and cultural impact upon society. This is predicated upon its ability to reach a wide audience which often sends a strong and influential message.

Media in all its forms matters because it underpins how societies respond to the problems they face. This makes media not only relevant to the most urgent problems of poverty and marginalization - it makes it critical to solutions designed to address them.

3.10 VIABILITY OF THE PROJECT

The proposed project fulfills one of the objectives of the project. Through this objective, the researcher believes the project should be viable because the community will use communication tools to empower the general society. The proposed project shall be viable due to its consistency with the field research and audience research findings and the project framework and time frame.

3.11 ADDITIONAL RECOMMENDATIONS

Resulting from data analysis, interviews and discussions during the research period, key conclusions were reached that constitute the basis for recommendations made by respondents and resource persons. The following recommendations are hereby put forward:

- The local private media should establish partnerships with any global media development initiative, without, however, sacrificing the “individuality” of the African initiative, and build a truly continental and global media development initiatives.
- Journalists need to get themselves a lot more cultured, learn some geography, some anthropology, some sociology and maybe even some philosophy. They need to bring more depth to their questions and analysis.
- This paper recommends an integrated approach to facilitating Internet services and applications that will benefit rural communities and agricultural organization. This approach begins with the needs of rural people and grassroot agricultural organizations and works to establish vertical and horizontal channels of communication. In this way, rural people and farmers can open new communication channels to enhance relationships with one another, and they can participate in dialogue and information exchange with decision-makers, planners, researchers and others who may reside far beyond rural communities.
- Media should stay dynamic in the search for the truth, for they are an instrument of absolute called 'justice'. If the media abdicate or if they are perfunctory, then the whole society will be weakened.

- Players in the communication sector need to create initiatives that can mobilize financial and other resources to contribute towards resolving some of the challenges facing the media in Africa.
- Community communication initiatives require support so that it can flourish alongside state and private commercial radio services.
- Raised standards are needed in communication content production, particularly local content.
- A broad based curriculum on communication studies and development should be produced for Africa institutions at all levels, but without prejudice to national peculiarities and contexts. The media should be able to supply information, comment and amplification on matters that enable society to understand and perhaps work through its disagreement.
- As this analysis demonstrates, media can be extremely powerful tools used by those intent on instigating conflict. Media are multipliers: they amplify and disseminate messages and opinions. Media spread information and misinformation, shape individuals' views of others and can heighten tensions or promote understanding. This makes controlling media and their messages an important goal.

3.12 CRITICAL REMARKS

Several development agencies are currently assisting with the expansion of locally managed Internet services in African countries. Collaboratively initiated pilot projects between agencies which are linked to local rural organizations can help ensure that rural communities remain part of regional and national communication initiatives.

The growth of radio in the country over the past five years is commendable, and most of this growth has occurred at regional level with some highly successful use of vernacular languages. Community radio still lags behind due, among other things, to the low level of support from government.

GENERAL CONCLUSION

This project set out to understand the role of communication in facilitating development in Siakago. On the other hand the project aimed at promoting community participation in development initiatives. Through the survey, the researcher has established that communication has an important implication in social-economic development in Siakago.

Ensuring freedom for the media around the world is a priority. Independent, free and pluralistic media are central to good governance in democracies that are young and old. Free media can ensure transparency, accountability and the rule of law; they promote participation in public and political discourse, and contribute to the fight against poverty.

When news reaches the general population, it shapes public opinion and when there is a lack of statesmanship; public opinion can force a government to make decisions. Getting information out to the general population and holding decision-makers accountable – by continuously berating them about what is going on and what they are doing or not doing – is more crucial than a few talk shows and a couple of newscasts.

Today we truly live in a global village, but it is a village with elite information "haves" and many information "have-nots." With the old and new technologies available to us, we have an opportunity to change this and to support sustainable development.

The information revolution offers Africa a dramatic opportunity to leapfrog into the future, breaking out of decades of stagnation or decline. Africa must seize this opportunity quickly. If African countries cannot take advantage of the information revolution and surf this great wave of technological change they are likely to be even more marginalized and economically stagnant in the future than they are today.

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Television Newspapers Radio Internet Word of mouth Video

Others (specify).....

❖ What is your principal means of communicating

Telephone Internet Cell phone Fax

Others (specify).....

❖ For what do you use the media?

News Information and knowledge acquisition Theatre Corporate

Divine sustenance Human freedom

❖ What do you think of the programme presented by the media?

Excellent Good Fair Poor

❖ What content would you like to see added in the media? (List in order of priority)

Financial and Marketing Information Services Foreign Programmes

Coordination of Produce Transport Local drama and comedy

15. Which form of media do you think would be effective in supporting development initiatives?

Internet Television Newspapers

Barazas Radio Video

16. What are your preferred programmes?

Music Commercials Commentaries Discussions Drama & Comedy

17. What is your preferred information source?

Media Government Offices Assemblies

Church Family Research

Others (specify).....

18. How difficult is it to access information in your locality?

Very difficult Moderately difficult Fairly easy Easy

19. Do you have access to?(List in order of accessibility)

Radio Internet Cell phone Newspaper Television Video

Others (specify).....

20. Which media do you think would be ideal in promoting community development?

Television Radio Internet Newspapers Videos

21. Do you think communication is helpful in terms of enhancing human development goals and outcomes?

22. What do you think of the media is?

Good Partner An intruder Not Useful Destructive I don't know

24. What kind of information do you think is necessary for development?

Policy Knowledge economy Social Mobilization

25. What should the media do to effectively facilitate development?

Recognize development infrastructure as a factor of production

Allocate more time to need base based stories and programmes

Decentralization of media services

26. Do you think the available communication for development initiatives has helped people to be

proactive and realise positive growth? Yes No

Some information about you is very useful since it enables the researcher to contact you for follow-up if necessary, and it helps to know about the audience. However, this section is optional and you may leave it blank if you prefer.

Name.....

Address.....

.....

Telephone.....

Email

Hobbies and Interests.....

APPENDIX 2

GLOSSARY

Bandwidth	The information carrying capacity of a communication channel.
Best practices	Practical project and programme methodologies and strategies that achieve developmental results.
Cybercafe	A community-based service that provides computers linked to the Internet for people who do not own them. Typically, cybercafes are run by local entrepreneurs, and are often part of telecentres, restaurants, coffee shops or bars. An hourly fee is usually charged.
Cybercitizens	People who have integrated the Internet into their life and work. The term connotes the borderless nature of the Internet and the global nature of Internet use.
Empowerment	The process through which individuals or communities take direct control over their lives and environment
Homepage	The first page on a Web site that acts as the starting point for navigation.
Information super-highway	A sometimes controversial metaphor for the Internet and related computer networks and information and communication technologies
On-line	The "state" of being connected to a network.
Surf	The act of using a computer to view and peruse information on the World

Wide Web.

Telecentre	A telecommunication office or facility that is open to the public to enable people to access telephone, fax and/or Internet services such as electronic mail or the World Wide Web. A telecentre may be privately owned and managed by entrepreneurs or telephone companies, or they may be owned and managed by non-governmental organizations, cooperatives, government offices or not-for-profit institutions. Users will often pay fees for equipment and telecommunication line usage.
Information Society	Means social, business and educational environment where individuals and organisations communicate and access the world's commercial, educational and entertainment resources over a universal network linking them together.
Liberalization	Refers to the relaxation of Government regulation. This creates greater freedom to market entry, providing the operators with greater flexibility to invest, alter Operations and services and negotiate tariffs. Liberalization does not mean the absence of regulation but a new set of regulations able to bring about the indented relaxation.
ICT	Means the technologies including computers, telecommunication and audio-visual systems, that enable the collection, processing, transportation and

delivery of information and communication services to users.

Last mile of connectivity A phrase that generally refers to rural and often remote communities that are normally the last to receive the benefits of telecommunication and Internet services. Some rural and remote community members prefer the term "first mile of connectivity" to help sensitize decision-makers to the importance of rural community access to telecommunication and Internet services.

