

TANGAZA COLLEGE

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

INSTITUTE OF SOCIAL COMMUNICATION

NJERI JAMES MBURU

“COMMUNITY RADIO AS A TOOL FOR PROMOTING  
INDEPENDENT JOURNALISM”

MODERATOR

ANNE NYOKABI

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

NAIROBI APRIL 2010

## **DEDICATION**

This work is dedicated to all those professional journalists whose profession is being overshadowed by political and economic interests of the organization they are working in.

## ACKNOWLEDGEMENT

First of all I would like to thank the Almighty God for giving me this great opportunity to study communications with a social propensity. It is through this that my inspiration to be of service to my society draws its roots.

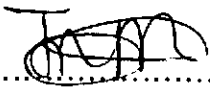
I would like to acknowledge my moderator, Anne Nyokabi who was willing to accompany me through this journey of reflections, meditations and research. I also would like to acknowledge endless efforts of Mukuru Promotion Centre under the Sisters of Mercy for giving me an opportunity to study under their program. I wish also to pass my sincere gratitude to the Catholic Scholarship Program Committee for Eastern Africa for making sure that my study here at Tangaza College was smooth.

My sincere and heartfelt gratitude goes to my special loving and caring mother Jane Njeri who gave me an opportunity to live, I love you and you are ever in my heart despite having left me at a very tender age, my guardian angel Simon kamau and his family for their support Mary Wight Masai for her words of encouragement and the family of Kingbouduin Children's Home, friends and college contemporaries who helped me journey through this research and special attention, my Academic advisor Joseph Mwangi, Hillary Ocholla, Librarians and the Tangaza fraternity for according me their support and understanding, I say thank you and may the Almighty God Bless you all.

## STUDENT DECLARATION

I the undersigned declare that this Long Essay is my original work achieved through personal reading, critical reflection and scientific.

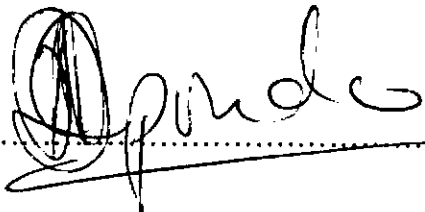
It is submitted in Partial Fulfillment for the award of Bachelor of Arts Degree in Social Communication. It has never been submitted to any other College or University for Academic credit. All sources have been fully cited and acknowledged.

Signed ..... 

Name of Student ..... NJERI JAMES MBURU.

Date ..... 26<sup>TH</sup> MAY 2020.

This Long Essay has been submitted for examination with my approval as the College Moderator.

Signed ..... 

Name of Moderator ..... ANNE GACHIRI NYOKABI.

Date ..... 26<sup>TH</sup> MAY 2020.

“MEDIA IS A WORD THAT HAS COME TO MEAN BAD JOURNALISM”

GRAHAM GREENE

4

## GENERAL INTRODUCTION

On the eve of 12<sup>th</sup> December 1963, Kenya was granted independence and Jomo Kenyatta became its first president. On 1<sup>st</sup> June 1964 Kenya was declared a Republic. Many have always questioned the authenticity of the independence due to surging growth of political, social and economic problems such as the perpetual gap between the rich and the poor, grabbing of community land by individuals, privatization of state owned corporation e.g. (Telkom Kenya which now belongs to the Orange Company a French company), malnutrition of children, chronic poverty, acute shortage and rise of prices of basic commodities, detaining of human rights activists, political assassination, poor curriculum which is encouraging brain drain among local professionals, a backlog of cases facing the judiciary system, presence of high number of street urchins, sky rocketing corruption, presence of political refugees( internally displaced persons), inter tribal clashes e.tc., I therefore pose a question, are Kenyans free or is Kenya a sovereign state?

A journalist should be a free person in order to promote justice, peace, and unity for all. Kenya is facing the above injustices because the people are not well informed by those who should inform them. As the old wise saying that he who opens a school closes a prison. Journalists need to enlighten their fellow oppressed, abused Kenyans on the way forward in relation to their problems especially through right information.

As Elizabeth Morgan, Van Weigel and Eric Debaufre say in (*Global Poverty and Personal Responsibility*) (1989:1) “a free person is a whole person. A whole person cares about the freedom and potential for wholeness of others”.

According to L.M.Boughalt, in (*Mass Media in Sub-Saharan Africa*) (1995:63-73), radio was introduced to Africa during the colonial period and served initially to provide links for expatriates to the metropolis. In 1927 the British Eastern African Company began a British corporation relay service for settlers, broadcasting from Nairobi, Kenya.

Radio was seen as an arm of colonial policies interested in building an African audience, the British promoted the use of African vernacular very early in the process. The Nairobi relay service, broadcasted in the Kamba and Kikuyu languages.

In most of the British colonies they eventually established before independence, broadcasting services that were designed along the British Broadcasting Corporations. Some of the early broadcasters were among those who clamored for independence. During the 1960s', the first generation of Anglophone politicians of the independence like Jomo Kenyatta and his contemporaries recognized the power of the radio. They were cognizant of its value as a tool in consolidating the nation. For instance, Kwameh Nkrumah of Ghana dismantled the regional station at Kumasi and Nigeria eliminated the public corporation status of the Nigerian Broadcasting Corporation in 1961.<sup>1</sup>

---

<sup>1</sup> L.M.Boughalt, *Mass Media in Sub-Saharan Africa*, 69-73

## 1.1

### HISTORY OF COMMUNITY RADIO IN KENYA

After the introduction of radio, Community radio came to birth and was started in the 1980s' by U.N.E.S.C.O. It was located in Homa Bay, Nyanza Province and was designed to provide the community-based rural services to the local needs, in news and development. Unfortunately the government of Kenya due to political reasons later discouraged this project. Since then, community radio in Kenya has not developed like in other African nations. It is now in the 1990's the concept is slowly gaining a different impression on the government of Kenya. Community radio is different from the mainstream or national radio in a number of ways.

According to Patrick Alumuku in (*Community Radio for Development*) (2006:46:58), there is active participation of the community in the whole process of creating news, information, entertainment and cultural programming. The ethos of community radio consists of independence and responsibility to serve the community, not the advertiser. The community itself decides what its priorities and needs are in terms of information provision. Community radio is editorially independent of government, political parties, commercial and religious institutions in determining its policies and programming. It gives a real voice to local concerns and is a true alternative to national and commercial media that tend to ignore those concerns. It offers a forum for participation in national affairs and issues. An example of community radio would be Mangelete fm, operating in Makueni serving the needs of the residents of that region.

Mainstream media, its full concentration is in the transfer of information whereas in community radio, it is the exchange of that information. Therefore, there is a great divide between the audience participation in mainstream radio and community radio.

Another major difference is that, community radio is non-profit, whereas mainstream or commercial radio is out to make a profit.

Therefore, most of the activities that the mainstream radio will engage in will be with the objective of making more profit. Community radio on the other hand is not concerned with profit but development of the people and facilitation of debate to stimulate capacity building for the community members to a positive action.<sup>2</sup>

## 1.2

### RELEVANCE OF THE STUDY

The lack of free and independent journalism in Kenya has led to adverse effects on democracy and governance in Kenya in ways that professional journalists' need to manage.

According to J.Vivian (*The Media of Mass Communication*) (1997:55), an assumption in authoritarian systems is that the government is infallible, which means its policies are beyond question. The role of the media in the society is subservience to government. It should also inform, educate and entertain the society. Community media or radio has the sole purpose of empowerment of its audience.<sup>3</sup> Community media are unlike any other genre of journalism affirming that, all have a voice and all the 'voiceless' need is a chance to be heard, watched and listened to.

---

<sup>2</sup> L.M.Boughalt, *Mass Media in Sub-Saharan Africa* pg 98

<sup>3</sup> J.Vivian, *The Media of Mass communication*, pg 55

Community radio brings on board the people of the community as part of the process of community's authentic development, by allowing them to disseminate relevant information on topical issues that can help them come up with solutions to their problems. For example, if there is a problem of poverty, famine, drug abuse, prostitution, corruption, land grabbing, underdevelopment within the community.

Community radio will be the platform through which these issues and many others can be discussed openly by the community plus possible solutions. In fact, radio its main role is to promote capacity building among the community members.<sup>4</sup>As Julius Nyerere once said that people cannot be developed, they can only develop themselves.<sup>5</sup>

### **OBJECTIVE OF THE THESIS**

- a) To see a more informed and educated society that holds its media accountable to its irresponsible actions.
- b) Kenyans need to see journalists up holding their ethical standards so as to serve Kenyans objectively.
- c) Social transformations of the lives of Kenyans who are victims bad government practices.

#### **1.2.3**

### **DEFINITION OF TERMS**

According to Media Law and Ethics class notes 2009. Ethical journalism refers to the ability to report information accurately, without bias in a timely manner.

---

<sup>4</sup> P.T.Alumuku, *Community Radio for Development, The Word and Africa*, pg 94

<sup>5</sup> Julius Nyerere, *Freedom and development*, pg 16

Dependent journalism refers to a journalism profession where there is political and economic influence to an extent that editorial decisions are made by unprofessional journalists.

Independent journalism refers to a journalism profession where by editorial decisions are made by the professional journalists and no political, economic or any other influence that would affect the free delivery of information.<sup>6</sup>

Community development refers to the process through which a community strives to better its own standards of living through collective analysis of their situation.

Identification of their needs, planning and collective action to transform whatever is undesirable in that community.

Community radio is media for the people, of the people and by the people. That is, a community radio station is one that is operated in the community, for the community about the community and the by the community.<sup>7</sup>

#### **1.2.4 METHODOLOGY OF THE RESEARCH**

The methods to be used in this essay are qualitative analysis which will include Focus Group Discussion, In-Depth interviews and quantitative research that will only involve distribution of questionnaires.

---

<sup>6</sup> Class notes on journalism course 2008.

<sup>7</sup> Francis Chishimba, Class notes on Community development 2009

## **1.2.5**

### **STRUCTURE OF THE THESIS**

The first chapter gives a historical perspective of how radio came into existence, what diverse authors have pointed out in relation to independent journalism and democracy to the people and lastly, the chapter also explores the challenges associated with dependent journalism and the way to progress positively.

The second chapter explores the scientific research methods used, data collection, sampling criteria, and analysis of the findings from the research carried in Nairobi concerning the topic of the thesis.

The third chapter explores some of the media related theories that could help promote independent journalism. It will also include a project proposal which the researcher hopes if implemented will stir up free and independent journalism

## CHAPTER I

### **2.0.0 SOCIOLOGICAL ANALYSIS AND LITERATURE REVIEW**

#### **2.1.0 INTRODUCTION**

The mention of the word journalism brings hope to many who are not aware of the challenges faced by the journalists, who have a responsibility of informing the masses. Some of the challenges faced by them are imposed by their employers such as, the government, media owners and the policies within media houses, advertisers' e.t.c. The main reason for creating setbacks for the journalists is to maintain the status quo between the rich and the poor, feudalists and serfs, owners and drivers of poverty, victims of poverty and above all to discourage authentic democracy.

Obasanjo and Mabogunje (*Governance and Democratization in West Africa*) (1992: 1) have suggested that the concept of democracy could be meaningful when examined from two points of view i.e. as ideology and as politics.

As an ideology "democracy is the philosophy of governance which sets a high premium on the basic freedom or fundamental human rights of the citizen, the rule of law, the right to property, the free flow of information and the right of choice between alternative political positions. On the other hand, democracy as politics is concerned with the institutions and process of governance. These institutions and procedures of governance that they elicit tender to foster consensus whilst simultaneously promoting and sustaining respect for the ideology of democracy"<sup>8</sup>

---

<sup>8</sup> Obasanjo and Mabogunje, *Governance and Democratization in West Africa* pg 240

However sophisticated it might be, democracy whether as an ideology or politics, would rapidly decline in a democratic state or be hijacked by anti-democratic element (and they are usually many) if it were not sustained by democratic values and institutions such as the media.

In its broadest sense, democracy is really about giving the opportunity of taking part in decision making to virtually all the individuals within the society i.e. participation of the citizens in making their affairs. However, as important as the participation of individuals is, a major characteristic of democracy is the accountability of the governors, the representatives and the rulers to the ruled. As cited by Philippe C. Schmitter and T.L.Karl in (*Democracy and Governance in West Africa*), an article in Dele OLowu (*Governance and Democratization in West Africa*) (1999: 68) Democracy is “a system of governance in which rulers are held accountable for their actions in the public –realm (media) by citizens acting indirectly through the competition and co-operation of their elected representative.”<sup>9</sup>

In addition to accountability, there should be the rights of choice, freedom from ignorance and want, empowerment and capability, respect for the rule of law and equality before it, promotion as well as defense of human rights through a free press.

As well cited in section 19 of the Universal Declaration of Human rights that “every person is free to express his or her thoughts freely.”<sup>10</sup>

---

<sup>9</sup> Nwabueze , *Democracy and Governance in West Africa* pg 68

<sup>10</sup> Dele Olowu, Adebayo Williams, *Governance and Democratization in West Africa*, pg 241-243, 263.

Dele Olowu in (*Governance and Democratization in West Africa*)

(1999:214:243: 263). "It must be realized, that authoritarian governments will not grant press freedom or initiate necessary reforms unless they are nudged by internal and external forces. It is in this respect that the protracted struggle for democratization championed by the media is part of civil society's, re-discover of its strength and latent energies.<sup>11</sup>

In the society, the media plays a very important role in the education and information of the people, the place of the media in development and indeed in the democratization process cannot be understated.

Koki Muli and Peter Aling'o in (*Media and Democratization in Kenya*)

(2007:19-21) point that, there is massive communication gap between the citizens and the government. There is a need for strong community media involvement in awareness creation and empowerment of the people. There is need therefore for more independent, fair and objective studies to bridge the information gaps between the legislative debates and the citizens. Patrick Alumuku (*Community Radio for Development*) (2006:35:53).

Community radio would be the ideal tool to empower the masses.

It aspires to achieve the ideal of making a local community a better place to live in. As such it has the potential to increase the awareness among its audience to participate actively in their social, economic and cultural development. Community stations are dedicated to development, education and empowerment of the people.

---

<sup>11</sup> Tale Omole and Ayo Olukotun, *The Media and Democratization in Nigeria* pg 56

They are stations which adhere to the principles of democracy and participation. These free radio stations which refuse commercial communication are therefore independent radio stations which are profoundly concerned about human rights and the environment.

The masses have the right to be informed correctly in order for them to be able to make the right choices when it comes to authentic governance. As a strategy to enhance good governance there is need for media to embrace the rights based approach to promote authentic development issues by enlarging the space for debate. Media activists can influence the policy making process in the interest of development issues with rights based approach thus saving communities from hazardous impact of bad policies on trade, economies, environmental and livelihood.<sup>12</sup>

In addition, there is need for capacity building of journalists on theoretical concepts to stop them from blindly following big money and ready -made piece meal reports. Mainstream media needs creative approaches to covering the marginalized voice and their issues on the forefront.

Journalists should also provide solutions to some of the problems facing the people instead of just reporting about the problem faced by the community (capacity building for sustainability).

Journalists are charged with the responsibility of promoting justice, and honesty within the society, however due to dependence, ignorance, political and economic interference within the profession, journalists' have been intimidated not to tell the public the truth on how the society is managed by the governors.

---

<sup>12</sup> Koki Muli and Peter Aling'o, *Media and Democratic Governance in Kenya* pg 19- 21

However according to the Society of Professional Journalists, they are widely expected to promote at least four main goals:

- To maintain a constant surveillance of events, ideas and persons active in public, leading both flow of information to the public and exposing violations of the moral and social order.
- To provide an independent and radical critique of the society and its institutions.
- To encourage and provide the means for access, expression and participation by as many different actors and voices as is necessary or appropriate.
- Finally to contribute to shared consciousness and identity and real coherence of the community as a whole as well as its component groups.

According to Phillip Ochieng in (*I Accuse The Press*) (: 26-27)

“journalist normally work to assist the Kenyan government and all it stands for, journalists’ work for the cause of Kenya’s progress. Journalists’ work to defend the freedoms of people, journalists could go on and on, but they rest their case. The public should be the journalist’s judge.”<sup>13</sup>

Many professional journalists have and still want to transform society for better but a number of factors have hindered them from achieving their objectives.

---

<sup>13</sup> Phillip Ochieng, *I Accuse The Press* pg 26-27

## **2.1.1 THE CHALLENGES OF MAINTAINING MEDIA AS A BUSINESS AND AS A PROFESSION**

“Journalism” refers to collecting, writing, editing and presenting of news or news articles in newspapers and magazines, radio and television broadcasts, and in the internet.

“A Journalist” is any person who holds a diploma or a degree in mass communication from a recognized institution of higher learning and is recognized as such by the media council and earns a living from the practice of journalism.<sup>14</sup>

The profession of journalism stands on seven pillars of professional ethics:

- a) Truthfulness.
- b) Accuracy.
- c) Objectivity.
- d) Impartiality.
- e) Fairness.
- f) Public accountability.
- g) Limitation of harm on the people involved in the story.<sup>15</sup>

( According to a paper presented to the Regional Conference on Media Law and Ethics in 28<sup>th</sup> march 2008 by Mutegi Njau.) He says that “it is imperative to note that in Kenya, there is no single law regulating the media. What we have is a combination of laws borrowed from the 19<sup>th</sup> century English law which must be read together with the constitution.

---

<sup>14</sup> Media Act , 2007, pg 101

<sup>15</sup> Class notes on introduction to journalism, 2007 and 2008.

Section 79 of the constitution of Kenya clearly stipulates the right to freedom of expression and other rights denied to Kenyans. This important section however has no specific reference to the media. The language is vague and full of legalese-which provides ample room for denial of the fundamental rights.

Furthermore, sub-section (2) of the same section (79), provides limitation to these fundamental rights and freedoms “ in the interest of defense, the public safety, public disorder, public morality and public health”<sup>16</sup> of course the terms are vague and it is only the government which can define what constitutes ‘public interest’. Other major laws limiting the media are found in the penal code such as sedition laws, libel laws, and laws governing contempt of court. But as if it was not tough enough for journalists to navigate through legal landmines, there is emerging a new and more sophisticated threat to press freedom. It comes in the form of what industry experts call ‘Soft Censorship’.

With the development of the media as a business as distinct from the perception of media as a service to the public, journalists find themselves confronted with new challenges.

The biggest challenge is balancing between the interests of advertisers who provide the money for paying the journalists salary and the professional calling which suggests that truth is sacred, irrespective of whether it hurts a major advertiser or not. In the process of balancing between media as a profession and media as a business, journalists have to serve two equally demanding masters.

---

<sup>16</sup> The constitution of Kenya, revised edition 2001(1998), (section 79), [www.freedomhouse.org](http://www.freedomhouse.org).

As a result, media as a profession gets poorer by one more de-motivated and professionally disillusioned journalists. But just how seriously has advertising become the proverbial double-edged sword which benefits and threatens journalism at the same time? There is no media house in Kenya that can claim not to have been under pressure at one time or the other from a major advertiser to drop a certain story or adopt a different story-line.

The preamble of the journalists code of conduct in Kenya is categorically on what is expected of journalists: “respect for truth and the right of the public to truth is the first duty of journalists”. But faced with a situation where the truth is inconvenient to major advertisers, what should the journalist do? In the modern day media set up, a journalist is no longer a free agent in pursuit of the truth. He or she is an employee ultimately responsible to the line manager. More often than not, the manager happens to be just that, a manager with no journalistic background. The manager is trained to think bottom line. When an inconvenient truth conflicts with the business of profit making, the truth will most likely be sacrificed at the altar of profit.

The unfortunate thing is that journalistic judgment is replaced with marketing or business judgment. One of the biggest casualties of this emerging trend is investigative journalism. Media houses no longer appear particularly keen to invest in this line of business because it comes with the potential of unearthing stories that will displease one advertiser or the other. Money from advertising is the life-blood of any private media platform.

Without advertising revenue, neither print nor electronic media will survive for long. But much as advertising is important to media, advertising is typically a nuisance for viewers or readers. No one watches television for commercials or listens to radio for the advertisements. Likewise, no one buys a news paper primarily to read the advertisement.

In other words, adverts exert a negative external effect on viewers, readers and listeners. But on the other hand, advertisers place their adverts in a specific media channel because they know that the particular channel can deliver a certain audience. Hence, audience exerts a positive effect on advertisers.

In the increasingly competitive and complicated media market, many media houses have been forced to adopt new strategies sometimes blurring the line between editorial content and advertising. The situation is not all gloom though. In some countries courts have been used to safeguard the sanctity of the media not to be subjected to pressure from advertisers, especially where public funds are involved.<sup>17</sup>

These are some of the biggest challenges in the media today. Private media companies thrive on the money from advertising. Both government and private companies tacitly, overtly and even publicly deny adverts to media houses that are thought to have offended the sensibility or operations of the government departments or company.

---

<sup>17</sup>“ Who owns the media?”, a report by Simeon Djankov(World Bank), Carelee Mcleish(World Bank), Tatiana Nenova(World Bank) and Andrei Shleifer( Harvard University), 2008.

## **2.1.2 IMPACT OF RESTRICTIVE LAWS AND CONTROLS BY GOVERNMENT ON THE MEDIA**

### **2.1.3 The Constitution of Kenya**

The Kenyan Constitution has no provision for the freedom of the press. Even the Constitutional provision for the freedom of expression and movement has many provisions that restrict and impose many conditions on the freedoms.

### **2.1.4 The Kenya Penal Code**

#### **a) Sedition Law:**

It prohibits publications which contains uttering words with seditious intentions. With the interest of public order, health or public security, government bureaucrats are empowered to seize, dismantle machines suspected of printing seditious publications.

For example, the *STANDARD NEWS PAPER OF 2<sup>ND</sup> MARCH 2006*, reported that the Standard Media Group Publication offices were raided by the government and their equipment dismantled after publishing a story that annoyed some government officials.<sup>18</sup> A media owner, publisher, editor who is convicted of publishing seditious publications can be barred from further publishing. Former President Moi's regime interpreted seditious publications as anything that was opposed to the government.<sup>19</sup>

---

<sup>18</sup> Standard News Paper of 2<sup>nd</sup> March 2006.

<sup>19</sup> Feeling the Pinch, a paper presented by Mutegi Njau to the Regional Conference on Media Law and Ethics at the Pan Afric Hotel, Nairobi on March 28<sup>th</sup> 2008.

### **b) Libel and other Defamation Laws:**

While there is no quarrel with Kenya's defamation laws, Moi regime amended the Defamation Act to permit judges and magistrates to impose exorbitant and punitive awards to complainants. Such awards have tended to put fear of God into Editors who are worried about the bottom line. Hence soft censorship. Small and upcoming media houses can hardly afford to cough up such awards.

### **c) Regulatory Laws:**

In 2006, the media Council of Kenya Act was passed amid controversy over certain clauses that were later deleted. But it would appear that despite the Act being operational and a Council being appointed, the government still would not let the media control and regulate themselves. Hence the current row over who will scrutinize the manner in which the media covered the 2007 General Election where thousands of lives were lost due to the disputed results of the election. One of the most notorious laws that impact negatively on the media is the Books and Newspaper Act.

This law was used to charge Bedan Mbugua, then with the Christian (National Council of Churches in Kenya) *Beyond magazine* when the publication wrote about vote rigging during the infamous 1998 Mlolongo (queuing) elections. He had failed to make annual returns to the registrar on his publication as required by the Act.

#### **d) Licensing and Censorship:**

For years the Kenyan government declined to license and grant frequencies to private companies or individuals who wanted to start and operate radio and television stations.<sup>20</sup>

The same applied when the new technology such as Internet Service Providers required licenses. The government controls and awards radio and television licenses at the whim of the Minister in charge of Information and Communication. The Film Censorship Board which is under the Ministry of Information and Communication in 2006, it demanded that the media houses are to forward to it, all materials before it is broadcasted for it to censor.

On 10<sup>th</sup> December 2008, Parliament enacted the Kenya Communications (Amendment) Act 2008 dubbed “The Media Bill” which was subsequently assented by the president on 30<sup>th</sup> December 2008. The Law attempts to curtail press freedom and the freedom of expression<sup>21</sup>.

For instance, section 88(1: a, b and c) of the law stipulates that “on the declaration of any public emergency or in the interest of the public safety and tranquility, the minister for the time being responsible for internal security may, by order in writing, direct any officer duly authorized in that behalf, to take temporary possession of any telecommunication apparatus or any radio communications station or apparatus within Kenya”.<sup>22</sup>

---

<sup>20</sup> The Kenya Penal Code of 2000 May, section 181

<sup>21</sup> The revised Constitution of Kenya 2001,

<sup>22</sup> Kenya Communications Act 2008 . Standard Newspaper Friday, 2, March, 2007, Standard Newspaper Monday, 12, January, 2009.

- a) In the case of radio communication, that any communication or class of communication shall or not be emitted from any radio communication station or apparatus taken under this section.
- b) In the case of telecommunication, that any communication within Kenya from any person or class of person relating to any particular subject shall be intercepted and disclosed to such person as may specified in the direction.
- c) In the case of postal services that any postal article or class or description of postal article in the course of transmission by post within Kenya shall be intercepted or detained or shall be delivered to any officer mentioned in the order or shall be disposed of in such manner as the minister may direct.”

According to the same law section 46(1) which gives the communication commission of Kenya a lot of powers “ the commission shall have the power to set standards for the time and manner of program to be broadcasted by licensees under this Act”<sup>23</sup>

The official secrets Act bar government bureaucrats from disclosing any mundane information to the press and even to members of the public. Journalists have been convicted of writing simple matters such as police operations and military appointments and transfers. Without freedom of Information Act, media in the Third World countries find it next to impossible to access public information. Freedom is vital for change. Information should contribute to the long-term welfare of the people. The press is not an independent entity that operates purely on the basis of its inner logic and professional ethics.

---

<sup>23</sup> The Kenya Communication (Amendment) Act 2008, section 46 H(1), 88(1:a, b and c)

### 2.1.5

### THE NEED FOR ETHICS IN JOURNALISM

Ethics in media refers to moral principles or rules that guide journalists or media houses in the process of collecting and reporting information to the public.

The Members Society of Professional Journalists believe that the public enlightenment is the forerunner justice and the foundation of democracy. The duty of the journalists is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues.

Conscientious journalists from all media and specialties strive to serve the public with thoroughness and members of the society share a dedication to ethical behavior and adopt this code to declare the society's principles and standards of practice. Many of Africa's journalists have been working for media either owned and or controlled by the state, their professional performance has been overshadowed by the need to obey orders and survive.

The media are a powerful institution and only responsible people should be allowed to wield such powers in Africa. The Rwanda genocide of 1994 is an illustrative of the misuse of the power of the media. A vernacular radio station for the Hutu community was used to fuel the killings of their fellow countrymen and women of Tutsi decent.

According to the International Development Research center, Radio-television Libre des Milles collines(RTLM)| together with Radio Rwanda were used by the authorities in 1993-1994 to spur and direct killings both in those areas most eager to

attack Tutsi and members of the Hutu opposition and in areas where killings initially were resisted.<sup>24</sup>

The above scenario is quite synonymous to the increase of post election violence that rocked Kenya from December 2007 and early months of 2008 after the disputed results of the general election. Some of the Kenyan media houses were criticized in a human rights report. Some of the media houses criticized were Kass F.M that broadcasts in (Kalenjin) a local dialect. According to the human rights report of January 2008, the radio was accused of being highly biased and using inflammatory language in its broadcasts and programming. For instance, “*tokeni vita imetokea (leave your houses the war has began) they went on to urge youths to arm themselves*”.

Other radio stations that were also included in the report for inciting violence were Inooro that broadcasts in (kikuyu) a local language that is owned by the (Royal media Services) and Radio Injili a Christian radio station based in Eldoret was also highlighted having contributed to the escalation of violence between inter-tribal cleansing.<sup>25</sup>

Other genres of journalism such as television stations were also featured in the report. For instance, one of Kenya’s television station broadcasted images of a police officer in Kisumu shooting an unarmed protester who was dancing in the street and making faces at security guards, the officer ran up to him and kicked him several times.

---

<sup>24</sup> [www.idrc.ca/er](http://www.idrc.ca/er) accessed 25th February 2010

<sup>25</sup> [www.journalism.co.uk/editors/20/08/2008/journalism-in-africa-kenyan](http://www.journalism.co.uk/editors/20/08/2008/journalism-in-africa-kenyan) accessed 25th February 2010.

Those who witnessed said the protester later died.<sup>26</sup> These media outlets were and are commercially and politically oriented instead of promoting unity among Kenyans.

In the case of the television stations the General Election of 2007 was marked by biased coverage of events relating to those vying for political seats. Various key political parties such as Party of National Unity and its Counterpart Orange Democratic Movement, pumped in a lot of money to the media houses so that adverts on their interest were aired. That was the time many Kenyans came to a conclusion that the media were not serving their interests but rather what mattered most to the media houses was the balance sheet.

When journalists are aware that the public know about their unethical practice and can protest about them, they are likely to be more careful about how they practice their profession.

Francis Kasoma in (*Journalism Ethics in Africa*) (1994: 45) points that ordinarily people become involved in helping to bring about ethical journalism, rather than leaving this task exclusively to journalists. After all the enterprise of mass communication is a communal activity and the community as a whole should be concerned about the effects of bad journalistic practice.

However, African journalists most look to their moral philosophy for those principles and values which will raise African journalism to a more acceptable ethical or moral level than has been marked by do-what-the-authorities-tell-you and behave-like-Western-journalists syndrome.<sup>27</sup>

---

<sup>26</sup> [www.nytimes.com/2008/01/17/worldkenya](http://www.nytimes.com/2008/01/17/worldkenya). Accessed 27th February 2010.

<sup>27</sup> Francis Kasoma, *Journalism Ethics in Africa*, pg 45

It is therefore the whole journalistic team, starting from reporter up to the media house executives, that needs to be ethically conscious. Each of the people in the chain needs to base their work on a set of values and principles. Ethical journalism must be seen to be done, although it need not be done to be seen.

Education in journalism ethics for both journalists and members of the public would help activate the conscience of journalists towards practicing ethical journalism. For journalists to be ethical, media managers should also be ethical, who are often not journalists and need to be educated about journalism ethics and the will of their media firms to promote it.

While African media have done a fairly good job in educating the populace about the workings and role of public institutions like the executive, parliamentary and the judiciary, they have done an extremely poor job in educating the public about their own institution.

To the African dictatorial politician, a fully informed public is dangerous and the easiest way to keep them that way is to cut information at the source who is the journalist.

The role of education in the promotion of journalism ethics in Africa, would be very limited if no attention is paid to other impediments to ethical journalism such as poor working conditions, low salary e.tc. For journalists to be ethical they need to be educated and the working environment made conducive. Above all, the amount of salary given should be equivalent to the work done; there should be other forms of motivation such as medical cover, car loans, mortgage loans, review of their salaries. To avoid journalists taking freebies and junkets, which lower their credibility and integrity.

## CHAPTER II

### **3.0 Introduction**

(In chapter I, we saw the definition of community radio, independent and dependent journalism; we have also seen what diverse authors have suggested in relation to promoting independent journalism in the country). Journalism is a very important profession from its very core virtues of accuracy, impartial and objectivity. It should be managed by professionals and not quacks. In the same chapter we have also witnessed some of the challenges faced by the journalists such as on regulations, financial constraints and solid firm policies that have made it difficult for the journalists to deliver the work of their hands in high quality.

Lack of able and visionary leaders in a particular society can lead the society into great danger or underdevelopment or even stagnation. Journalists are these type of leaders, more often than not there have been some allegations that journalists have plunged the society into inter-tribal cleansing, abuse of human rights have taken place without notice or journalists have feared to report on them. Corruption and other injustices have taken place and journalists have failed to report on them.

Lastly in chapter I, journalists have been portrayed to be dependent and not independent as it should be. This act of journalists being dependent has made it easier for some of the members of the society to subject the majority of others to all manner of violence. From denial of life and to those who still make it to live they are made to live in absolute poverty.

Research is an integral part of any credible scientific work. It enables one to make correlations on the issue under investigation in second chapter; there will be a lot of study of the useful research information that has been acquired from the field.

It is from the research that the various segments within the society will realize what is preventing them from achieving their goals and objectives. The chapter will also highlight some of the responses that the researcher has collected from the field in relation to how radio can help to promote independent journalism. The chapter will also highlight the various research methods the researcher used in collecting the data.

### **3.1.0 Research Methods**

The researcher has applied quantitative and qualitative research methods respectively. Quantitative research method involves statistics, percentages and uses large samples of questionnaires among the target population of the society.

On the other hand, qualitative research, the researcher used in-depth interview and focus group discussions. This type of research uses few units of analysis and does not encourage generalization. It also allows for versatility in that, one can follow up on new leads as they emerge.

### **3.1.1 Sampling Criteria**

The researcher adopted the non-probability convenient sampling. The sample included media practitioners and members of the public. The survey comprised different clusters of respondents concerning age, exposure to media. Focus groups and in-depth interviews comprised

convenient samples mostly from the media because they are the people who work tirelessly to deliver the news to the masses.

## QUANTITATIVE RESEARCH

### 3.1.2 Survey Data Collection

On the 29<sup>th</sup> of March, 2010 the researcher distributed 120 questionnaires within Nairobi through sampling method in media institutions such as Tangaza College institute of Social Communication, Kenya Institute of Mass Communication and Multi-Media University. Out of the 120 questionnaires distributed among the respondents, only one 105 were collected. 97 out of the 105 were valid while the other eight were invalid.

### 3.1.3 Data Analysis and Interpretation

The quantitative data from the field will be analyzed using the Statistical Program for Social Sciences software. It will be used to verify the hypothesis.

**Distribution of Respondents by Age**

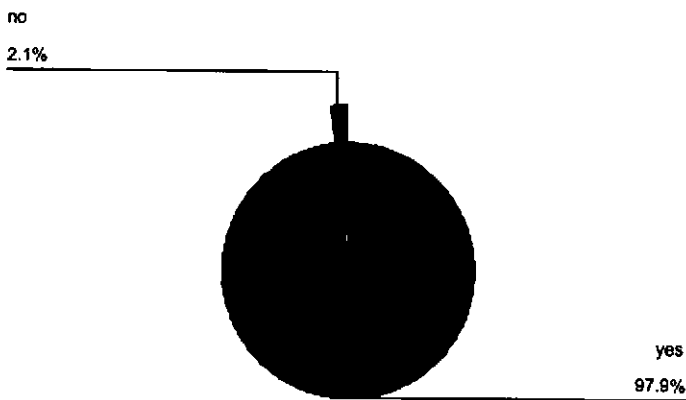
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	45	46.4	46.4	46.4
	22-24	27	27.8	27.8	74.2
	24-26	12	12.4	12.4	86.6
	26-28	13	13.4	13.4	100.0
	Total	97	100.0	100.0	

**Table 1**

The research did not target specific age group. Table 1 shows that 46.4% of the respondents are between the ages of 18-22. 27.8% are in the age bracket of 22-24 while 12.4% are between the ages of 24-26 and lastly 13.4 % of the respondents are between the ages of 26-28. To the researcher, the above information is important for it shows quite clear that the people in various age brackets provided by the researcher do understand who are media and what they do in the society. In relation to how the media informs them of the daily unfolding events within the same society and the world at large.

**Pie Chart I**

**Distribution of Respondents on whether they have access to radio**

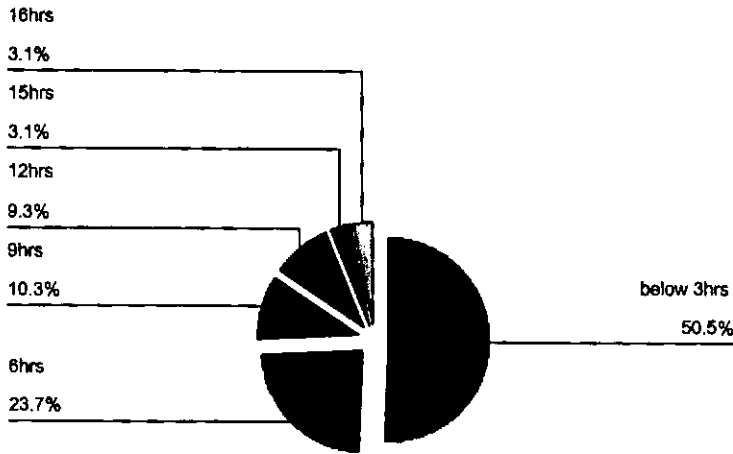


The pie chart above shows the distribution of respondents on whether they have access to radio. 97.9% of the respondents said that they have access to radio while 2.1% of the respondents said no to having access to radio.

97.9% is a good indication that they are abreast with issues emanating from the media.

Pie Chart II

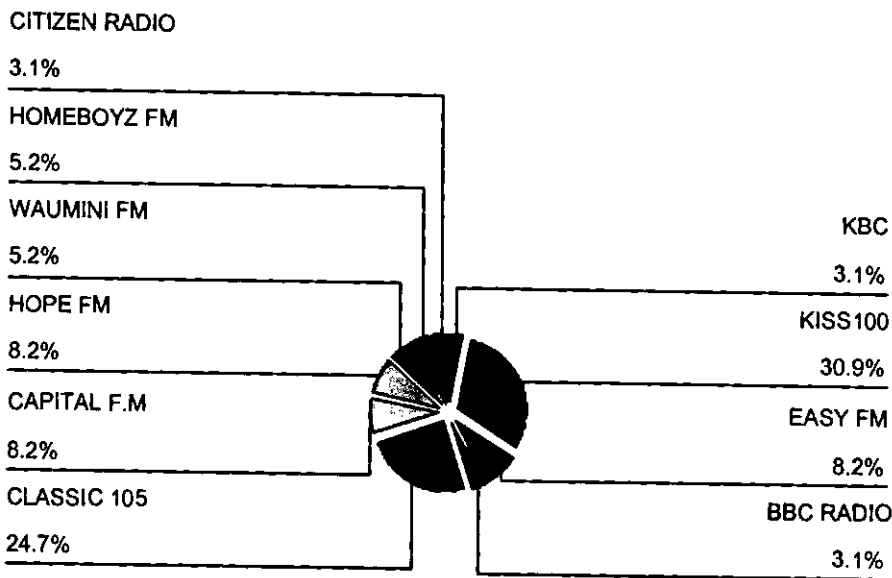
Distribution of respondents on  
the Time spent Listening to Radio



Pie Chart II above shows the distribution of respondents on the time spent listening to radio. 50.5% of the respondents spent below 3hours on an average day to listen to radio, 23.7% of the respondents spent 6hours listening to radio, 10.3% spent 9hours while 9.3% spent 12 hours. 3.1% spent 15 hours listening to radio and lastly 3.1% of their entire respondents said they spent 6hours on an average day to listen to radio.

The time spent by the respondents listening to radio clearly shows that they are familiar with issues that are happening in their society under the courtesy of media.

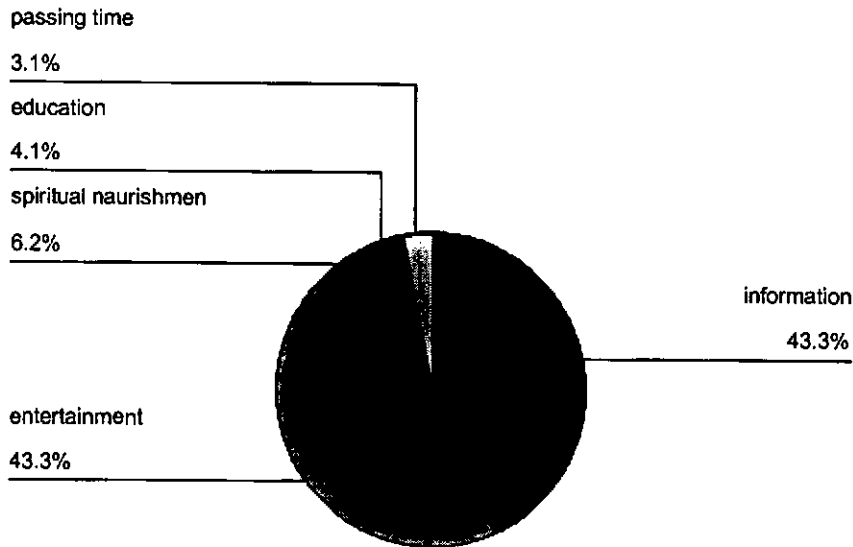
## Distribution of Respondents on Radio station they listen to



Pie chart III shows the respondents views on which radio station they listen to. 30.9% of the respondents listen to KISS 100, followed by CLASSIC 105 which is 24.7%; EASY F.M, HOPE F.M and CAPITAL F.M come third according to the pie chart above sharing 8.2 % of the market audience respectively. While KBC, BBC RADIO and CITIZEN RADIO are in the fourth row with a tie of 3.1% of audience the respectively.

Lastly, the pie chart shows another tie of WAUMINI and HOPE F.M with a 5.2% of the audience. Kiss 100 radio station would be the ideal radio station to start a program that would help in promoting independent journalism since it was the most rated among other radio stations in terms of listenership

## Distribution of Respondents on why they listen to Radio.



Pie Chart IV

Pie Chart IV shows the respondents reasons for listening to radio. 43.3% of the respondents said that they listen to radio to get information on various issues that are taking within the society and at the same time to be entertained. On the other hand 6.2% of the respondents said that they listen to radio for spiritual nourishment while 3.1% of them listen to radio to pass time. From the pie chart above it is a clear indication to the researcher that people listen to radio for various issues, leading them to be information and entertainment. However, it was surprising to the researcher, to realize that the respondents had combined information and entertainment to be their reason for listening to radio. Therefore, an ideal program to produce that would help in promoting independent journalism should be informative and entertaining at the same time.

**A Cross tabulation between who determines what they listen to and the reason for listening to radio.**

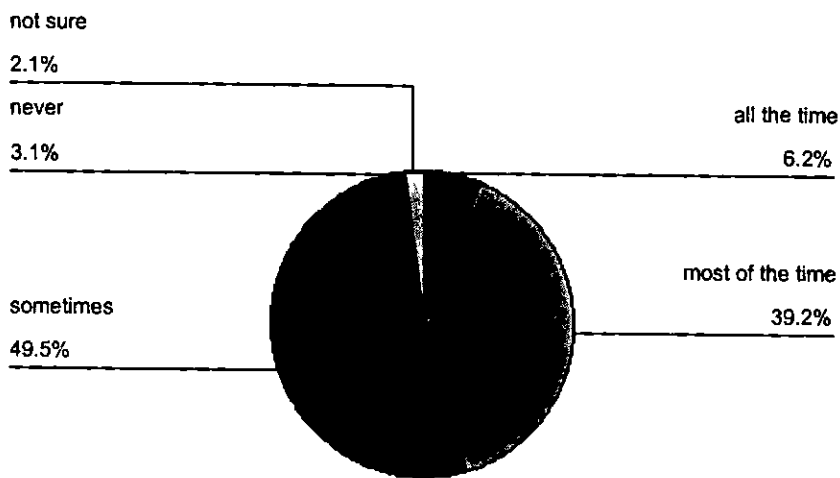
Count		DETERMIN		
		myself	friends	Total
PURPOSE	information	41	1	42
	entertainment	41	1	42
	spiritual naurishment	6	0	6
	education	4	0	4
	passing time	3	0	3
Total		95	2	97

Table 2

Table 2 shows a cross tabulation on the respondents views on who determines what they listen to on radio and the purpose for listening to radio. 41% of the respondents said they choose the radio to listen to for themselves and when it comes to the purpose of listening to radio there was a tie of 41% between information and entertainment. 1% of the respondents pointed that their friends determine what to listen to on radio.

41% of the respondents represent a segment of society that would be used to help promote independent journalism. If all media houses in the country decided to focus on issues that would help in promote independent journalism. Then this category of respondents would influence others in listening to a more informative program that tries to promote independent journalism.

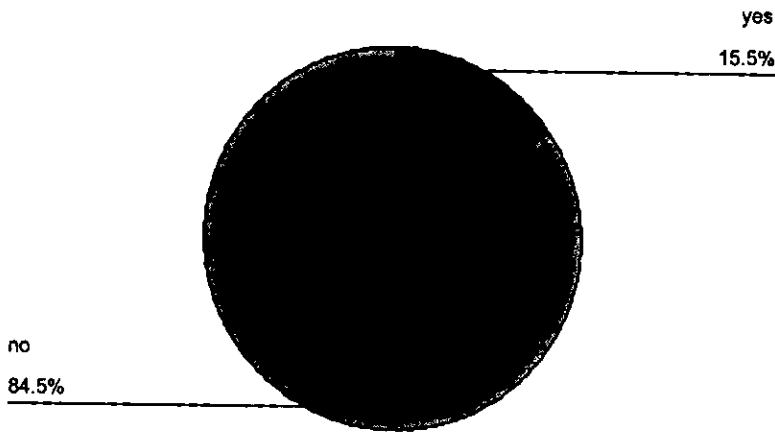
## Distribution of Respondents on whether they believe journalists to be Ethical



Pie Chart V

Pie chart v shows the respondents view on whether they believe journalists to be ethical. 39.2% of the respondents point that journalists are ethical most of the time. While 49.5% of the respondents say, journalists are ethical sometimes. 6.2% of the respondents pointed that journalists are known to be ethical all the time. 3.1% of the respondents say journalists are never ethical and lastly, 2.1% of the rest of the respondents said that they were not sure. According to the researcher, the information given by various respondents is vital for it shows what various segments within the society think of journalists as they carry out their duties respectively. Journalism is a very important profession in any society; hence those pursuing it ought to be ethical all the time and not sometimes, as indicated in the above pie chart. This proves that they are not independent as they are supposed to be in their work.

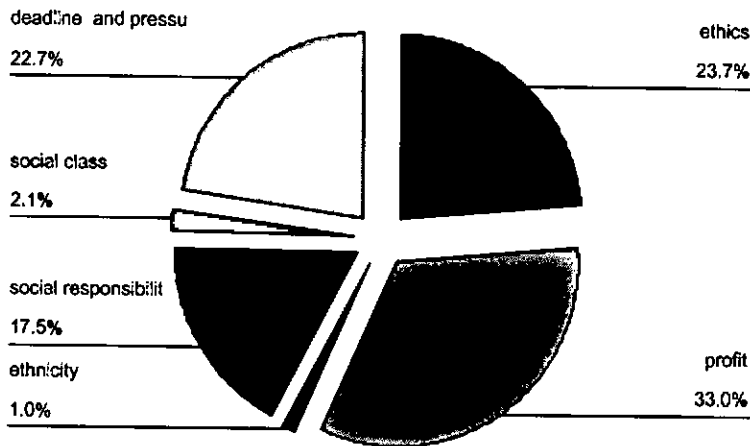
## Distribution of Respondents on whether journalists are free from any influence



Pie chart VI

Pie chart VI shows the views of respondents on whether journalists are free from any influence. 84.5% of the respondents say no that journalists are not independent. While 15.5% of the rest of the respondents say journalist are independent. This response from the field supports the researcher's hypothesis that journalists are not independent in their work and they need to be independent in order to report on issues that are affecting the society objectively without being partisan. As mentioned earlier in the study, journalists are charged with the responsibility of informing the masses objectively and ought to be independent from any influence, since they are the eye of the public when it comes to monitoring other institutions. The respondents added that, the reason why they think that journalists are not free from any influence is because, the way they present news items to them. Others said that journalists are partisan from the way they report on particular stories. Journalists do not present news objectively.

## Distribution of Respondents on what guides journalists in their work



Pie chart VII

Pie chart VII shows the respondents views on what guided journalist in their work. 33.0% said that journalists are guided by profit in their work. 23.7% of other respondents said journalists are guided by ethics in their work. 22.7% of another category of respondents point that journalists are guided by deadline and pressure in their work. Other 17.5% of the respondents said that journalists are guided by social responsibility towards the society.

While 2.1 % of the views point that what guided journalists in their work is social class issues that are affecting the society. Lastly, 1.0% of the respondents said that, journalists are guided by ethnicity in their reporting. When asked what made them to come up with that conclusion they said in 2007 and 2008 news were majored with tribal reporting instead of objectivity within the profession.23.7% said that there are some journalists who are ethical when it comes to reporting of stories and they are very impartial.

While 33.0% of another segment of respondents added that indeed journalists are guided by profit which makes hard for them to report stories objectively.

**Cross Tabulation between who they trust most and who should correct journalists when appear unethical.**

Count		CORRECT						Total
		journalists	judiciary	parliament	church	society	all	
TRUST	judiciary	2	0	0	0	1	0	3
	parliament	1	1	1	0	1	0	4
	cabinet/ministers	1	1	0	0	0	0	2
	church	5	2	0	2	17	21	47
	journalists	8	3	1	2	12	10	36
	none	2	0	0	0	2	1	5
Total		19	7	2	4	33	32	97

Table 3.

Table 3 shows a cross tabulation between who they trust most and who should correct journalists when they appear unethical in the society. The researcher wishes to begin on the most trusted institution. The church happens to be the most trusted institution with a percentage of 47 followed by journalism with a percentage of 36. Parliament comes third with a percentage of 4 while judiciary comes fourth with a percentage of 3 and lastly 5.0% of the respondents said they trusted none of the institutions provided forth by the researcher.

The information given by the respondents within the sampled population clearly shows that they have no trust in an institution that is charged with the responsibility of informing them. In order for them to make the right choices on matters relating to authentic democracy and governance. According to the researcher's perception, journalists were the most trusted professionals in the society. However, the cross tabulation above clearly indicates that journalists come second in command after the church.

The second part of the analysis touches on who should correct the journalists when they appear unethical. According to the participants in the quantitative research, society (happens to be) charged with the duty of correcting the journalists when they appear unethical with a percentage of 33 respondents. Followed by the institutions provided forth by the researcher, with a percentage of 32 respondents.

According to 19% of the respondents they view that journalists should correct themselves while 7% of the respondents point out that judiciary should be charged with the responsibility of correcting the journalists. Church comes fourth with a percentage of 4 respondents and lastly 2% of other respondents said that parliament should be charged with the duty of correcting the journalists when they appear unethical.

This information supports the researcher's hypothesis that the lack of free and independent journalists in the country has led to adverse effects on democracy and governance in Kenya in ways that professional journalists need to manage the journalism industry. This clearly shows that journalists are not accurate, balanced and responsible when it comes to reporting on issues emanating and affecting the society as a whole, for accuracy+ balanced+ responsibility = reliable journalism in the country.

**Cross Tabulation between whether they have heard of community radio and can community radio help in promoting independent journalism**

Count		HELP				Total
		agree	strongly agree	disagree	strongly disagree	
HEARD	yes	45	29	3	4	81
	no	3	2	0	0	5
Total		48	31	3	4	86

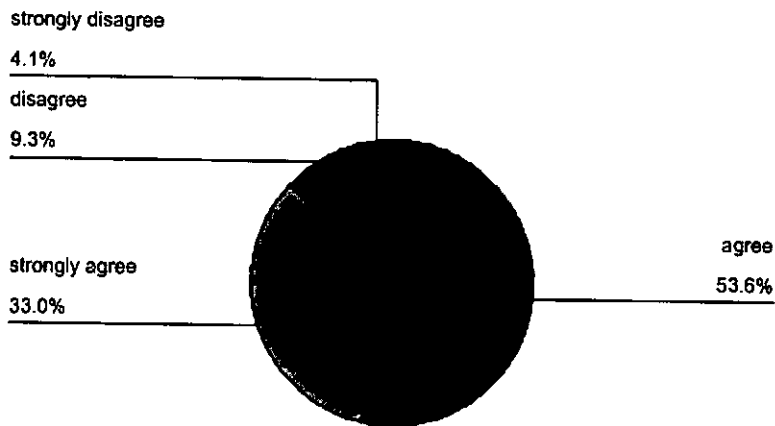
Table 4.

Table 4 shows a cross tabulation between whether the respondents have heard of community radio and if community radio can help in promoting independent journalism in the country. The researcher wishes to begin on whether the respondents have of a community radio. 45% of the respondents said they have heard of community radio while 3% of the other sample of the population said no to having heard of a community radio.

Those who said they have heard of community radio went on to say that they agree that community radio can help in promoting independent journalism the population was represented by a percentage of 45 respondents. 29% of other respondents said that they strongly agree to community radio helping to promote independent journalism, while 3% of the sampled population disagreed to the fact that community radio could be used to promote independent journalism.

Lastly, 4% of the respondents strongly disagreed to the fact that community radio could help in promoting independent journalism in the country.

## Distribution of Respondents on whether 80% of the Radio content is based on entertainment



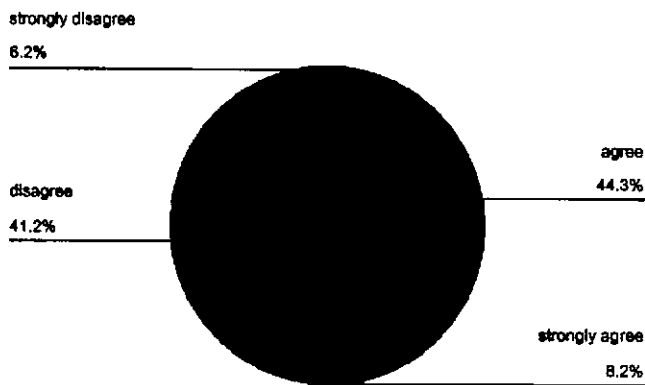
Pie Chart VIII

Pie chart IX shows the views of the respondents on whether 80% of the radio they listen to is based on entertainment. 53.6% of the respondents agree that 80% the radio content they listen to is based on entertainment.

While 33.0% strongly agree that the content of radio they listen to is based on entertainment. 9.3% of other respondents disagree that 80% of the content of the radio they listen to is based on entertainment and lastly 4.1% of another segment of the respondents strongly disagree that 80% of the radio content they listen to is based on entertainment.

The above information clearly shows that journalist have failed to educate the society on issues to do with democracy and governance, ways of poverty reduction, more ideas on independence instead of dependency to donor aid etc. instead they are focusing on entertainment thus making it difficult for people to develop.

Distribution of Respondents on whether they believe 80% of radio content to be educative



Pie Chart IX

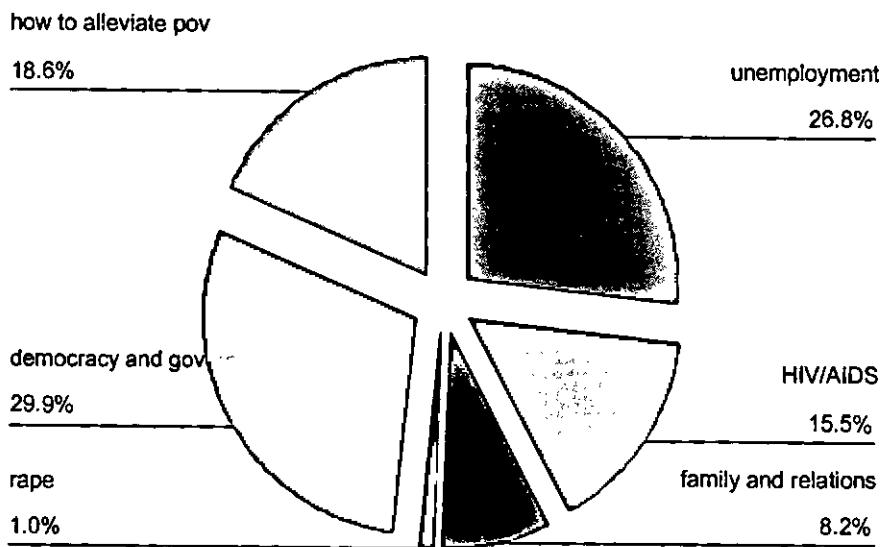
Pie chart IX shows the views of respondents on whether they believe that 80% the radio content they listen to is educative.

43.3% of the respondents agreed that the radio they listen to is educative. 41.2% of another section of the respondents that they disagree that the radio they listen to is educative. While another 8.2% of respondents strongly agreed that the radio they listen to is educative and lastly 6.2% of respondents strongly disagreed that the radio they listen to is educative.

According to the researcher's analysis on whether the radio they listen is educative. 44.3% agreed and at the same time 8.2% of the respondents strongly agreed to that fact. However, it is surprising to see the same audience saying that 80% of the same radio they listen to is based on entertainment.

I wish to state that, the respondents are educated and entertained at the same time thus making it for them difficult establish the difference between being educated and entertained. Some of the radio programs that could well fit in this category of edutainment are on political satires where the governors are portrayed by the same journalists as clowns who are there to entertain the governed and not to help them to deal with the problems facing them.

### Distribution of Respondents on what issues they would like the radio station to focus on



Pie Chart X

Pie chart X shows what the respondents would like their favorite radio stations to focus on. 29.9% of the respondents said they would like issues relating to democracy and governance to be given the first priority in their program format. 26.8% of respondents within the sampled population said that the problem of unemployment should be dealt with.

18.6% of respondents would like the radio station to focus so much on how to alleviate poverty in the country. 15.5% of another segment of sampled population would like issues to do with HIV/AIDS be given the first priority. 8.2% of the respondents would like issues to do with family relations to be dominating the radio station, lastly 1.0% of the respondents would like the radio station to give attention to rape cases and how they may be avoided and dealt with.

## **QUALITATIVE ANALYSIS**

### **3.1.4 IN-DEPTH INTERVIEW/ FOCUS GROUP DISCUSSION.**

The in-depth interview and the focus group discussion were conducted on 18<sup>th</sup> March 2010 at 2:00 p.m at Internews non- governmental organization that tries to empower local journalists in order for democracy and governance can be achieved in the developing countries. The interviews involved six journalists who are correspondents, employed in media houses while others were freelancers.

Due to security purposes they urged the researcher not to use their real names and above all, not to mention the media houses they were working from. The following names are not real names of those interviewed by the researcher.

- a) Francis Kanyama
- b) Janak Otieno.
- c) Alice Kimani
- d) Baron Ochieng

e) Ann Msalame

f) Eunice Aoko

The questions for the in-depth and focus Group Discussion were:

- 1 Can Community radio help in promoting Independent journalism in the country?
- 2 Why are journalists not independent?
- 3 How can journalists be independent?

According to Baron Ochieng a veteran journalist with a certain media house said “unless the community radio is run by the people in the community members and above all, its priorities must be determined by the same members of that particular community.

He added that “ most of the radio stations referred to as community radio are not are not authentic community radio, for they are serving the interest of those who own them instead of serving the interest of that particular community the radio tends to associate with. For instance, poverty is high, corruption is high, people are still depending on donor aid, and many other problems that are facing Kenyans.”

Janak Otieno who happens to be working with one of the community radio station added that” people are suffering because of journalists, those who are charged with the responsibility of informing the society are not informing them on how they can solve their problems but they work to serve their employers and not the society, after all, no media can claim to be serving the people but serving the employers and that people should not be cheated”.

Another issue that was capitalized concerning community radio according to Eunice Aoko was that “community radio would do best the society when it will be highlighting

and explaining the work of the journalists within the society. In this way the society would hold journalists accountable. I believe that if the people understood the functions of journalist towards them, then they would hold journalists to task in case of misreporting, community radio may promote independent journalism when its duties and responsibilities are taught to the public, and above all, it must research well on issues in order for it to challenge the journalists working in the mainstream media on how to report objectively.”

When it came to the second questions they all put a sad face and shaking their heads in disbelief. Eunice Aoko began by saying that “I wake very early in the morning and assigned stories on various days by the editor without even caring for my security and after the field work of interviewing people is done, I head to the office where I have to write down the story and edit some of the sound bites on my own and I leave the office for home at around 11:30 pm. Very exhausted and yet I get peanuts at the end of the month. Sometimes I am even forced to use my own money to attend to a particular event”.

Francis Kanyama mentioned another challenge of being tied by the media house policies. “There are stories however much I try to sugar coat them; they will never see the light of the day because they may portray the advertiser who happens to be running the media house indirectly in a bad way.” All said, besides tough policies of the media house, they also face a challenge of allowances from medical, and no security of tenure in the company they are working in.

They also mentioned the lack of motivation such as sponsorship to upgrade their skills. Lastly, they also mentioned that, the reason they are not independent is because of the division they have

created among themselves. For instance, Kenya Union of Journalists, Media Council Of Kenya, Kenya Union of Women Journalists, Kenya Parliamentary Journalists Association, Kenya Correspondents Association. All these unions need members who are in the same profession of journalism. The above unions pursue their own interest instead of promoting the universal rights of journalists.

The response to the last question they seemed to be quite disgruntled. According to Alice Kimani, “people have a thousand solutions to the problems facing the professionals but there is none to implement them. Journalists are manipulated because they are divided amongst themselves due to selfish interests.

To me the first solution to the problems facing the journalists, is that there needs to be better employe relations between the employer and the employee, which will promote security of tenure.” Francis added that “good employ relations are the foundation to efficient and effective delivery of their services to the society.

Journalists are human beings who have various needs to attain in life and their employers need to understand this fact.” Ann Msalame said that journalists can be independent when they become each other’s keeper because in that way, they would help each other to be ethical in their work and above all, being each other’s keeper reduces the chances of being manipulated by the politicians as their mouth piece.

Journalists must realize that they owe their profession to the society since they are the eye or watchdog on behalf of the society.” Baron suggested that “if the public would hold us the journalist accountable and responsible for our actions then it would help to promote autonomy

within the profession. Another solution would be to change the priorities of media houses from profit making to serve the interest of their societies. This can be achieved by only informing the masses in the right way so as to hold the media houses accountable for misinforming them.

More training is required to upgrade their interviewing and reporting skills. In this way journalists would be professionals when it comes to the delivery of their services to the masses. Lastly, there needs to be independence between editorial and financial manager. In this way stories will not be broadcasted on the virtue of how much the story would bring to the company.

In conclusion, it is clear that the researcher's hypothesis was proven right, that journalists are not independent and this is the reason why most of the uninformed and misinformed Kenyans are victims of bad governance that has thrown many families into all manner of problems. In addition, journalists interviewed by the researcher admitted that, they were not independent.

Later on, they affirmed that community radio would be the best tool to promote independent journalism in the country. More over for it to succeed it must shift its focus from profit making organization to empowering the masses.

It should focus on democracy and governance issues and that it must also educate the society on the functions of the journalists, so as to be able to hold them accountable in case of unbalanced, inaccurate and irresponsible practice of their profession. In that way, journalists would be more critical on their role of being the eye and the watchdog of the society.

## CHAPTER THREE

### 4.0.0 Introduction

Communication theories try to explain media in all its complexity. Although there exists a variety of media theories, this chapter will explore some media theories which could help in promoting independent journalism in the country.

### 4.1.0 Normative Theory:

According to Denis Mc Quails in (*Theories of Mass Communication*) (2000:161) the theory tries to highlight what is expected of the media, in terms of promoting at least four main objectives:

- i Maintaining a constant surveillance of events, ideas and persons active in public life, leading both to a flow of information to the public and exposing violations of the moral and social order.
- ii Providing an independent and radical critique of the society and its institutions.
- iii Encouraging and providing the means for access, expression and participation by as many different actors and voices, as is necessary or appropriate.
- iv Contributing to shared consciousness and identity and real coherence of the community as a whole as well as its component groups.

#### 4.1.2 The Media Freedom Theory

Denis Mc Quails in *Theories of Mass Communication* (2000: 148) on Media freedom theory which is the second in this chapter suggests that freedom of communication has a dual aspect: offering a wide range of voices and responding to a wide ranging demand or need.

Similar remarks apply to the cultural provision of media where independence will be associated with other things such as being equal with creativity, originality and diversity. Media freedom calls for a number of key important issues:

- i. Absence of censorship, licensing or other controls by government so that there is an unhindered right to publish and disseminate news that a journalist wishes to disseminate. In this way, journalists will inform the masses objectively without fear of intimidation.
- ii. The equal right and possibility for citizens of free reception of (and access to news) news, views, education and part of culture (this is part of what has come to be known as right to communicate. It is indeed, the right of every person to have access to the right information so as to make the right choices in relation to their lives.
- iii. Freedom for news media to obtain information from relevant sources.
- iv. Absence of concealed influence from media owners or advertisers on news selection and on opinions expressed. Media owners should not inter fear with editorial departments of their organizations for credibility and professionalism among the media practioners.

- v. An active and critical editorial policy in presenting news and opinions and a creative, innovative and independent publishing policy in respect of art and culture. These issues will help in creating a cordial atmosphere full of well informed citizens.

The following are some of the main public benefits of media freedom.

- a. Systematic and independent public scrutiny of those in power and an adequate supply of reliable information about their activities (this refers to the watchdog or critical role of the media). The media being the checks and balances on behalf of the society, which tries to promote accountability and transparency. Public scrutiny by the media can only be achieved through a well informed society that will help the media to play its role effectively and efficiently.
- b. Stimulation of an active and informed democratic system and social life.
- c. The chance to express ideas, beliefs and views about the world. This point has well been documented in article 19 of the Universal declaration of human rights and it should be practiced without fear.
- d. Continued renewal and change of culture and society.
- e. Increase in the amount and variety of freedom available.

Many theorists have pointed out various ways in which the media can be helped to be independent. From a community development theory perspective, where community development is defined as the process through which a community comes together, identifies their common needs and comes up with ways through which those needs can be dealt with at a community level.

Community-driven development is broadly defined as the process of giving control of development decisions and resources to community groups. Like mentioned earlier on in the thesis that editorial decisions are made according to the values within the community members and not profit gain, like the commercial media houses.

Community-driven development can reduce poverty and other social ills through the efforts of more demand-responsive, increase efficiency and effectiveness and enhance sustainability<sup>28</sup>.

According to community development course 2009, Tangaza College, community development is defined as being the process through which a community strives to better its own standards of living through collective analysis of their situation. Identification of their needs, planning and collective action to transform whatever is undesirable in that community<sup>29</sup>.

Community development seeks to maximize use of local community resources and assets including human talents. Key to community development is participation of the community members at all levels. If the community does not take part in its development, then the process becomes a challenge because ownership of the process will also be lacking which is principal to the success of community development.

However, according to J. Watson, (*Media Communication, an Introduction to Theory and Press*) (1998:92) in his development theory that focuses on the media highlighting the good news of the society as opposed to highlighting the bad news and it also focuses on featuring the cultural values of that society. It is seen as an antidote to the bad news.

---

<sup>28</sup> D.NaRayan, Empowerment and poverty reduction, a source book, 209-210

<sup>29</sup> Class notes, on Community development 2009, Tangaza College.

In relation to the above, the media have somehow taken a turn and made bad news sound good. Evils in society are treated with such high priority such that they receive the majority of airtime that it even becomes rare to hear of the development occurring in the society.

Patrick Alumuku, (*Community Radio for Development*) (2006:39) argues that community radio comes in and demands that the developments in that society be aired because that is its sole mandate. Localizing national and international information is a vital aspect of community radio because of the aspect of proximity.

The people must feel as close to the news as possible. Community radio encourages participation by providing a platform for debate, analysis and the exchange of ideas and opinions. It also allows for the sharing of information and innovations. Community radio gives voice to the people who in general have no access or are denied access. In many societies, women, youth, ethnic and linguistic minorities are virtually ignored in community affairs. It gives voice to the voiceless after years of having been inert recipients of state and commercial broadcasts.

Journalism is a very important profession in any society. It acts as the checks and balances on behalf of every society, it is also the watchdog or the eye of the society. Those who are in such a profession ought to have a responsibility of informing, educating and entertaining the society with objectivity. An informed and well educated society is guaranteed an authentic democracy and governance.

The researcher in the chapter has recommended a community radio that he believes would help in perpetuating independent journalism.

# **PROJECT PROPOSAL TO LAUNCH “KNOW YOUR RIGHTS F.M”**

## **COMMUNITY RADIO**

### **4.1.3 Introduction**

This is a proposal to set up a community radio station dubbed, “KNOW YOUR RIGHTS FM” in Nairobi. To start with, let us have a look at what is community radio and its relation to independent journalism

### **4.1.4 What is community radio?**

Community radio is radio for, of and by the people<sup>30</sup>. A community is a group of people who reside in a specific locality and who exercise some degree of local autonomy in organizing their social life in such a way that they can, from that locality base, satisfy the full range of their daily needs.<sup>31</sup> Communication is indispensable to a community for through it; a community grows together, learns and lives in harmony with each other. There can be no authentic development without communication. A small community will not require a media for communication as the people are within reach.

However, as the community grows the need to have a media for communication also grows. This is what is known as the mass media. The main difference between community media and commercial or mainstream media is in the way the former is operated. Whereas the professionals are those in-charge of the day-to-day operations of commercial media from the technical aspect to the programming: the people who form the community on the other hand run the community media.

---

<sup>30</sup> Francis Chishimba, Community development, class notes 2009.

<sup>31</sup> Francis Chishimba, community development, class notes 2009.

These people are in – charge of the overall running of the media house from off-air production to on- air production. Community radio is characterized by the active participation in the whole process of creating news information, and cultural programming with emphasis on local issues and programming.<sup>32</sup>

In this paper, the researcher deliberately chose radio as the medium to facilitate community media within Nairobi due to the fact, that radio has greater advantages over any other electronic medium. These advantages include: the affordability of the radio in terms of purchase and maintenance, the operating energy is cheaper, that radio can be powered by affordable batteries, radio serves as an accompaniment, that is, one can use the radio while engaging in other activity such as domestic duties.

A community radio station is one that is operated in the community, for the community about the community and by the community.<sup>33</sup> A community radio station allows the members of that community to address their own issues using participatory radio thus empowering the community. In essence, when a community participates, they are exercising their freedom and this will in turn bring about a revolution in that community.

---

<sup>32</sup> P.T.Alumuku, *Community Radio for Development: The World and Africa*, 46.

<sup>33</sup> L.Tebing, *UNESCO, How To Do Community Radio*, 9

### **5.0.0 Project Background and justification**

The project background for “KNOW YOUR RIGHTS F.M” will discuss the need for this project in its proposed locale, the feasibility study carried out, its target audience and expected outcome.

#### **5.1.0 Need for “KNOW YOUR RIGHTS F.M” community radio station**

From ancient times communication has made it possible for people to develop through the exchange of ideas. There can be no development without communication. It is through it that we become wholly human. As the old wise saying goes “no man is an island,” to any community, the need to communicate becomes inevitable if that community is to know how to develop itself. As seen in the paper the challenges faced by Kenyans due to dependency of journalists, yet Kenya has a lot of potential to become one among the many developed nations but due to interference within the watchdog profession by selfish individuals.

Kenyans are still feeling the pinch of bad principles of democracy and governance. It is high time for Kenya to come out of the cocoon of under development to greater heights among other developing countries.

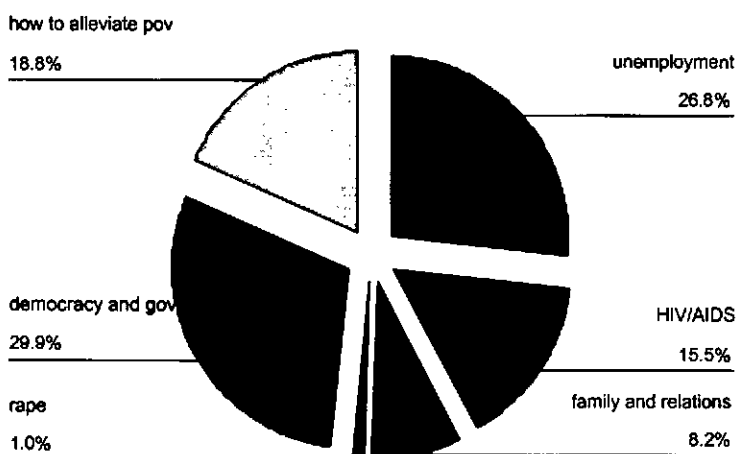
One very effective way, as seen in the paper is through community radio, (which is radio for, of and by the people). This project proposes KNOW YOUR RIGHTS F M as the name suggests the radio station will focus on issues that can empower people to hold those informing, educating and entertaining them accountable in cases of being partisan or irresponsible actions.

### 5.1.1 Feasibility study

With reference to the previous chapter, there is need to launch a community radio station in Nairobi. It is in that same chapter that we found that people listen to radio and that they would like the radio to shift the focus from entertainment to more educational matters that would help in empowering the masses. That would challenge the journalists to be more objective in their reporting. As a matter of fact, the interviewed journalists agreed to the fact that indeed community radio would be the right tool to promote independent journalism.

The researcher asked the respondents what kind of issues they would want addressed by this community radio station and this is what they said.

Distribution of Respondents on the issues they would want addressed



Democracy and governance stood out in the pie chart because for any society to progress, people must be well informed and educated on matters relating to governance. Therefore, if we are to tackle the problems faced by the journalists, then we must start with issues that deal with democracy and governance.

### **5.1.2 Target Group and Justification**

The target group for “KNOW YOUR RIGHTS F.M” community radio station is the youth aged 18-22, reason being that these are the majority of youth in the country and they form a very influential part of being agents of change in the country. Also it is this age group that a lot of changes are bound to occur within the youth also, it is in this age group that the youth move from free primary education to secondary and then to tertiary education. Due to financial challenges, not many of these young people actually make it to the next level of education because the higher the level of education, the higher the fees making it unaffordable to most of them. Also another segment that it will target would be the journalists for it will highlight some of the misconducts done by the journalist as they carry out their tasks.

### **5.1.3 Expected outcome**

This is a long term project that is hoped will instigate a positive behavior change among journalists as they carry out their duties. It is intended that journalist will focus more on local and offer solutions to some of the problems faced by the Kenyans in relation to democracy and governance. This will create a more informed and educated society that will see Kenya having transforming leaders instead of transactional leaders.

#### **5.1.4 Objectives of the project**

This project proposal has three main objectives namely:

- a. To see a more informed and educated society that holds its media accountable to its actions.
- b. Journalists to uphold their ethical standards so as to serve Kenyans objectively.
- c. Social transformation of the lives of Kenyans who are victims of bad government practices.

#### **5.1.5 Approaches**

The very process of setting up community media and manage it in a participatory way is

Per se a way of empowerment this is how this project aims to achieve the set objectives:

#### **6.0.0 Programming Approach**

In the first objective, that of educating the public, the project aims to achieve this through the Content that will be aired in the radio station. The central focus of the content will be that of Democracy and Governance and how to help journalists to be independent. The program content will include issues such as poverty reduction, unemployment, how to reduce dependency syndrome between Kenya and the Developed nations, HIV AIDS prevalence, corruption, under development.

### 6.1.0 Technical Approach

The station shall have two studios, one for broadcast and the other as a production studio. The broadcasting studio will mainly cater for the content that directly goes on air as “live” where as the production studio will be used for recordings. The production studio will also be used as a back-up studio for the broadcast studio. This is highly important because for one reason or the other, the on - air studio can go off or when it is being repaired or going through routine maintenance.

The studios will be padded with egg shell trays for acoustic treatment which will serve as soundproof in order to produce quality sound. Due to this acoustic treatment, the studio will need ventilation and therefore installation of a fan which will serve as an air conditioner.<sup>34</sup>

The day-to-day running of the station stops with the station manager. He or she is to ensure that volunteers undergo regular training to build their capacity, encourage the creativity of the volunteers on issues that can help promote independent journalism, to also encourage the volunteers to seek for alternative income generating activities so as not to become dependent on the retainer issued by the station. The station manager will have to care for the many needs of the radio (salaries, equipment, and funds for special programs) and ensure that the staffs have enough material and serenity to work well. The success of a radio station depends on the way it is managed.<sup>35</sup>

---

<sup>34</sup> Robert packs , *community radio technical manual*, 4-5

<sup>35</sup> J.M Brosseau, J.Soncin, *The Art of Radio*, 76

### 6.1.1 Crafting and Budgeting

The station budget shall include money for the equipment such as: a console, studio microphones, a telephone line, a computer, tables, chairs, money for the daily maintenance of equipment such as fuel for the generator to run the station in case of power blackout, and licensing fees for the station.

The following budget has been borrowed for the South African Community Radio Technical Manual under a thesis dubbed "Community Radio for Peace in Northern Uganda" by Raimundo Litos Jose.

ACTIVITY	WORK BREAKDOWN	DURATION	COSTS IN KSHS
Planning and presentation of concept	-initial meeting with relevant stakeholders such as the youth group leaders, government officials, media professionals and opinion leaders	3days	
Location of station site and licenses	Preferably on the centre of Nairobi.	1 week	
	Acquisition of broadcasting permit issued by the Ministry of Information	1 week	
	Application of Transmission license from Communications Commission of Kenya	1 Day	1,000
Training and Formation	Recruitment of personnel according to selected criteria	3 Weeks	

	Training of short listed candidates on the basics of radio, media messages and democracy and governance.	3 Months	105,000 at 35,000 per Month
Construction of the Radio station	The community radio station will be constructed using the money from the Ministry of Information and Communication which part and parcel of tax payer's money	4 Months	1,300,000
Equipment and Installation	1 Unit 40-Watt Transmitter(exciter) 1 Unit 100-Watt Booster 1 Set Antenna system dipole 1 Unit 8 Channel Mixer 1 Unit Amplifier 2 Unit Tape Deck Broadcast CD Player Broadcast Microphones with stands 3 Headphones 3 Minidisk Players Patch bay or jack Field Audio Amplifier 3 Desktop Computers Office Furniture ( tables, chairs, benches) 1 Mast	2 Months  (depending on the Budget)	110,000  70,000 21,000  30,000 18,000 23,000 45,000  105,000  700 30,000  40,000 20,000  90,000 20,000  18,000

	DAT Recorder		90,000
	Technical Installation		20,000
	Transport for the duration of two months		15,000
Salaries and stipends	Station Manager	Per Month	50,000
	1 Technician	Per Month	40,000
	Volunteers( Producers, Presenters and News Editor	Per Month	30,000
	Support staff( Messenger, Cleaner, Security from youth Group	Per Month	20,000
Quarterly capacity building Trainings	All Staff	After every four Months	25,000
Local contributions	Land and buildings		
Contingency	3%		68,001
Grand total			2, 404,701

### 6.1.2 Monitoring and Evaluation

Monitoring is the systematic, regular collection and occasional analysis of information to identify and possibly measure changes over a period of time. Evaluation is the analysis of the effectiveness and direction of an activity or project and involves making a judgment about progress and impact.<sup>36</sup> Monitoring and Evaluation is necessary as an on-going process of this project as it will measure if the project has accomplished the said objectives within the given period.

<sup>36</sup> F.W.Mulwa, "Project monitoring and Evaluation" class notes, Community Development, 2009.

Monitoring and Evaluation is also necessary to monitor progress of the station in order to see if the station is accomplishing its desired changes in the society and ensure accountability and sustainability of the project.

Another importance of monitoring and evaluation is that, it enhances accountability. For any community based project the show-runners are accountable to the community for the resources injected into the project. Access to information is a prerequisite for accountability. Without institutional mechanisms, it is difficult to sustain citizens engaged for poverty reduction.<sup>37</sup>

### **6.1.3 Methodology of Monitoring and Evaluation**

The project proposes that the process of monitoring and evaluation shall be carried out by the Volunteers at the station in partnership with the civil societies and other key stake holders such as the members of the community on a regular basis. This will be done through radio listening Groups which will form the focus group discussions, interviews with the residents and Participant observation of the residents for Content analysis.

---

<sup>37</sup> D, Narayan, Empowerment, and Poverty Reduction: A source book, 42-43

TYPE OF EVALUATION	TIMING	PURPOSE	TYPE OF INFORMATION	PRIMARY USER	WHO COLLECTS INFORMATION
Baseline survey	Before Project initiation	To act as a feasibility study to see the viability of the community radio. In this case, it has been carried out as seen in the previous chapter.	Baseline data. The data will include all the mission and vision statement and the strategies for achieving the purpose of the existence of the project.	The researcher Donor Nairobi Residents through Non-Governmental Organizations , civil societies.	The Researcher and the community in this case the residents of Nairobi
On - going Evaluation	When Know your Rights F.M is already on air	To assess the progress and efficiency	Programming content Effects of programming Financial status	Staff of Know your rights FM Residents of Nairobi	Audience research Volunteers Residents of Nairobi.

		y of radio station Make necessary improvements	and accountability.	Donors	
Post Project and Impact Evaluation	The life of community radio stations the world over cannot be quantified as the process of social transformation can take decades upon decades. however, every ten years the project can go through an intense evaluation	Assess long term and short term effects Assess impact to justify resources Establish Sustainability of Know your rights fm	Programming content Effects of programming Financial status and accountability.	Staff of know your rights FM Residents of Nairobi Donors Government External and Internal Evaluators.	Auditors Know Your Rights FM Staff Residents of Nairobi.

#### 6.1.4

### GENERAL CONCLUSION

Journalists are very important people in any society. Many at times those who watch the news they present are not aware of the challenges faced by those professionals. It is the responsibility of each and every one of us to help the journalists to be more professional in their work.

Many scholars have said that education is the key to success but people must adopt and adapt to the reading culture so as to hold journalists accountable and responsible for their actions instead of condemning the journalist. Indeed, if the society did not exist journalist would not exist either. Therefore it is the duty of all us to help journalists be independent in their work by refusing to be taken for a ride by the politicians and any other person who tries to pursue his or her interest in the name of informing the society.

According to the interviewed journalists, they would like the society to know the journalistic code of conduct so as to be able to challenge the journalists. It will also be an opportunity for journalists to come out of slavery cocoons of their employers and educate the masses on what to do that would help them become more independent and critical in their work. The lost credibility of journalists can be returned by the same people working in the media by demanding that all those who are not qualified as media profession to consider attending media courses.

## CHAPTER THREE

### 4.0.0 Introduction

Communication theories try to explain media in all its complexity. Although there exists a variety of media theories, this chapter will explore some media theories which could help in promoting independent journalism in the country.

### 4.1.0 Normative Theory:

According to Denis Mc Quails in (*Theories of Mass Communication*) (2000:161) the theory tries to highlight what is expected of the media, in terms of promoting at least four main objectives:

- i Maintaining a constant surveillance of events, ideas and persons active in public life, leading both to a flow of information to the public and exposing violations of the moral and social order.
- ii Providing an independent and radical critique of the society and its institutions.
- iii Encouraging and providing the means for access, expression and participation by as many different actors and voices, as is necessary or appropriate.
- iv Contributing to shared consciousness and identity and real coherence of the community as a whole as well as its component groups.

#### 4.1.2 The Media Freedom Theory

Denis Mc Quails in *Theories of Mass Communication* (2000: 148) on Media freedom theory which is the second in this chapter suggests that freedom of communication has a dual aspect: offering a wide range of voices and responding to a wide ranging demand or need. Similar remarks apply to the cultural provision of media where independence will be associated with other things such as being equal with creativity, originality and diversity. Media freedom calls for a number of key important issues:

- i. Absence of censorship, licensing or other controls by government so that there is an unhindered right to publish and disseminate news that a journalist wishes to disseminate. In this way, journalists will inform the masses objectively without fear of intimidation.
- ii. The equal right and possibility for citizens of free reception of (and access to news) news, views, education and part of culture (this is part of what has come to be known as right to communicate. It is indeed, the right of every person to have access to the right information so as to make the right choices in relation to their lives.
- iii. Freedom for news media to obtain information from relevant sources.
- iv. Absence of concealed influence from media owners or advertisers on news selection and on opinions expressed. Media owners should not inter fear with editorial departments of their organizations for credibility and professionalism among the media practioners.

- v. An active and critical editorial policy in presenting news and opinions and a creative, innovative and independent publishing policy in respect of art and culture. These issues will help in creating a cordial atmosphere full of well informed citizens.

The following are some of the main public benefits of media freedom.

- a. Systematic and independent public scrutiny of those in power and an adequate supply of reliable information about their activities (this refers to the watchdog or critical role of the media). The media being the checks and balances on behalf of the society, which tries to promote accountability and transparency. Public scrutiny by the media can only be achieved through a well informed society that will help the media to play its role effectively and efficiently.
- b. Stimulation of an active and informed democratic system and social life.
- c. The chance to express ideas, beliefs and views about the world. This point has well been documented in article 19 of the Universal declaration of human rights and it should be practiced without fear.
- d. Continued renewal and change of culture and society.
- e. Increase in the amount and variety of freedom available.

Many theorists have pointed out various ways in which the media can be helped to be independent. From a community development theory perspective, where community development is defined as the process through which a community comes together, identifies their common needs and comes up with ways through which those needs can be dealt with at a community level.

Community-driven development is broadly defined as the process of giving control of development decisions and resources to community groups. Like mentioned earlier on in the thesis that editorial decisions are made according to the values within the community members and not profit gain, like the commercial media houses.

Community-driven development can reduce poverty and other social ills through the efforts of more demand-responsive, increase efficiency and effectiveness and enhance sustainability<sup>28</sup>.

According to community development course 2009, Tangaza College, community development is defined as being the process through which a community strives to better its own standards of living through collective analysis of their situation. Identification of their needs, planning and collective action to transform whatever is undesirable in that community<sup>29</sup>.

Community development seeks to maximize use of local community resources and assets including human talents. Key to community development is participation of the community members at all levels. If the community does not take part in its development, then the process becomes a challenge because ownership of the process will also be lacking which is principal to the success of community development.

However, according to J. Watson, (*Media Communication, an Introduction to Theory and Press*) (1998:92) in his development theory that focuses on the media highlighting the good news of the society as opposed to highlighting the bad news and it also focuses on featuring the cultural values of that society. It is seen as an antidote to the bad news.

---

<sup>28</sup> D.NaRayan, Empowerment and poverty reduction, a source book, 209-210

<sup>29</sup> Class notes, on Community development 2009, Tangaza College.

In relation to the above, the media have somehow taken a turn and made bad news sound good. Evils in society are treated with such high priority such that they receive the majority of airtime that it even becomes rare to hear of the development occurring in the society.

Patrick Alumuku, (*Community Radio for Development*) (2006:39) argues that community radio comes in and demands that the developments in that society be aired because that is its sole mandate. Localizing national and international information is a vital aspect of community radio because of the aspect of proximity.

The people must feel as close to the news as possible. Community radio encourages participation by providing a platform for debate, analysis and the exchange of ideas and opinions. It also allows for the sharing of information and innovations. Community radio gives voice to the people who in general have no access or are denied access. In many societies, women, youth, ethnic and linguistic minorities are virtually ignored in community affairs. It gives voice to the voiceless after years of having been inert recipients of state and commercial broadcasts.

Journalism is a very important profession in any society. It acts as the checks and balances on behalf of every society, it is also the watchdog or the eye of the society. Those who are in such a profession ought to have a responsibility of informing, educating and entertaining the society with objectivity. An informed and well educated society is guaranteed an authentic democracy and governance.

The researcher in the chapter has recommended a community radio that he believes would help in perpetuating independent journalism.

# PROJECT PROPOSAL TO LAUNCH “KNOW YOUR RIGHTS F.M”

## COMMUNITY RADIO

### 4.1.3 Introduction

This is a proposal to set up a community radio station dubbed, “KNOW YOUR RIGHTS FM” in Nairobi. To start with, let us have a look at what is community radio and its relation to independent journalism

### 4.1.4 What is community radio?

Community radio is radio for, of and by the people<sup>30</sup>. A community is a group of people who reside in a specific locality and who exercise some degree of local autonomy in organizing their social life in such a way that they can, from that locality base, satisfy the full range of their daily needs.<sup>31</sup> Communication is indispensable to a community for through it; a community grows together, learns and lives in harmony with each other. There can be no authentic development without communication. A small community will not require a media for communication as the people are within reach.

However, as the community grows the need to have a media for communication also grows. This is what is known as the mass media. The main difference between community media and commercial or mainstream media is in the way the former is operated. Whereas the professionals are those in-charge of the day-to-day operations of commercial media from the technical aspect to the programming; the people who form the community on the other hand run the community media.

---

<sup>30</sup> Francis Chishimba, Community development, class notes 2009.

<sup>31</sup> Francis Chishimba, community development, class notes 2009.

These people are in – charge of the overall running of the media house from off-air production to on- air production. Community radio is characterized by the active participation in the whole process of creating news information, and cultural programming with emphasis on local issues and programming.<sup>32</sup>

In this paper, the researcher deliberately chose radio as the medium to facilitate community media within Nairobi due to the fact, that radio has greater advantages over any other electronic medium. These advantages include: the affordability of the radio in terms of purchase and maintenance, the operating energy is cheaper, that radio can be powered by affordable batteries, radio serves as an accompaniment, that is, one can use the radio while engaging in other activity such as domestic duties.

A community radio station is one that is operated in the community, for the community about the community and by the community.<sup>33</sup> A community radio station allows the members of that community to address their own issues using participatory radio thus empowering the community. In essence, when a community participates, they are exercising their freedom and this will in turn bring about a revolution in that community.

---

<sup>32</sup> P.T.Alumuku, *Community Radio for Development: The World and Africa*, 46.

<sup>33</sup> L.Tebing, UNESCO, *How To Do Community Radio*, 9

### **5.0.0 Project Background and justification**

The project background for “KNOW YOUR RIGHTS F.M” will discuss the need for this project in its proposed locale, the feasibility study carried out, its target audience and expected outcome.

#### **5.1.0 Need for “KNOW YOUR RIGHTS F.M” community radio station**

From ancient times communication has made it possible for people to develop through the exchange of ideas. There can be no development without communication. It is through it that we become wholly human. As the old wise saying goes “no man is an island,” to any community, the need to communicate becomes inevitable if that community is to know how to develop itself. As seen in the paper the challenges faced by Kenyans due to dependency of journalists, yet Kenya has a lot of potential to become one among the many developed nations but due to interference within the watchdog profession by selfish individuals.

Kenyans are still feeling the pinch of bad principles of democracy and governance. It is high time for Kenya to come out of the cocoon of under development to greater heights among other developing countries.

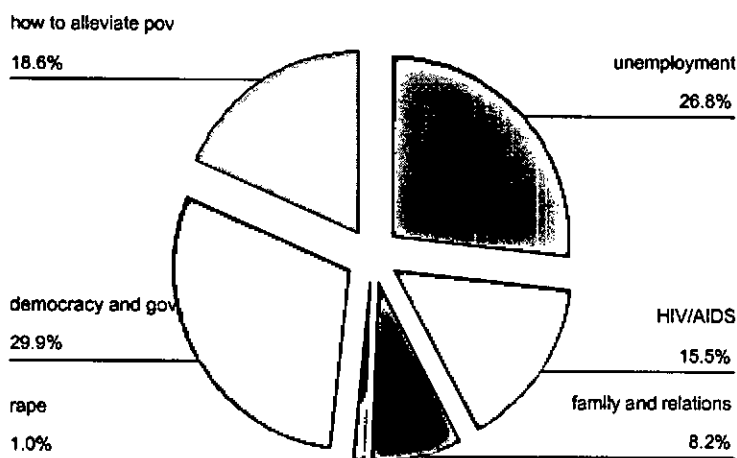
One very effective way, as seen in the paper is through community radio, (which is radio for, of and by the people). This project proposes KNOW YOUR RIGHTS F M as the name suggests the radio station will focus on issues that can empower people to hold those informing, educating and entertaining them accountable in cases of being partisan or irresponsible actions.

### 5.1.1 Feasibility study

With reference to the previous chapter, there is need to launch a community radio station in Nairobi. It is in that same chapter that we found that people listen to radio and that they would like the radio to shift the focus from entertainment to more educational matters that would help in empowering the masses. That would challenge the journalists to be more objective in their reporting. As a matter of fact, the interviewed journalists agreed to the fact that indeed community radio would be the right tool to promote independent journalism.

The researcher asked the respondents what kind of issues they would want addressed by this community radio station and this is what they said.

Distribution of Respondents on the issues they would want addressed



Democracy and governance stood out in the pie chart because for any society to progress, people must be well informed and educated on matters relating to governance. Therefore, if we are to tackle the problems faced by the journalists, then we must start with issues that deal with democracy and governance.

### **5.1.2 Target Group and Justification**

The target group for “KNOW YOUR RIGHTS F.M” community radio station is the youth aged 18-22, reason being that these are the majority of youth in the country and they form a very influential part of being agents of change in the country. Also it is this age group that a lot of changes are bound to occur within the youth also, it is in this age group that the youth move from free primary education to secondary and then to tertiary education. Due to financial challenges, not many of these young people actually make it to the next level of education because the higher the level of education, the higher the fees making it unaffordable to most of them. Also another segment that it will target would be the journalists for it will highlight some of the misconducts done by the journalist as they carry out their tasks.

### **5.1.3 Expected outcome**

This is a long term project that is hoped will instigate a positive behavior change among journalists as they carry out their duties. It is intended that journalist will focus more on local and offer solutions to some of the problems faced by the Kenyans in relation to democracy and governance. This will create a more informed and educated society that will see Kenya having transforming leaders instead of transactional leaders.

#### **5.1.4 Objectives of the project**

This project proposal has three main objectives namely:

- a. To see a more informed and educated society that holds its media accountable to its actions.
- b. Journalists to uphold their ethical standards so as to serve Kenyans objectively.
- c. Social transformation of the lives of Kenyans who are victims of bad government practices.

#### **5.1.5 Approaches**

The very process of setting up community media and manage it in a participatory way is

Per se a way of empowerment this is how this project aims to achieve the set objectives:

#### **6.0.0 Programming Approach**

In the first objective, that of educating the public, the project aims to achieve this through the Content that will be aired in the radio station. The central focus of the content will be that of Democracy and Governance and how to help journalists to be independent. The program content will include issues such as poverty reduction, unemployment, how to reduce dependency syndrome between Kenya and the Developed nations, HIV AIDS prevalence, corruption, under development.

### 6.1.0 Technical Approach

The station shall have two studios, one for broadcast and the other as a production studio. The broadcasting studio will mainly cater for the content that directly goes on air as “live” where as the production studio will be used for recordings. The production studio will also be used as a back-up studio for the broadcast studio. This is highly important because for one reason or the other, the on - air studio can go off or when it is being repaired or going through routine maintenance.

The studios will be padded with egg shell trays for acoustic treatment which will serve as soundproof in order to produce quality sound. Due to this acoustic treatment, the studio will need ventilation and therefore installation of a fan which will serve as an air conditioner.<sup>34</sup>

The day-to-day running of the station stops with the station manager. He or she is to ensure that volunteers undergo regular training to build their capacity, encourage the creativity of the volunteers on issues that can help promote independent journalism, to also encourage the volunteers to seek for alternative income generating activities so as not to become dependent on the retainer issued by the station. The station manager will have to care for the many needs of the radio (salaries, equipment, and funds for special programs) and ensure that the staffs have enough material and serenity to work well. The success of a radio station depends on the way it is managed.<sup>35</sup>

---

<sup>34</sup> Robert packs , *community radio technical manual*, 4-5

<sup>35</sup> J.M Brosseau, J.Soncin, *The Art of Radio*, 76

### 6.1.1 Crafting and Budgeting

The station budget shall include money for the equipment such as: a console, studio microphones, a telephone line, a computer, tables, chairs, money for the daily maintenance of equipment such as fuel for the generator to run the station in case of power blackout, and licensing fees for the station.

The following budget has been borrowed for the South African Community Radio Technical Manual under a thesis dubbed “Community Radio for Peace in Northern Uganda” by Raimundo Litos Jose.

ACTIVITY	WORK BREAKDOWN	DURATION	COSTS IN KSHS
Planning and presentation of concept	-initial meeting with relevant stakeholders such as the youth group leaders, government officials, media professionals and opinion leaders	3days	
Location of station site and licenses	Preferably on the centre of Nairobi.	1 week	1,000
	Acquisition of broadcasting permit issued by the Ministry of Information	1 week	
	Application of Transmission license from Communications Commission of Kenya	1 Day	
Training and Formation	Recruitment of personnel according to selected criteria	3 Weeks	

	Training of short listed candidates on the basics of radio, media messages and democracy and governance.	3 Months	105,000 at 35,000 per Month
Construction of the Radio station	The community radio station will be constructed using the money from the Ministry of Information and Communication which part and parcel of tax payer's money	4 Months	1,300,000
Equipment and Installation	1 Unit 40-Watt Transmitter(exciter) 1 Unit 100-Watt Booster 1 Set Antenna system dipole 1 Unit 8 Channel Mixer 1 Unit Amplifier 2 Unit Tape Deck Broadcast CD Player Broadcast Microphones with stands 3 Headphones 3 Minidisk Players Patch bay or jack Field Audio Amplifier 3 Desktop Computers Office Furniture ( tables, chairs, benches) 1 Mast	2 Months  (depending on the Budget)	110,000  70,000 21,000 30,000 18,000 23,000 45,000 105,000  700 30,000 40,000 20,000 90,000 20,000 18,000

	DAT Recorder		90,000
	Technical Installation		20,000
	Transport for the duration of two months		15,000
Salaries and stipends	Station Manager	Per Month	50,000
	1 Technician	Per Month	40,000
	Volunteers( Producers, Presenters and News Editor	Per Month	30,000
	Support staff( Messenger, Cleaner, Security from youth Group	Per Month	20,000
Quarterly capacity building Trainings	All Staff	After every four Months	25,000
Local contributions	Land and buildings		
Contingency	3%		68,001
Grand total			2, 404,701

### 6.1.2 Monitoring and Evaluation

Monitoring is the systematic, regular collection and occasional analysis of information to identify and possibly measure changes over a period of time. Evaluation is the analysis of the effectiveness and direction of an activity or project and involves making a judgment about progress and impact.<sup>36</sup> Monitoring and Evaluation is necessary as an on-going process of this project as it will measure if the project has accomplished the said objectives within the given period.

<sup>36</sup> F.W.Mulwa, "Project monitoring and Evaluation" class notes, Community Development, 2009.

Monitoring and Evaluation is also necessary to monitor progress of the station in order to see if the station is accomplishing its desired changes in the society and ensure accountability and sustainability of the project.

Another importance of monitoring and evaluation is that, it enhances accountability. For any community based project the show-runners are accountable to the community for the resources injected into the project. Access to information is a prerequisite for accountability. Without institutional mechanisms, it is difficult to sustain citizens engaged for poverty reduction.<sup>37</sup>

### **6.1.3 Methodology of Monitoring and Evaluation**

The project proposes that the process of monitoring and evaluation shall be carried out by the Volunteers at the station in partnership with the civil societies and other key stake holders such as the members of the community on a regular basis. This will be done through radio listening Groups which will form the focus group discussions, interviews with the residents and Participant observation of the residents for Content analysis.

---

<sup>37</sup> D, Narayan, Empowerment, and Poverty Reduction: A source book, 42-43

TYPE OF EVALUATION	TIMING	PURPOSE	TYPE OF INFORMATION	PRIMARY USER	WHO COLLECTS INFORMATION
Baseline survey	Before Project initiation	To act as a feasibility study to see the viability of the community radio. In this case, it has been carried out as seen in the previous chapter.	Baseline data. The data will include all the mission and vision statement and the strategies for achieving the purpose of the existence of the project.	The researcher Donor Nairobi Residents through Non-Governmental Organizations, civil societies.	The Researcher and the community in this case the residents of Nairobi
On - going Evaluation	When Know your Rights F.M is already on air	To assess the progress and efficiency	Programming content Effects of programming Financial status	Staff of Know your rights FM Residents of Nairobi	Audience research Volunteers Residents of Nairobi.

		y of radio station Make necessary improvements	and accountability.	Donors	
Post Project and Impact Evaluation	The life of community radio stations the world over cannot be quantified as the process of social transformation can take decades upon decades. however, every ten years the project can go through an intense evaluation	Assess long term and short term effects Assess impact to justify resources Establish Sustainability of Know your rights fm	Programming content Effects of programming Financial status and accountability.	Staff of know your rights FM Residents of Nairobi Donors Government External and Internal Evaluators.	Auditors Know Your Rights FM Staff Residents of Nairobi.

#### 6.1.4

### GENERAL CONCLUSION

Journalists are very important people in any society. Many at times those who watch the news they present are not aware of the challenges faced by those professionals. It is the responsibility of each and every one of us to help the journalists to be more professional in their work.

Many scholars have said that education is the key to success but people must adopt and adapt to the reading culture so as to hold journalists accountable and responsible for their actions instead of condemning the journalist. Indeed, if the society did not exist journalist would not exist either. Therefore it is the duty of all us to help journalists be independent in their work by refusing to be taken for a ride by the politicians and any other person who tries to pursue his or her interest in the name of informing the society.

According to the interviewed journalists, they would like the society to know the journalistic code of conduct so as to be able to challenge the journalists. It will also be an opportunity for journalists to come out of slavery cocoons of their employers and educate the masses on what to do that would help them become more independent and critical in their work. The lost credibility of journalists can be returned by the same people working in the media by demanding that all those who are not qualified as media profession to consider attending media courses.

## APPENDIX I

### BIBLIOGRAPHY

MCQUAILS Denis, *Mass Communication Theory Fourth Edition*, Sage Publications Limited, London, 2000.

DELE, ADEBAYO, KAYODE, *Governance and Democratization in West Africa*, Russell Press, United Kingdom, 1999.

ELIZABETH, Van, Eric, *Global Poverty and Personal Responsibility*, Paulist Press, New York, 1989.

KASOMA Francis, *Journalism Ethics In Africa*, Creda Press, Nairobi, 1994.

SONCIN Jean, *The Art of Radio*, Paulines Publications Africa, Nairobi, 2001.

WATSON James, *Media Communication, An Introduction To Theory and Process*, Third Edition, Palgrave Macmillan, New York, 2008 Of 1998.

JOHN Vivian, *The Media of Mass Communication Fourth Edition*, Allyn and Bacon, Boston, 1997.

KOKI, ALING'O, *Media and Democratic Governance in Kenya*, Institute for Education In Democracy (IED), Nairobi, 2007.

LOUIS. M. Boughalt, *Mass Media in Sub-Saharan Africa*, Indiana University Press, U.S.A, 1999.

NARAYAN D, *Empowerment and Poverty Reduction*, a Source book, Washington DC, 2002.

NYERERE Julius, *Freedom and Development*, Government Press, Daresalam, 1960

ALUMUKU Tor Patrick, *Community Radio for Development*, Paulines Publications Africa,  
Nairobi, 2006.

OCHIENG PHILLIP, *I Accuse The Press*, Initiative Publishers Acts Press, Nairobi, 1992.

ROSS Howard, *Conflict Sensitive Journalism*, International Media Support, Denmark, 2008.

TEBING L, *How To Do Community Radio*, UNESCO, New Delhi, 2005.

## **REPORTS**

WORLD BANK, HARVARD UNIVERSITY, *Who Owns The Media*, 28<sup>th</sup> March 2008.

## **DOCUMENTS**

The Constitution of Kenya, Section 79 Revised 2001(1998).

The Kenya Penal Code of May 2000 section 181.

Kenya Communications A (mendment) Act 2008 section 46 H (i) 86(1: a, b, c)

## **PAPERS**

Mutegi Njau, *Feeling The Pinch*, A Paper presented to the media law and Ethics Workshop, in  
28<sup>th</sup> March 2008, Nairobi.

## **ACCESSED WEBSITES**

[www.idrc.ca/aler](http://www.idrc.ca/aler) accessed 25th February 2010.

[www.journalism.co.uk/editors/20/08/2008](http://www.journalism.co.uk/editors/20/08/2008) journalism-in-Africa- Kenya. Accessed 25<sup>th</sup> February, 2010.

[www.nytimes.com/2008/01/17worldkenya](http://www.nytimes.com/2008/01/17/worldkenya). Accessed 27th, February, 2010

[www.freedomhouse.org](http://www.freedomhouse.org) Accessed 25th February 2010.

## **UNPUBLISHED SOURCES**

Brenda Otindo , Introduction to Journalism, class notes, 2008.

Esther Kamweru, News gathering and Reporting, class notes, 2008.

Francis Chishimba, Community Development, class notes, 2009.

Francis Mulwa, Project Monitoring and Evaluation, class notes, 2009.

## **Accessed News Papers**

Standard news paper, 2<sup>nd</sup> March, 2006.

Standard news paper, 2<sup>nd</sup> March, 2007

Standard news paper, 12<sup>th</sup> January, 2009.

## APPENDIX II

### COMMUNITY RADIO AS A TOOL FOR PROMOTING INDEPENDENT JOURNALISM

I am a student from Tangaza College a constituent of Catholic University of Eastern Africa. I am carrying out a research on how Community Radio could be used as a tool for promoting independent journalism in the country. The information you give is for academic purposes and will be treated with utmost confidentiality. Thank you so much for your participation.

1. How old are you? ( tick one)

18- 22

22- 24

24-26

26- 28

2. Do you have access to radio? (Please tick one)

Yes

No

3. How many hours on an average day do you spend listening to radio? (please tick one)

Below 3hrs

6hrs

9 hrs

12 hrs

15hrs

Over 16 hrs

4. What radio stations do you listen to? (please number in the order of preference) 1,2,3 e.t.c

KBC

KISS 100 F.M

EASY F.M

BBC RADIO

CLASSIC 105 F.M

CAPITAL F.M

HOPE F.M

WAUMINI F.M

HOMEBOYZ RADIO

CITIZEN RADIO

Others .....

5. I listen to radio for ( please tick one)

Information

Entertainment

spiritual nourishment

Education

Passing time

others.....

6. Who determines what you listen on radio? ( please tick one)

Myself

my parents

my brothers and sisters

friends

7. Are journalists ethical in their work? (Tick one)

All the time

most of the time

sometimes

Never

Not sure

8. Are journalists free from any influence? (Tick one)

Yes  No

Explain

.....  
.....  
.....  
.....  
.....

9. I think journalist are guided in their work by ( number in the order of priority 1, 2, 3)

Ethics  Profit  Ethnicity  Social Responsibility  social class

Deadline and pressure

10. I most trust ( number in the order of priority 1,2, 3)

Judiciary  parliament  cabinet/ministers  church  journalists'

Others.....

11. Whose responsibility is it to correct journalists when they appear unethical ( number in the order of priority 1, 2,3)

Journalists'  judiciary  parliament  cabinet/ ministers  church

Society  all

Others .....

12. Have you ever heard of a community radio? (Tick one)

Yes  No

13. Can community radio help in promoting independent journalism? (Tick one)

Agree  strongly agree  disagree  strongly disagree

14. Is the media independent? ( please tick one)

Yes  No

15. What suggestions do you have that would help in promoting independent journalism?

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

16. 80 % of the media content now days is based on Entertainment?( Tick one please)

Agree  strongly agree  disagree  strongly disagree

17. 80% of the media content is Informative? (Please tick one)

Agree  strongly agree  disagree  strongly disagree

18. 80% of the media content is Educative ?(please tick one)

Agree  strongly agree  Disagree  Strongly Disagree

19. What kind of issues would you want addressed by the community radio station?  
(Please tick one)

Unemployment  HIV/AIDS  family and relationships  rape

Democracy and governance  how to alleviate poverty  others

## **APPENDIX III**

### **INDEPTH INTERVIEW/FOCUSS GROUP DISCUSSION.**

#### **The questions for the in-depth and focus Group Discussion:**

- 1 Can Community radio help in promoting Independent journalism in the country?
- 2 Why are journalists not independent?
- 3 How can journalists be independent?

#### **Participants in the interviews**

- a) Francis kanyama
- b) Janak Otieno.
- c) Alice Kimani
- d) Baron Ochieng
- e) Ann Msalame
- f) Eunice Aoko

## TABLE OF CONTENTS

DEDICATION.....	I
ACKNOWLEDGEMENT .....	II
STUDENT DECLARATION.....	III
QUOTE.....	IV
GENERAL INTRODUCTION.....	1
1.0 HISTORICAL BACKGROUND OF RADIO.....	2
1.1 HISTORY OF COMMUNITY RADIO.....	3
1.2.1 RELEVANCE OF STUDY.....	4
1.2.3 DEFINITIONS OF TERMS .....	5
1.2.4 METHODOLOGY OF THE RESEARCH.....	6
1.2.5 STRUCTURE OF THE THESIS.....	6
CHAPTER I	
2.0.0 SOCIOLOGICAL ANALYSIS AND LITERATURE REVIEW.....	7
2.1.0 INTRODUCTION.....	7
2.1.1 THE CHALLENGES OF MAINTAINING MEDIA AS A BUSINESS AND AS A PROFESSION.....	12
2.1.2 IMPACT OF RESTRICTIVE LAWS AND CONTROLS BY THE GOVERNMENT ON THE MEDIA.....	16
2.1.3 THE CONSTITUTION OF KENYA .....	16
2.1.4 THE PENAL CODE.....	16
2.1.5 THE NEED FOR ETHICS IN JOURNALISM.....	20

## CHAPTER II

3.0 INTRODUCTION.....	24
3.1.0 RESEARCH METHODS.....	25
3.1.1 SAMPLING CRITERIA.....	25
3.1.2 SURVEY DATA COLLECTION .....	26
3.1.3 DATA ANALYSIS AND INTERPRETATION.....	26
3.1.4 IN-DEPTH INTERVIEW/ FOCUS GROUP DISCUSSION.....	41

## CHAPTER III

4.0.0 INTRODUCTION.....	47
4.1.0 NORMATIVE THEORY.....	47
4.1.2 THE MEDIA FREEDOM THEORY.....	48
4.1.3 INTRODUCTION TO PROJECT PROPASAL.....	51
4.1.4 WHAT IS COMMUNITY RADIO? .....	51
5.0.0 PROJECT BACKGROUND AND JUSTIFICATION.....	53
5.1.0 NEED FOR “ KNOW YOUR RIGHTS F.M” COMMUNITY RADIO.....	53
5.1.1 FEASIBILITY STUDY.....	54
5.1.2 TARGET GROUP AND JUSTIFICATION.....	55
5.1.3 EXPECTED OUTCOME .....	55
5.1.4 OBJECTIVES OF THE PROJECT.....	55
5.1.5 APPROACHES.....	55
6.0.0 PROGRAMME APPROACH .....	55
6.1.0 TECHNICAL APPROACH.....	56
6.1.1 CRAFTING AND BUDGETING.....	56
6.1.2 MONITORING AND EVALUATION.....	59

6.1.3 METHODOLOGY OF MONITORING AND EVALUATION .....60

6.1.4 GENERAL CONCLUSION .....62