

**ASSESSING THE ROLE OF COMMUNITY RADIO STATIONS
IN FACILITATING DEVELOPMENT: A CASE STUDY OF
FORTE FM IN THE EASTERN CAPE PROVINCE**

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University of Fort Hare
Together in Excellence

**Assessing the role of community radio stations in facilitating development: A
case study of Forte FM in the Eastern Cape Province**

BY

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Declaration

I, Mawokomayi Betina, student number; 201608375 hereby declare that the dissertation entitled **“Assessing the role of community radio stations in facilitating development: A case study of Forte FM in the Eastern Cape Province”** hereby submitted by me, has not previously been submitted for a degree at this or another institution, and that this is my own work in design and execution. All reference materials contained therein have been duly acknowledged.

Signature _____

Date _____

Dedications

This dissertation is dedicated to the Lord who has given me the strength to complete this study. I also dedicate this dissertation to my pastor, my mother, my sisters and my fiancée' for the support they have given me in life.

Acknowledgements

I wish to express my heartfelt thanks to Govan Mbeki Research Development Centre (GMRDC) for financial support that enabled the completion of this study.

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Abstract

Community radio stations play an important role in the development of their communities. Forte FM is a community radio station located at University of Fort Hare Alice campus and was established to facilitate development in communities within the Amathole district municipality. Alice, a small rural town under Raymond Mhlaba Municipality, is one of the communities under the coverage of Forte FM. This study assessed the role that Forte FM plays in facilitating the development of Alice community. The study adopted a mixed method design in which questionnaires and interviews were used to collect primary data. The study findings show that although Forte FM is faced with serious financial challenges, it contributes to the development of Alice in various ways which includes providing the community with agricultural information, health information, promoting local culture, equipping the community with skills, promote local artists and sports personnel and educational programmes. The findings also revealed that the community is involved in the management of some aspects of the station's operations through a board which is elected annually by the community itself. The results indicate that the radio station involve some community members in programming as experts on some topics or as people who have experienced an ordeal so they could share their experiences and advice other people how to manage similar situations. However, there is need to involve the community in the whole production process. The respondents' attributed poor levels of community participation in programming to insufficient funds. The study recommends that Forte FM should lobby members of the community to fund the production of programmes since the station belongs to the community. This will enhance the sense of community ownership towards the radio station.

Key words: community development, community radio, management, participation, programming

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List of Abbreviations and Acronyms

AIDS	Acquired Immunodeficiency Syndrome
AMARC	The World Association of Community Radio Broadcasters
ANOVA	Analysis of Variance
ANC	African National Congress
ANCR	Alfred Nzo Community radio
ANCYL	African National Congress Youth League
BCR RAM	The broadcast research council of South Africa Radio Audience Measurement
CLP	Community Level of Participation
DA	Democratic Alliance
DoC	Department of Communications
DOC	Department of Communications
EC	Eastern Cape
EFF	Economic Freedom Fighters
EFA	Exploratory Factor Analysis
FAO	Food and Agriculture Organisation of the United Nations
FGM	Female Genital Mutilation
FXI	The Freedom of Expression Institute
GCSI	Government Information Communication Service
HIV	Human Immunodeficiency Virus
IBA	Independent Broadcasting Authority
ICASA	Independent Communications Authority of South Africa
ICDS	Integrated Child Development Scheme
ICTs	Information and Communications Technologies

KZN	Kwazulu-Natal
MDDA	Media Development and Diversity Agency
MS Excel	Microsoft Excel
NCRF	National Community Radio Forum
NGO's	Non-Governmental Organisations
OSF-SA	Open Society Foundation for South Africa
RAMS	Radio Audience Measurement Survey
SABC	South African Broadcasting Corporation
SADC	Southern African Development Community
SATRA	South African Telecommunications Authority
SMEs	Small and Medium Enterprise
SMM's	Small, Medium and Micro Enterprises
SPSS	Statistical Package for Social Sciences
SRC	Student Representative Committee
Stats SA	Statistics South Africa
UFH	University of Fort Hare
UN	United Nations
UNESCO	United Nations Educational, Scientific, and Cultural Organisation
WHO	World Health Organization

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.1 Introduction

The study assesses the role of community radio stations in facilitating community development. Community radio stations play a pivotal role in promoting development at grassroots level. Community radio stations are mandated by the Independent Communications Authority of South Africa (ICASA) to develop their communities through provision of programmes that cater for the needs of their respective communities. The South African Broadcasting Act of 1999 clearly states that community broadcasting must broadcast content that “highlight grassroots community issues, including, but not limited to, developmental issues, health care, basic information and general education, environmental affairs, local and international, and the reflection of local culture”. In order to fulfil this mandate, it is therefore, important for community radio stations to ensure diversity in their programming to cater for the needs of their communities.

South Africa still faces many challenges which include high levels of unemployment, gender based violence, poverty, and an impacting HIV/AIDS. To bring about social change in these areas requires grassroots participation and a robust community media which focuses on improving the lives of the poor (Weinberg, 2001). The social issues above are normally dealt with by community radio stations as evidenced by their programming. Fraser & Restrepo-Estrada (2002:70) stresses that community radio stations specifically “deal with local issues in the local languages and cultural context, relating to local problems and concerns, and aiming to help the community develop socially, culturally and economically”. This implies that community radio stations are better positioned to facilitate community development and bringing about social change. Communication is important for any development activity hence, the Food and Agriculture Organisation (FAO) slogan states that “there is no development without communication” (Balit, 1988). Community radio is widely used as a medium for development communication. Thus, community radio stations are vital in communities.

However, because of financial constraints, some community radio stations are shifting from fulfilling their mandate of developing communities and being less representatives of communities (Jansen, 2009). The financial challenges hinder

them from broadcasting programmes that are developmental and no longer involve the local communities in decision making. The Deputy Minister of Communication Stella Ndabeni-Abrahams in 2013 also expressed concern that some community radio stations have adopted a commercial model of broadcasting moving away from their mandate of playing a developmental role (Rumney, 2014). Therefore, this study seeks to assess the role of Forte FM in fulfilling its mandate of facilitating community development at grassroots level in Alice, a rural town under Raymond Mhlaba Municipality in the Eastern Cape Province.

1.2 Brief background of Forte FM

Forte FM is a community radio station located at the University of Fort Hare (UFH) in Alice, in the Eastern Cape (EC) and mainly serves the Amathole District Municipality and surrounding communities (Manyozo, 2009). The station broadcasts on 88.2 MHz.6 FM from UFH and its broadcasting footprint covers areas like Alice, Kei Mouth, Bisho, King Williams Town and Port Alfred and East London (Forte FM, 2016). The station is mandated by ICASA to broadcast in three languages with isiXhosa taking the first priority at (80%), English (15%) and Afrikaans (5%) but the English broadcasting percentage has been increased to (20%). The station is currently not broadcasting in Afrikaans. The station broadcasts 24 hours a day and has a huge listenership of about 160 000 people.

Forte FM started operating in 1992 and was run by a group of communication students with the assistance of the then Student Representative Council (SRC) (Gaqa, 2002). Unfortunately, there emerged conflicts between the students and the SRC on who management and control and this led to the closure of the station. Prior to its closure, the station faced serious financial challenges. However, with the intervention of Radio 702 in Gauteng province which then donated broadcasting equipment, with the SRC and UFH donating money towards the revival of the station (Gaqa, 2002). The station was re-opened in 2008 Forte FM eventually secured a licence and began broadcasting on 21 January in 2008. The station was started as a development initiative to aid the development of Amathole District Municipality (Seti, 2013). The staff of Forte FM is composed of a few permanent employees and a pool of volunteers who come from surrounding rural communities such as Seymour, Fort Beaufort, Middle drift, Ntselamanzi and Adelaide.

However, there is a dearth of literature on the role that Forte FM plays in aiding development of Alice. Currently, there are no studies done on the contribution of this station to the improvement of people's lives within Amathole District. Thus, this study fills the gap in literature with regards to the role played by community radio station in development.

1.3 Statement of the problem

The community broadcasting sector forms part of South Africa's three tier broadcasting system, commercial and public broadcasting included. The Broadcasting Act of 1999 states that "community broadcasting is regarded as distinct broadcasting service dealing specifically with community issues which were not normally dealt with by other broadcasting services covering the same area". Therefore, community radio stations should play their part in facilitating development at grassroots level. United Nations Sustainable development goal number 16 mentions that everyone has the rights to access information and to participate in decision making at all levels of the society. In connection to this, community radio stations are important platform in achieving the above goal since they promote people's participation in issues that concern their development. However, there is concern that some community radio stations or community broadcasters are not fulfilling their mandate as stipulated by the Broadcasting Act of 1999 (Jansen, 2009; Rumney, 2014). If community radio stations fail to fulfil their roles, development at the local level will be slow, and more importantly freedom of speech may be compromised and participation of local people in the running of the country might not be realised. Therefore, it is imperative that research be conducted to assess the role of Forte FM in facilitating community development of Alice. This gives an overview of the contribution of the station to development.

1.4 The aim of the study

The study seeks to assess the role of Forte FM in facilitating community development of Alice, a rural town under Raymond Mhlaba Municipality in the Eastern Cape Province.

1.5 Objectives of the study

The study seeks;

- To establish the developmental programmes that Forte FM broadcasts.
- To determine the perceptions of the community on the contribution of Forte FM in facilitating community development.
- To determine the extent to which the community participates in programming and management of Forte FM.
- To determine challenges that hinder Forte FM from playing its role of facilitating community development.

1.6 Research questions

The study seeks to answer the following research questions;

- What are the developmental programmes that Forte FM broadcasts?
- What are the perceptions of the community on the contribution of Forte FM in facilitating community development?
- To what extent does the public participate in programming and management of Forte FM?
- What are the challenges that hinder Forte FM from playing its role of facilitating community development?

1.7 Delimitation of the study

The study assessed the role of Forte FM in facilitating the development of Alice. The study focused on Forte FM since it has a larger broadcasting footprint, and has a spatial coverage of Amathole District Municipality and surrounding areas. The station has a huge listenership of 160 000 people as compared to other community broadcasting media. Forte FM is a community radio station situated in Alice, a small rural town under Raymond Mhlaba Municipality. Three hundred and seventy five (375) questionnaires were distributed to listeners of Forte FM who resides in Alice due to the nature and limited time to complete the study. Only four (4) Forte FM personnel were interviewed. The United Nations Educational, Scientific and Cultural Organization (UNESCO) approach to development and Day's (2009) Framework for audience participation in mass media were used to guide the study.

1.8 Research design

The study adopted a mixed design which involved the use of both qualitative and quantitative research methods. It was significant for this study to use this design because it answered the above-mentioned research objectives satisfactorily. Cresswell (2014:4) argues that “the core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone”. The instruments used for data collection were structured interviews and questionnaires.

The researcher used both purposive and convenience sampling techniques in selecting the sample for the study. The aim of purposive sampling was to select key informants on the basis that they can provide detailed information that helps in answering the research questions (Lodico, *et al.*, 2010). The researcher purposively selected four Forte FM’s personnel including the programmes manager, a news anchor, a presenter and a volunteer who works at the station for interviews. The participants were asked questions relevant to the research objectives. Some of the questions were on how the station empowers the audience to contribute in programming, management and how they offer people the opportunity to air their views and concerns.

The researcher designed and distributed questionnaires to Alice residents who listen to Forte FM with the help of two research assistants. A total of 375 questionnaires were distributed but only 340 questionnaires were returned. The researcher used convenience and purposive sampling in selecting the respondents for the questionnaires. The researcher visited small local businesses which included hair salons and outdoor markets, University of Fort Hare student residences, student entertainment centre and classrooms to collect data. The questionnaires had both closed ended and open ended questions. Quantitative data was analysed, interpreted, and presented using Microsoft Excel (MS Excel) and the Statistical Package for Social Science (SPSS). Qualitative data on the other hand was analysed using thematic analysis guided by phases identified by (Braun & Clarke, 2006).

1.9 Description of study area

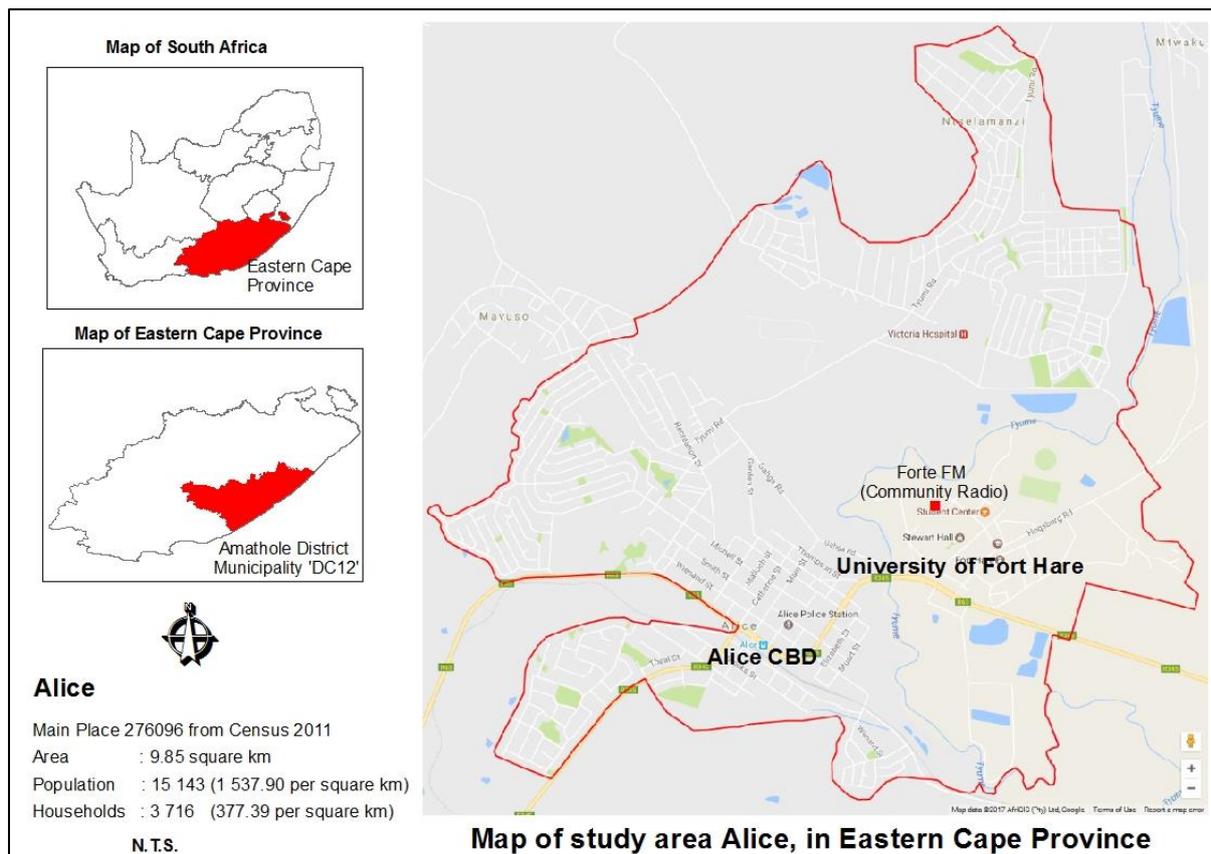


Figure 1.1 Location of study area

Source: Edited by Author, 2017

The study was conducted in Alice as shown in figure 1.1. Alice is a small rural town in Raymond Mhlaba local Municipality which falls under the Amathole District Municipality. Alice lies on the South-Western bank of the Tyume River, West-Northwest of East London at an elevation of 1,720 feet (524 m) (Encyclopaedia Britannica, 2008). Alice evolved from a mission station established by the Glasgow Missionary Society for the Xhosa people in 1824 and was named after Princess Alice, the daughter of Queen Victoria (Encyclopaedia Britannica, 2008). The census conducted in 2011 shows that Alice has a population of approximately 15 143 people (Stats SA, 2011). Raymond Mhlaba Municipality formally Nkokobe Municipality, has a population of 127 115 of which 72% dwell in rural villages. The economy is largely driven by the agricultural sector which includes crop production, citrus and forestry. There is high rate of unemployment which results in high levels of poverty in the area (Nkonkobe Municipality IDP, 2016/2017; Tshuma & Jari, 2013). Therefore, there is

need for community radio stations to play their role of facilitating community development in areas such as Alice.

1.10 Significance of the study

Literature indicates that there are few studies done on community broadcasting in South Africa especially on community radio audiences (Bosch, 2003; Panther, 2014; Wilkins, *et al.*, 2014). Therefore it is vital to conduct research on the operations of community radio stations to understand their role in facilitating community development (Bosch, 2003). This study will therefore fill a gap in literature on the roles that community radio stations play in facilitating development of their communities.

This study also aligns with the 2030 United Nations (UN) Sustainable Development goal (SDGs) number 16 which “promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”. Sustainable development goal number 16 target number 7 also states that there is need to “ensure responsive, inclusive, participatory and representative decision-making at all levels” (UN, 2015). Sustainable development goal number 16 target number 10 also states that there is need to “ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements” (UN, 2015). Community radio is relevant in ensuring people’s participation in issues that concern their own development. Therefore, this study is significant in that recommendations arising from the findings will outline strategies on how community radio stations such as Forte FM could achieve the afore-mentioned sustainable development goal through involving the communities in programming and management.

1.11 Ethical considerations

The researcher followed established research protocol by first obtaining an ethical clearance letter from the UFH before collecting data. A letter requesting for permission to conduct interviews at Forte FM was written and request was approved. The researcher ensured that the participants were unharmed and requested them to sign a consent form before filling in the questionnaires (see, Appendix 3). The

researcher presented findings accurately and fairly and acknowledged all the sources consulted both in in-text and in the reference list.

1.12 Structure of the dissertation

Chapter 1: Introduction and Background

Chapter one introduced the topic and background of the study. It focused on the role of community radio stations in development, the background of Forte FM, and the description of the study area. This chapter also discussed the problem statement, aim of the study, specific objectives of the study, research questions, and the significance of the study as well as the layout of the study.

Chapter 2: Literature review

Chapter two focused on the review of literature related to the role of community radio stations in community development, challenges faced by community radio stations in fulfilling their developmental role, the importance of participation and paradigms of development communication. This chapter also discussed the theoretical framework of the study.

Chapter 3: Methodology

Chapter three provided an in-depth description of the research process in depth and the methods used to realise the aim and objectives of the study. The chapter outlined the research design used, sampling techniques, the data collection methods, data analysis techniques and discussed ethical considerations.

Chapter 4: Data analysis, presentation, and interpretation

Chapter four focused on data analysis, presentation and interpretation of findings on the contribution of Forte FM to the development of Alice. This chapter was divided into two sections; the first section dealt with qualitative data and the second section dealt with quantitative data. Data analysis was guided by the study objectives. Qualitative data was analysed using thematic analysis and coded into different themes. Quantitative data analyses focused on descriptive analysis of respondents' demographics, places where

respondents listen to Forte FM, descriptive analysis for study measurement constructs and community perceptions on the contribution of Forte FM in facilitating community development.

Chapter 5: Summary, conclusions, and recommendations

This chapter provides the summary of the research, recommendations and conclusions based on the research findings.

1.13 Chapter summary

This chapter introduced the topic of the study by highlighting the roles that community radio stations should play in developing their communities as stipulated by the Broadcasting Act of 1999 and discussed the background of Forte FM. The chapter also outlined the problem statement, the aim, research objectives, research questions, description of the study area, research methodology, and significance of the study and the envisioned structure of the dissertation.

2. CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter started by laying out the conceptual framework that guides this study. The chapter defined various concepts used in this study namely, community, community radio, development and community development. A review of literature was done to find out what was discovered by other scholars in relation to the study objectives. Hence, literature review covered areas such as on role of media in development, the power of radio as a medium of communication, the advent of community radio in South Africa, roles played by community radio in facilitating community development, development programmes that are broadcast by community radio stations, the importance of community participation in community radio broadcasting, challenges faced by community radio stations, support for community radio in South Africa and the regulatory framework for community radio in South Africa. The chapter also discussed the paradigms of development communication and the theoretical framework that guides the study.

2.2 Conceptual framework

A conceptual framework serves as a tool to structure an inquiry. It is narratively, a map that connects the problem and possible solutions to the research problem, by explaining factors that are going to be studied such as primary concepts, research questions, variables, data collection and analysis methods, and relationship between them (Miles & Huberman, 1994; Kumar & Antonenko, 2014). The conceptual framework, therefore, explains graphically or in narrative format the steps that are taken in achieving the objectives of a study.

The researcher constructed a conceptual framework by reviewing both empirical and theoretical literature and extracting the most useful literature in addressing the research problem or objectives (Becker, 2007). Thus, Fig 2.1 shows the conceptual framework that was followed in this study.

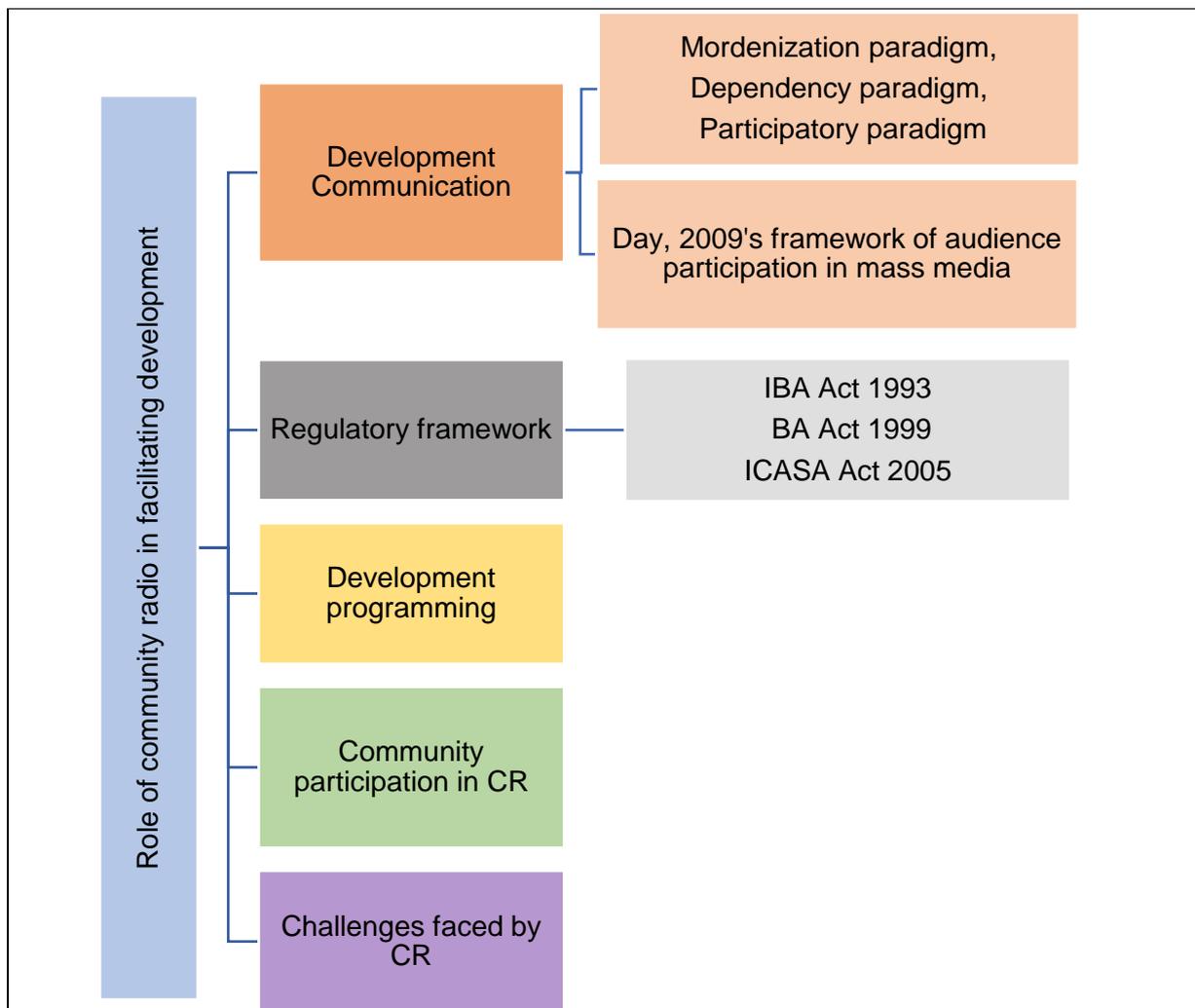


Figure 2.1 Conceptual framework for the study

Source: Author, 2017

The conceptual framework shown in Figure 2.1 highlights the road map which was followed by the researcher to assess the role that Forte FM plays in facilitating community development. The researcher reviewed literature on development communication paradigms namely modernization, dependency, and participatory paradigm to understand the role of communication in development and the role that participation plays in development. Day's (2009) framework of audience participation aided the researcher in measuring the level of participation in community radio stations. The regulatory framework aided the researcher to get insights on how the various policies and legislations prioritise and support the role of community radio in facilitating development.

2.3 Scope of the definitions

This section focuses on the major concepts that are used in the study. In this section, concepts will be defined and linked to the study. The concepts that are discussed include community radio, community, development and community development.

2.3.1 Community

The debate of what constitutes a community continues among scholars. A survey of literature shows that there is no universal definition of the term community (Khan, 2002; Theodori, 2007 Green & Haines, 2008). de Vos (1998:406) argues that “the concept community is poorly defined in literature”. Community is mostly defined in literature as locality (physical geographical location) and community of interest (common cultural heritage, language, and beliefs) (Christenson & Robinson, 1989; de Vos 1998; Frank & Smith, 1999; Bhattacharyya, 2004; Matarrita-Cascantea & Brennan, 2012). Therefore, most scholars define the word community in the same way but using different terminology. In relation to this study, the term community may refer to communities within the geographical confine that Forte FM’ s radio signal reaches since community radio is often built around concepts of access and participation (Khan, 2002).

2.3.2 Development

The term development is a broad concept which is defined in many ways. Development can be categorised in form of economic, sustainable, human and political development (Diale, 2009; Bellu, 2011:3). Bellu (2011:3) mentioned that “development is a multi-dimensional concept in its nature, because any improvement of complex systems, as indeed actual socio-economic systems are, can occur in different parts or ways, at different speeds and driven by different forces”. Choudhury (2011:1) defines development as “the change of society for betterment; it can be both social and economic change for improvement or progress”. Bellu (2011) also agrees with Choudhury that development results in improvement or change, either in the general situation of the system or in some of its constituent elements. Gran (1983) cited in Diale (2009:12) defines development “as a social and practical process which aims at the liberation of human potential so that people acquire the

maximum socially feasible and practical control of over all the available resources needed for the realisation of basic human needs and security". A survey of literature shows that although there are varied definitions of development most of them agree that development is about improving the quality of life of all the people in the society (Coetzee, 2001; Todaro & Smith, 2006:16). Thus, development is about enrichment of the lives of all people in the society.

However, the concept of participation is central to development, without peoples' participation, development cannot be realised. Development must be a process that allows people to be their own agents of change by participating in decision making that involves their development (Mark *et al.*, 2007). If a development strategy results in vigorous economic growth and political stability without changing quality of life of the people and peoples' participation, it is regarded as economic growth without development (Todaro & Smith, 2006:16). Therefore, development can only be realised if people participate and if it improves the quality of life of the masses.

Community radio is one force which can drive development in communities. Schraam (1964:44) argues that:

"By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nationwide dialogue on national policy; by keeping the national goals and national accomplishments always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centred individuals and groups, and separate developments into a truly national development".

Therefore, in the context of this study, development refers to the use of communication to improve people's lives. Communication plays a central role in facilitating development through providing people with access to information and facilitating dialogue in solving problems.

2.3.3 Community development

Literature shows that there are contestations over the definition of the phrase "community development". Bhattacharyya (2004:6) argues that "the definitions are each slightly differently worded in an idiosyncratic frenzy with no explanation as to why the particular terms were chosen". Literature shows that definitions of community development are not precise as they vary and are in most instances

influenced by the experiences of community development practitioners (Christenson & Robinson, 1989; Denise & Harris, 1989). Matarrita-Cascantea & Brennan (2012: 297) define community development as economic development (aimed at improving the community's financial resources) and human development (focus on personal development). Other scholars define community development as a process whereby community members actively participate in solving problems (Frank & Smith, 1999; de Vos, 1999).

Community development combines the idea of “community” with “development”. Matarrita-Cascantea & Brennan (2012: 297) define community development as;

“A process that entails organization, facilitation, and action, which allows people to establish ways to create the community they want to live in. Consequently, community developers harness local economic, human, and physical resources to secure daily requirements and respond to changing needs and conditions”.

In the context of this study, community development involves the use of communication to improve the lives of people in the community by involving them in their own development and it mainly focuses on social development.

2.3.4 Community radio

There are many terms that are used throughout the World to refer to community radio and these include;

“In Latin America, they are termed ‘popular radio,’ ‘educational radio,’ ‘miner’s radio,’ or ‘peasants’ radio.’ In Africa, they refer to ‘local rural radio,’ ‘community radio’. In Europe, it is often called ‘associative radio,’ ‘free radio,’ ‘neighbourhood radio,’ or ‘community radio.’ In Asia, they speak of ‘radio for development,’ and of ‘community radio,’ in Oceania of ‘aboriginal radio,’ ‘public radio,’ and ‘community radio.’” (Servaes, 1992).

Community radio has been defined in various ways. The World Association of Community Radio (AMARC) cited in Bailur, (2012:93) defined community radio as “a non-profit station, currently broadcasting, which offers a service to the community in which it is located, or to which it broadcasts, while promoting the participation of this community in the radio”. Khan (2002:4) also define community radio as “a type of radio service that caters for the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass-media broadcasters”.

Some scholars describe community radio as any broadcasting that encourages community participation in programming and management, community ownership, independent of government, uses local languages, broadcasts to a particular area, acts as a voice of the marginalised, non-profit making, open access (Fraser & Estrada, 2002; Khan, 2002; Day, 2009; Obrien & Gaynor, 2012; Panther, 2012; Girard, Van Der Spek, & Flute, 2002). Thus, Bello (2015:52) notes that the phrase “radio by the people for the people” summarizes the role that a community radio should play to be considered as a true community. However, as observed by Girard, Van Der Spek, & Flute, 2002:4), “each community radio station is a hybrid, a unique communication process shaped by a few over-arching characteristics and by the distinct culture, history, and reality of the community it serves”.

2.3.4.1 Characteristics of community radio

According to Girard, Van Der Spek, and Flute (2002:4), characteristics that all community radio stations have in common are that, they are community-based, independent and participatory.

Community-based

- “The station is based in its community and accountable to it. Usually, the community is defined geographically, although its size can range from a small town to a city, or a vast rural area covering thousands of square kilometres. Stations can also serve particular communities of interest such as women, youth or linguistic and cultural minorities.
- The legal owner of a community radio station is a local non-profit organisation, such as an NGO, educational institution, cultural association, municipality, or a partnership of such associations. The policies and objectives of a community radio station are articulated with a strong input from stakeholders within the community.

Independent

- A community radio station is independent of government, donors, advertisers or other institutions. This does not mean that it does not have official relations with these institutions or that it cannot receive funding from them, but the nature of their relations must be governed by clear and transparent agreements that guarantee the non-partisan community-service nature of the radio project, while operating within the boundaries defined by the law and by the constitution or guiding principles of the station.
- The station exists to serve its community and thus cannot be independent of the community itself. Transparent governance structures, such as an elected

board of governors, ensure that the station is responsive to community needs and interests.

Participatory

- Community participation can be exercised in a wide variety of ways depending on the specific nature of the station, its objectives, and the characteristics of the community.
- The community must be able to participate in the management and direction of the station, for example through a board of governors with members representing various interests within the community.
- It must also be able to take part in the programming with participatory production formats that encourage, for example, programme production by organisations from within the community, the broadcasting of public forums and the free and open exchange of views. Having a say in decisions that shape their lives will ultimately improve their living standards”.

2.4 Historical overview of development communication

This section traces the origin of development communication by looking at theoretical approaches that dominated the field in the 1960s namely; the modernisation paradigm/dominant paradigm and dependency paradigm. However, these paradigms were criticised for failing to solve the challenges of developing countries. The critics of these paradigms advocated for a paradigm shift in the way of looking at communication and this gave rise to a new approach to development communication that is the participatory paradigm. In order to understand how development communication as a field evolved to include people in their own development, there is need to look at the background to the participatory paradigm. Therefore, the researcher started by discussing the modernisation and dependency paradigms.

2.4.1 The modernisation paradigm

Modernisation was largely promoted by western scholars and political scientists. It became so prevalent in every domain of social life that it became ‘the dominant paradigm’ of development communication in the early 1960s (Waisboard, 2000; Mefalopulos, 2008). Modernisation was influenced by the ideas of various scholars of communication including; Lasswell (1948), Lerner (1958), Schramm (1964), and Rogers (1962). It is important to note that Rogers’ model or idea became the most influential. Modernisation scholars emphasised that underdevelopment was as a

result of lack of information and the existence of traditional cultures among the underdeveloped nations and this prevented the adoption of modern attitudes and behaviour (Waisboard, 2000). The third world countries' cultures were looked down upon, they were regarded as backward hence the need for adopting Western culture. Modernisation theorists argued that the solution for moving the underdeveloped nations out underdevelopment was for them to discard traditional, economic, political and cultural practices and adopt the modernisation strategies of the industrial societies.

After identifying the reasons for underdevelopment, many scholars believed that communication was the key to solving underdevelopment. This understanding was influenced by Lasswell's linear model of communication which shows a step by step flow of information from the sender to the receiver but there is no feedback (Tufte & Mefalopulos, 2009). Modernisation scholars, therefore, believed that communication is a one-way process; from the sender to the receiver. The media was identified as a tool to disseminate information that would improve agriculture, health, education, and politics in underdeveloped nations (Waisboard, 2000). The role of the media was developmental. However, there was a need for the media to dedicate a larger percentage of its programming to development issues. During this period, development communication was perceived as a one-way process of transmitting messages from the sender to the receiver (Servaes, 1995). The role of the media was, therefore, to spread information and persuade people to adopt innovations. The mass media was seen as the most appropriate channel of dissemination because mass media messages can reach diverse audiences in a short space of time. According to Waisboard (2000:4), "researchers found that in countries where people were more exposed to modern media, more favourable attitudes towards modernisation and development". The media was therefore regarded as both an indicator of development and a medium to spread development messages (Waisboard, 2000). Thus, modern development theories believed in the power of the media in influencing attitudes.

The other models that first influenced modernisation are those of Shannon & Weaver and the Magic bullet theory (Waisboard, 2000). Shannon & Weaver model of sender-receiver explained the transmission of information through machines and in this case the machines are radio and television (Waisboard, 2000). The other was the magic

bullet theory which argues that the media was like a bullet which has the power in effecting change. Development communication was therefore influenced by the ideas of these scholars and aimed at changing attitudes and behaviour. However, with time some scholars realised that the mass media was not bringing about the desired change and this led to a new approach in spreading information influenced by Lazarsfeld and Katz's two step flow theory which argued that interpersonal communication was also crucial in influencing public opinion. This influenced Roger's (1962) diffusion of innovation theory. The theory propounded that both the mass media and interpersonal communication played important roles in influencing people to adopt innovations (Waisboard, 2000). The theory states that diffusion of innovation was the solution to underdevelopment since the underdeveloped lacked information.

However, the modernisation paradigm was heavily criticised. The criticism against modernisation bordered on its failure to incorporate contextual factors impinging development in the third World countries and its reliance on development approach that is based solely on Western ideas. Servaes, (2008:161) argued that "the modernisation concept is a veiled synonym for 'westernization,' namely the copying or implantation of Western mechanisms and institutions in a Third World context". Modernisation theorists also over-emphasised the power of the media in changing peoples' attitudes and behaviours, and ignored the fact that the audiences are not merely passive receivers of information (Servaes, 1995; Waisboard, 2000; Tufte & Mefalopulos, 2009). To develop third world countries, there was a need to transform media institutions that were dominated by commercial imperatives and foreign interests (Waisboard, 2000). This will ensure that the media pursue development agendas that are tailored to serve the needs of the people. Gunder Frank (1969), a well-known critic of modernisation as cited in (Servaes, 2008:16) argued that "the progress paradigm is empirically untenable, has an inadequate theoretical foundation, and is, in practice, incapable of generating a development process in the Third World"

Modernisation ignored the fact of ownership of media organisations since most media were owned by powerful capitalists whose interest was to make profits not social change (Bello, 2015:43). Modernisation theorists have since realised their

mistakes in attributing to diffusion of information and innovation as the solution to underdevelopment. Rogers, a leading proponent of the modernisation paradigm, was amongst the first to announce the passing of the dominant paradigm in the 1970s (Waisboard, 2000). Although modernisation was heavily criticized, its principles still pervade many theories and concepts of current development practices and it has become more participatory in its processes of implementation (Mefalopulos, 2008). For instance, Rogers' theory has dominated development communication for decades and became the blueprint for communication activities in development (Waisboard, 2000:4). However, dependency theorists argued that "the production of media commodities is mainly to feed the consumerism of the richer nations, and not for the benefit of underdeveloped countries" (Bello, 2015:43). Modernisation gave birth to other development communication theories like dependency which is discussed below.

2.4.2 Dependency paradigm

The dependency paradigm was one of the most powerful critiques of modernisation theories. The dependency theory originated in Latin America in the 1970s and was informed by Marxist and critical theories (Waisboard, 2000; Mefalopulos, 2008). The theory states that the problems of underdevelopment were as a result of the effects of colonialism and imperialism (Hemer & Tufte, 2005). Politics was identified as the cause of underdevelopment. The theory posits that underdevelopment was caused by external factors and the way former colonies were integrated into the world economy (Waisboard, 2000). This implies that the major powers like USA still had political influence over underdeveloped countries and this regressed development. Dependency theorists divided the world into two socio-political blocks: the core (composed of rich countries like America) and the periphery (composed of poor countries referred to as the third world dependant on the core) (Mefalopulos, 2008; Hart, 2011). The periphery states supplied raw materials to the core and this made it possible for Western countries to develop at the expense of the Third World countries.

The dependency, then, is based upon "an international division of labour which allows industrial development to take place in some countries while restricting it in others, whose growth is conditioned by and subjected to the power centres of the

world” (Servaes, 2008:162). The dependency theories also argue that underdevelopment is to a greater extent caused by unequal trade relations which favour the development of Western countries (Hemer & Tufte, 2005). Dependency theorists emphasised the need for the developing countries to dissociate themselves from being suppliers of raw materials and become less dependent on imports and adopt a self-reliant development strategy (Mefalopulos, 2008; Servaes, 2008). Dependency theorists also advocated that developing countries should “form alliances among themselves to create a stronger political presence” (Mefalopulos, 2008:48). Therefore, the theories argue that in order for developing nations to develop, there is need for them to be financially independent and have a strong political presence.

The above discussion of the tenants of dependency paradigm shows that dependency theorists believed that the problems of developing countries was political not merely as lack of information as advocated by modernisation. However, dependency paradigm was also criticised. The theory is criticised for oversimplifying the division of the world into two, the core and the periphery since there are countries like India and Mexico which cannot be in the same category as other developing countries such as Zimbabwe and for its failure in proposing effective solutions to underdevelopment (Servaes, 1999; Servaes, 2008; Mefalopulos, 2008). Hence, some scholars like McAnany (1983) cited in Servaes, (2008:163), argued that dependency theory was “... good on diagnosis of the problem ... but poor on prescription of the cure”. Their ideas were implemented in many countries and materialised in a few countries like Brazil supporting local industries that resulted in the production of poor quality products (Mefalopulos, 2008:48).

Other critics argue that although dependency criticised modernisation, they both adopted linear model of communication and the main difference between the two theories was the sender of the message and the purpose of the message (Mefalopulos, 2008). The paradigm proposed that the state is the instrument for identifying and directing the strategies and processes of development and not the people, thus again assuming that rural individuals and communities were passive recipients of information (Dyll, 2004 cited in Hart, 2011). The other weakness of dependency paradigm stems from the fact that proponents did not focus on the role of the mass media in development.

2.5 The role of the media in development communication

There is a relationship between communication and development because information is a basic element in any development activity thus, it must be available and accessible to all (Mundy & Sultan, 2001:1). Access to information is therefore, a pre-condition for rural development (Akbar, 2004). The media plays a pivotal role in this regard since it is a source of information to rural dwellers. Khan (2002), emphasises that the media plays an important role in fighting social evils, illiteracy as well as the eradication of poverty using development communication. Quebral, (1972) cited in Tasarangano (2012:19) defined development communication as “the art and science of human communication linked to a society’s planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential”. It refers to the use of communication to improve the ways of living of people in the society (Choudhury, 2011). Thus, the phrase ‘development communication’ refers to the use of communication tools for development purposes.

In communication for development different types of messages are used to change the socio-economic conditions of people. A recent study conducted by Bieñ, *et al.*, 2016 shows that the media plays an important role in health awareness. The study results show that media is the most popular (56.13%) source of information on breastfeeding for women during the perinatal period. Television, for instance plays a pivotal role in development by communicating health information and changing attitudes (Al-Dubai *et al.*, 2011). A study conducted by Rahman & Rahman (2007) proves that television reaches and influences many people thereby playing a vital role in creating awareness about HIV/AIDS in the communities. For instance, Soul City, a South African television drama which was played on SABC 1 played an important role in educating the society about HIV/AIDS.

In addition, the mass media play an important role in disseminating agricultural information. Mass media create awareness about new agricultural technologies amongst farmers (Nyareza, 2002; Ariyo, et al. 2013; Okunola, 2015). Nwankwo and Orji (2013) cited in Okunola, (2015:231) argue that “in Nigeria, the limited number of agricultural extension agents, 1:4000 farmers, makes it impossible to reach all farmers by inter-personal means”. Therefore, agricultural extension agents make use

of the mass media to disseminate agricultural information on innovations and technology to the farmers and this contributes to community development. People who reside in rural areas mostly depend on agriculture for a living and new farming methods may help them improve yields and in the end, improve their living conditions. Although commercial and public media contributes to development, radio has been regarded as the most effective medium as far as community development is concerned (Khan, 2002; Choudhury, 2011). Development communication requires that there is partial or complete community ownership of radio stations to facilitate the participation of local people in issues that concern their own development (Manyozo, 2010). Communication for community development means shifting the focus from persuading people to change their behaviour or attitudes to using dialogue to solve a common identified problem (Adedokun *et al.*, 2010). Thus, there is emphasis on radio as an important medium of development.

2.6 The power of radio as a medium of communication

Radio is one of the mass communication mediums used to communicate with audiences. Radio is regarded as the number one mass medium in Africa and in South Africa respectively (Kivikuru, 2006; Myers, 2008). There are several reasons why radio is the most preferable medium in Africa. One of the reasons is that radio is affordable to the poor as compared to other mass media like television. Radio is cost-effective in terms of transmission since radio stations are cheaper to set up unlike television (Nyareza, 2002; Khanal, 2011). Even people without radio sets can also access radio on their cellular phones. Nowadays, most cellular phones have radio access and even the cheapest ones also have radio access. To those who have access to the internet, they can also listen to any radio station of their choice wherever they are. Radio can also reach those who dwell in deep remote areas where there is no access to electricity and other mediums of communication since it runs on batteries which are affordable for the poorer sections of the population (Nyareza, 2002; Das, 2009). It is important to note that people can listen to the radio while preoccupied with other activities. Thus, radio has become an important medium for community development since it is cheap and accessible other than television.

In addition, radio transmission is quick and reaches a wider population. Radio is also regarded as the most effective form of communication for the disadvantaged sections of the population who have limited access to technical information since it requires low literacy levels to operate or listen to (Nyareza, 2002; Ariyo, *et al.*, 2013; Bailur, 2012). The other strength of radio is that it uses indigenous languages. The uses of indigenous languages not only allow messages to reach target audiences but also to help to preserve local culture (Kivikuru, 2006; Das, 2009). This makes it easier for radio to reach the non-literate marginalised sections of the population but also enable them to express their views freely. Radio makes it possible for everyone to be involved in decision making in democracy as it gives voice to the voiceless. In this way, radio contributes to political development (Chakraborty, 2009). Chemwaina (2014:10) also argues that “rural communities are better off today than in the days when community radios were non-existent”. Thus, radio is used to disseminate information relevant to the needs of all groups in the society.

The broadcast research council of South Africa Radio carried out Audience Measurement (BCR RAM) in 2016 and the findings showed that the majority of the population listen to radio stations (91%) which are 34, 9 million listeners weekly. Furthermore, BRC RAM (2016) provided detailed weekly radio listenership statistics at provincial level as indicated in Figure 2.1 below,

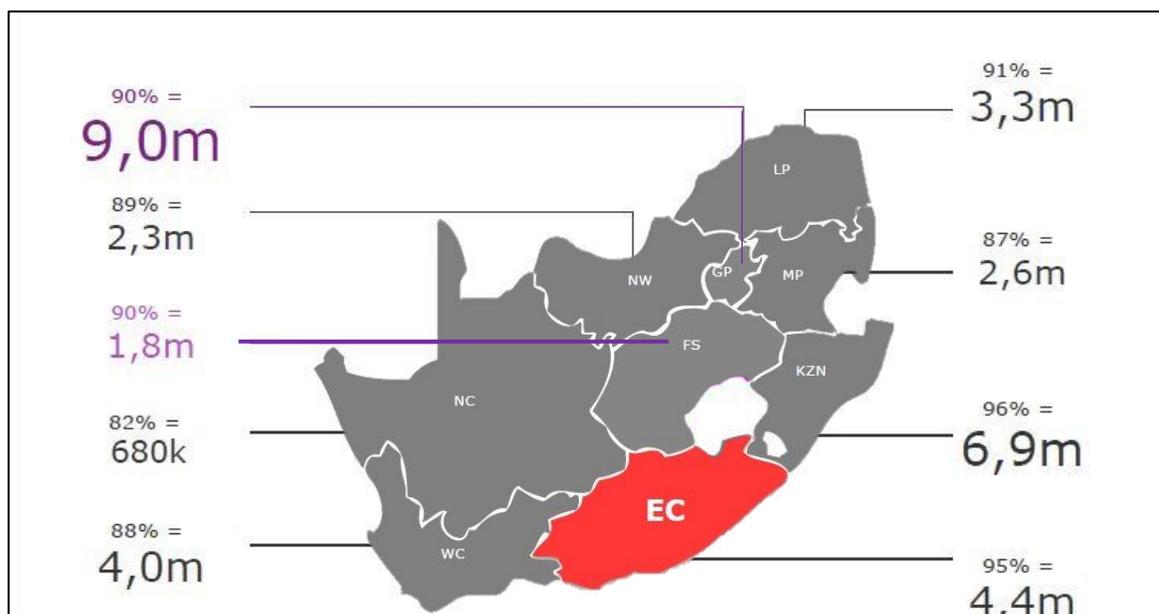


Figure 2.2: Radio listenership in South Africa

Source: BCR RAM, Jan-June 2016

Figure 2.2 above shows radio listenership in all provinces in South Africa. Eastern Cape Province (EC) is the second highest with an average of 95% listenership and this shows that most people in the EC listen to radio as compared to other provinces. Northern Cape has the lowest listenership figures in the country.

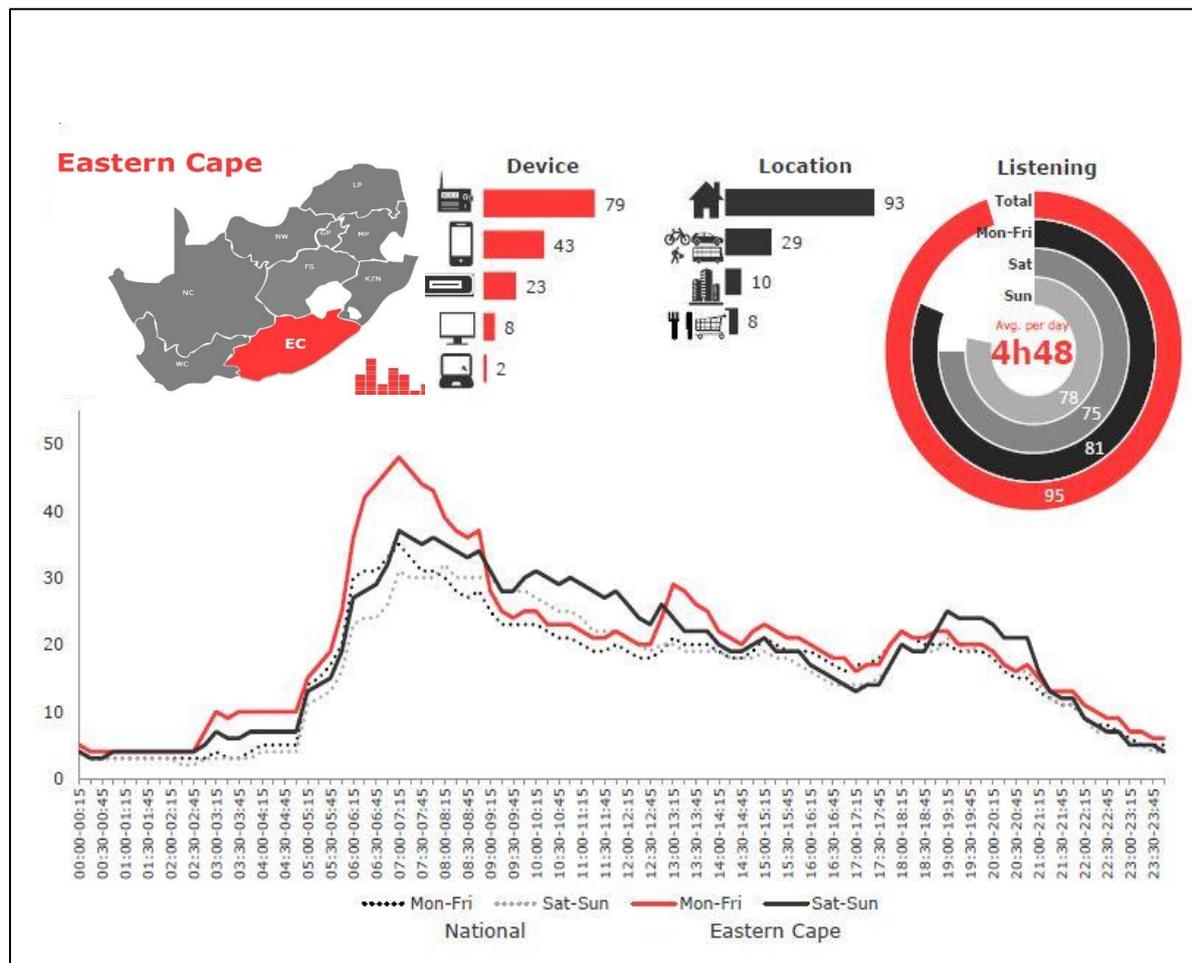


Figure 2.3: Radio listenership by device and location of audiences in the Eastern Cape.

Source: BCR RAM, 2016

Figure 2.3 above shows that weekly radio listenership in the EC province is higher than National average listenership. The red line represents Monday to Friday listenership percentages and the black line represents weekend listenership percentages in the EC. The black dotted line represents the Monday to Friday listenership percentages while the faded dotted line represents weekend listenership percentages of National average listenership.

Figure 2.3 also shows radio listenership by device in the EC. Most people listen to radio through a radio set while very few listen via a computer or tablet. The figure

also shows that most people listen to radio at home and very few listen while they are doing their shopping or in restaurants. Therefore, due to the fact that many people in the EC listen to radio, it is important for one to conduct a study on the role of radio stations in facilitating community development in the province.

2.7 The advent of community radio in South Africa

Community broadcasting started in the 1990's after the end of Apartheid as a result of campaigns by media activists to democratise broadcasting industry. This led to the establishment of community radio as a tool for development (Buckley, 2011; Mhagama, 2004). During Apartheid, South African Broadcasting Corporation (SABC) was a monopoly and this implies that the broadcasting industry was controlled by the state. The development of community broadcasting in South Africa is also attributed to The Jabulani! Freedom of the Airwaves Conference which was held in Netherlands in August 1991. This conference triggered debates on South African media policies which also led to the inclusion of community radio on the media policy agenda by media activists at the 1992 conference that was held in Cape Town. At the conference, it was concluded that community broadcasting should be owned by the community and should receive funding from government (Rama & Louw, 1993 cited in Mhagama, 2004). As a result, there was liberalisation of the airwaves and a three-tier system of broadcasting replaced the SABC's state monopoly.

The three-tier system includes; public, commercial, and community broadcasting (Fraser & Estrada, 2001; Buckley, 2011). Public service broadcasting refers to "a broadcasting service provided by the SABC or a by any other statutory body; or a broadcasting service provided by a person who receives his or her revenue, either wholly or partly from license fees, may receive state grants" (Broadcasting Act, 1999). On the other hand, "commercial broadcasting means a service operating for profit or as part of a profit entity and may draw their revenues from subscriptions, advertising and sponsorships" (Broadcasting Act, 1999). Community broadcasting as "a service which is fully controlled by a non-profit entity for non-profitable purposes and serves a particular community; encourages members of the community to participate in the selection and provision of programming and funding may be through donations, grants, or advertising" (IBA, 1999).

However, the licencing of community broadcasting was prioritised by the Independent Broadcasting Authority (IBA). This was done to serve the needs of historically disadvantaged communities i.e. rural communities which were side-lined during Apartheid (Buckley, 2011). In community broadcasting, programmes are produced by the community and this is different from public and commercial broadcasting where programmes are imposed on the community (Mhlanga, 2006). The broadcasting Act of 1993 extended the definition of community radio in South Africa to include two distinct types namely those that serve geographical communities and those that serve a community of interest (institutional, cultural/ethnic and religious stations). Examples of stations that serve geographical communities include Radio Zibonele and Bush radio. Examples of religious stations include Radio 786 (Muslim radio station) and Link FM, a Christian radio station and Radio Today which serves Portuguese community in Gauteng. Those that serve institutions are referred to as campus-based radio stations and they are usually owned by educational institutions (Olorunnisola, 2002; Manyozo, 2009; Panther, 2012). Examples of such stations include UCT radio at University of Cape Town, TUKS FM at University of Pretoria and Univen FM at University of Venda.

The rise of community radio in South Africa not only empowered many people to learn how to establish and manage community radio stations but also resulted in the development of communities (Mtimde, 2000). The first two community radio stations to operate in South Africa are Bush radio (mother of community radio in Africa) located in Cape Town and Radio Zibonele, a health-focused station located in Khayelitsha. These two geographic community radio stations started broadcasting without licenses before the formation of the IBA (Olorunnisola, 2002:134). The first radio station to receive the IBA license was Radio Maritzburg of KwaZulu-Natal (KZN) province and by the end of August 1995, the IBA had issued 82 community radio licenses (Olorunnisola, 2002). The number continued to increase and in 2003, 150 radios were licenced (Bosch, 2003). The IBA initially issued one year licences and in 1996, four-year licenses were introduced (Olorunnisola, 2002).

2.8 Regulatory framework of community radio in South Africa

The following Acts are critical in the development of community broadcasting in South Africa. They enabled the development of community radio in South Africa.

2.8.1 Independent Broadcasting Authority (IBA, Act 1993)

The mandate of the Authority was to provide regulation of broadcasting activities in the public interest; for that purpose, to establish a juristic person to be known as the Independent Broadcasting Authority which shall function wholly independently of State (IBA 1993). The existence of community broadcasting was made possible through an Act of parliament and was passed by government in 1993 and this resulted in the establishment of an Independent Broadcasting Authority (IBA) in 1994 (Tacchi, 2002:69). According to Muswede (2009), “the Act was a benchmark in the journey towards the democratisation of the airwaves and ensuring freedom of expression as prerequisites for the holding of free and fair elections in 1994”. In a report by ICASA, cited in Muswede (2009),

“The IBA was born out of the negotiations around the new political dispensation for the country and its independence is based on section 192 of the Constitution of South Africa Act No 108 of 1995 (the Constitution), which provided for the establishment of an independent authority, to regulate broadcasting in the public interest and to ensure fairness and diversity of views broadly representing South African society”.

Initially, the IBA issued one year licences and later started issuing four year licences (Fourie, 2001). There are certain provisions which were later amended by the Broadcasting Act of 1999.

2.8.2 Broadcasting Act (BA Act 1999)

In June 1999, a new Broadcasting Act was passed “to repeal the Broadcasting Act, no 73 of 1976, to establish a new broadcasting policy for the South Africa and to amend certain provisions of the Independent Broadcasting Authority Act, 1993 (Act No. 153 of 1993)” (Broadcasting Act, 1999). The Act applies to broadcasting services, signal distribution and multi-channel distribution (Stiftung, 2003). The aim was to develop a broadcasting policy that “contributes to democracy, development of society, gender equality, nation building, provision of education and strengthening the spiritual and moral fibre of society” (Broadcasting Act 1999); The Act defines a community broadcasting service as broadcasting service which:

- “is fully controlled by a non-profit entity and carried on for non-profitable purposes;
- serves a particular community;

- encourages members of the community served by it or person associated with or promoting the interests of such community to participate in the selection and provision of programmes to be broadcast in the course of such broadcasting service; and
- May be funded by donations, grants, sponsorships or advertising membership fees, or by any combination of the aforementioned”.

The broadcasting Act of 1999 clearly stipulates that “programming provided by a community broadcasting service must reflect the needs of the people in the community which must include amongst others cultural, religious, language and demographic needs and must;

- “provide a distinct broadcasting service dealing specifically with community issues which are not normally dealt with by the broadcasting service covering the same area;
- be informational, educational and entertaining;
- Programming provided by a community broadcasting service must focus on the provision of programmes that highlight grassroots community issues, including, but not limited to, developmental issues, health care, basic information and general education, environmental affairs, local and international, and the reflection of local culture”.
- Promote the development of a sense of common purpose with democracy and improve quality of life”.

The Act further states that money or profit made from running a community radio station must be invested for the benefit of the communities (Simmering & Fairbairn 2007; Fairbairn, 2000; Buckley, 2011). The community radio sector provides distinct programming as compared to commercial and public broadcasting services (Gaynor & Obrien, 2012:24). Therefore, this Act is important in this study since it clearly outlines the role that community radio stations should play in developing their communities. However, this Act was amended and the regulation of broadcasting is now undertaken by Independent Communications Authority of South Africa (ICASA).

2.8.3 Independent Communications Authority of South Africa (ICASA Act 2005)

The licencing and regulation of community radio stations in SA is undertaken by the ICASA which was formed because of the merging of the IBA and the South African Telecommunications Authority (SATRA) in 2000 (Tacchi, 2002:71; Buckley, 2011). The Act derives its mandate from the IBA Act of 1993, the Broadcasting Act of 1999 and the Telecommunications Authority Act no. 103 of 1996 (ICASA Corporate

Information, 2002 cited in Muswede, 2009). This development came in recognition of the fact that technological developments in the fields of broadcasting and telecommunications had caused a rapid convergence that outpaced their legal framework (Muswede, 2009). This resulted in the need to establish a single body which would regulate both broadcasting and telecommunications within an environment that is free from political and commercial interest interference (Muswede, 2009).

As such, ICASA is empowered to regulate all players in the broadcasting sector, including public, private and telecommunications (Osunkunle, 2008a; & Stiftung, 2003:75). South Africa now has the largest and most vibrant community radio sector on the African continent (Nell & Shapiro, 2001). South Africa now has over 200 community radio stations operating with licences (MDDA report 2015/16). In this study, the regulatory framework is important since it shows that community radios do not merely operate for the sake of operating, but are mandated to play a role in developing their communities. Furthermore, the Acts also justify the reason for conducting this study. The aim is to assess the extent to which Forte FM is delivering on its mandate of addressing the needs of Alice community.

2.9 Developmental programmes broadcasted by community radio stations

There are various developmental programmes aired by community radio stations with the aim of developing their respective communities. Schramm cited in Choudhury (2011:5) placed emphases on the importance of content that is produced by community radio stations saying that it is the key to the importance of radio facilitating community development. Literature shows that different scholars categorise developmental programmes differently. According to Rodney (1972) cited in Osunkunle (2008a:48), “common development aims, include alleviation of poverty, malnutrition, unemployment, illiteracy, stable economy, and improving the lives of the masses generally through radio programmes. Scholars like Chemwaina (2014) identified programmes that are meant for development namely farming, health, marital values, environment, cultural issues, human rights, democracy, religious teachings, peace and reconciliation. Manyozo (2005) also states that developmental programmes include food security, health, gender, HIV/AIDS, education and water.

However, various scholars do not specify the programmes that fall under development; they merely state that community radio station plays an important role in broadcasting development programmes that contributes to community development. For instance, Wabwire (2013) states that besides dealing with employment, agriculture, poverty, environment, water management and gender issues, community radio has also been used to communicate developmental messages”. Consequently, Shukla (2014:349) states that, “community radio stations broadcasts programmes on issues related to development, agricultural, health, education, environment, social welfare and culture”. A study on Mahaweli community radio by Fisher (1990) shows that community radio stations are involved in development of their communities. The station covers developmental information, agricultural news, health and nutrition information (Fisher, 1990 cited in Mhagama, 2004). This shows that there is no consensus on the types of programmes that serve developmental needs.

2.10 Roles played by Community radio in facilitating community development

Literature shows that there are notable successes of community radio stations in facilitating community development. This is substantiated by studies carried by various scholars like (Fraser & Restrepo-Estrada, 2002; Tacchi, 2003; Osunkunle, 2008a; Chakraborty, 2009; Bailur, 2012; Austin, 2014; Chemwaina, 2014; Shukla, 2014). This section focuses on the role played by various radio stations in promoting community development. Various studies conducted by different scholars will be discussed. This section will also look at the role of community radio in a democracy, in agricultural development, cultural and economic development.

2.10.1 Community radio and democracy

In promoting democracy, the media is expected to play certain roles, for instance, as a watchdog, surveillance of the environment and informative role. Community media is also expected to play similar roles by ensuring that the political representatives are held accountable for their actions by broadcasting corruption scandals and practicing investigative journalism. There are some instances where journalists have ensured that democracy is maintained by unearthing scandals. For instance, a study by Shukla (2014:351), shows that “a campaign by Radio Namaskar [in India] against the insect-infested grains from the Integrated Child Development Scheme (ICDS)

resulted in unearthing a scam and changes in the procurement and supply policy by the Odisha government". Thus, Radio Namaskar ensures that the political representatives are held accountable for their actions and ensures that justice is served.

Community radio stations play an important role in a democracy by informing the citizens on the activities of the government. Radio stations act as an intermediary between the government and the citizens (Khan, 2002). Radio provides a platform where people air their grievances or express dissatisfaction with services provided by government and at the same time find solutions to their problems. This is done through call-in programmes whereby radio stations invite the political representatives, for instance municipal officials to discuss problems associated with service delivery. Asp (2007:33) argues that, "news media should freely and independently keep holders of power under surveillance and scrutinize their actions to enable citizens to form an opinion of their rulers' performance". In this way, the community can also contribute in decision making as far as service provision is concerned and this ensures that democracy is maintained. Thus, community radio bridges the communication gap between the government and the people they serve (Khan, 2002). Therefore, community radio plays an important role of ensuring that the people are well informed about government activities as required in a democracy.

Another role that community radio stations play in a democracy is to ensure that all voices are heard; this is done by acting as a voice for the voiceless in the society. For instance, Radio Bundelkhand in India involves listeners in programming and gives voice to the deprived and marginalised communities of Bundelkhand region (Das, 2009). Community radio offers the marginalised a better chance of being heard as compared to commercial or public broadcasters (Kivikuru, 2006). This is important in a democracy because democratic principles emphasises that everyone should have freedom of speech and an opportunity to be heard.

Furthermore, community radio promotes peace, security and stability in communities. For instance, a community radio in Dondo, Mozambique maintains peace and stability by assisting the police in disseminating information about community policing and helping them identify criminals who were terrorising people

by robbing them under the pretext of being community police (Jallov, 2005). Radio station also promotes peace in communities. In a study conducted by Search for common ground (2009) in Liberia, Radio life played a significant role in “diffusing previously violent tensions between Mandingo and Lorma ethnic groups”. For communities to develop socially, people should work together and if there is no peace among ethnic groups, development is hindered. Thus, community radio is vital in ensuring that there is peace among ethnic groups to promote development of communities.

2.10.2 Community radio and agricultural development

Radio plays an important role in facilitating the development of communities through various educational and informative programmes related to farming. For instance, radio promotes agriculture by airing programmes that inform the farmers on new crops on the market and better farming methods. The use of community radio to communicate agricultural information is effective since it reaches diverse audiences quickly and increase knowledge and influence behaviour (Nazar, & Hasbullah, 2010; Ariyo, et al, 2013). A study conducted by Chemwaina, (2014) on the contribution of Kass FM to development shows that information on farming is relevant since most rural dwellers rely on subsistence agriculture and this positively contribute to changing their lives. A study conducted by Wabwire (2013) on the role of community radio in development of the rural poor shows that Radio Madanponkhara in Nepal plays an important role in development by airing programmes which improve forestry and farming. Therefore, radio plays an important role in improving the livelihood of people and their social lives.

In addition, several studies conducted on the importance of information to farmers and highlighted that radio plays an important role in improving the lives of people. For instance, a study conducted by Ango, *et al.*, (2013) on the role of farm-radio agricultural programmes in disseminating agricultural technology to rural famers for agricultural development in Zaria, Nigeria reveals that knowledge obtained through radio agricultural programmes was relevant and effective in solving farmers’ agricultural difficulties. Similarly, a study by Okwu, *et al.*, (2007) on “the assessment of use of radio in agricultural information dissemination: a case study of radio Benue in Nigeria”. The study shows that Radio Benue agricultural programmes made good

impact on the listeners in terms of knowledge-gain in several areas of improved agricultural practices. Since the radio plays a more important role in public education, producers should be familiar with the latest and newest programme structures to be able to meet the needs of people by employing appealing methods.

Furthermore, community radios play a pivotal role in influencing farmers to adopt new innovations. Ango *et al.*, (2013:55) accentuate that “information and communication are essential ingredients needed for effective transfer of technologies that are designed to boost agricultural production”. The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of community media in mobilizing farmers for the need for development. A study conducted by Nyareza (2012) on use of community radio to communicate agricultural information to Zimbabwe’s peasant farmers’ show that farmers prefer radio when listening to agriculture activities. Farmers highlighted that radio broadcast such programmes in indigenous languages, issues affecting farmers are clearly explained and there is no discrimination. A study by Khan & Shabbir (2000) on the effectiveness of “Sandal Dharti”, an agriculture programme on Radio Faisalabad shows that listeners were satisfied with the content of the programme; they were educated on plant protection, use of fertilizers, and land preparation. Thus, community radio stations play an important role in providing information relevant for agriculture and this contribute to development of communities.

2.10.3 Community radio and health awareness

Community radio stations also contribute to community development by broadcasting programmes that focus on health issues thereby informing and educating the listeners about diseases and wellbeing. Health communication is one of the vital areas that are widely researched in the field of development communication (Hemer & Tufte, 2005:233). Health communication is the study and use of communication strategies to inform and influence individual and community decisions to improve people’s health (World Health Organization (WHO) cited in Hemer & Tufte, 2005:233). Jallof (2005) carried out a study that assessed community development through radio stations in Mozambique. The results highlighted that radio stations helped improve knowledge on the distribution of Chlorine and the importance of using it in water during the Cholera epidemic in 2004

and that was why not a single person died of cholera. Also, the listeners mentioned that the station created a platform for discussion on HIV/AIDS and some youth mentioned that they went for testing to check their status because of the influence of the discussions on station (Jallov, 2005). Such awareness campaigns are important because HIV/AIDS threatens social development; society can only develop when people are healthy (Jallov, 2005; Chemwaina, 2014). Thus, it is vital for community radio stations to play their role in health awareness.

In countries such as Uganda, radio stations are in the forefront in disseminating important public health messages that are directed at specific audiences (Madamombe, 2005 cited in Lobulu, 2011). One notable example that showcase the success of community media is the campaign to eliminate Female Genital Mutilation “(FGM) among 130, 000 Sabinu people in Eastern Uganda. (Were, 2009 cited in Lobulu, 2011). Also, in Zambia community radio helped local communities adapt safer reproductive health care practices through a radio programme called “Kumuzi Kwathu” (In our village) (Madamombe, 2005). In South Africa, community radio has also played a pivotal role in health awareness. A study conducted by Tyali, (2012) entitled “Investigating beneficiary communities’ participation in HIV/AIDS communication through community radio stations: a case study of X-K FM”, concludes that the radio station provided some avenues to facilitate the process of beneficiary community participation in HIV/AIDS communication. Therefore, community radio stations also provide a platform for members of the community to discuss freely on matters that concern their health.

Furthermore, health education promotes health seeking behaviour change. Health education and communication promote health seeking behavioural change with regards to breast cancer prevention and screening strategies (Madanat & Merrill, 2002; Dunder., Ozmen & Ozturk, 2006; Al-Dubai, Qureshi., Saif-Al., Ganasegeran., Alwan., & Hadi., 2011). In a study conducted for Search for Common Ground (2009) on Radio life, Radio Kergheamahn, Radio Wanjei and Radio Kolenten, it was evident that the majority of listeners credited these stations for improving their wellbeing and influencing an attitude of community responsibility. Thus, radio plays an important role in ensuring that citizens are health thus contributing to social development.

A study conducted by Meadows and Foxwell (2007) shows that the community broadcasting sector in Australia plays an important role in informing and educating the community on mental health. Radio Turf, a campus based radio station at University of Limpopo also plays a pivotal role in community development. The station broadcasts local content in local languages and promotes community participation (Constitution of Radio Turf, 1995 cited in Osunkunle, 2008a). Examples of programmes broadcast by the station include Rethabile, a talk show that focuses on health issues affecting the community. Meadows and Foxwell (2007) further states that, “the diverse nature of sector programming is playing a key role in enhancing the emotional and social well-being of its equally diverse audiences”. This implies that community broadcasting play a significant role in influencing attitudes.

2.10.4 Community radio and economic development

Community radio also plays a key role in economic development through marketing local businesses. A study conducted by Al-hassan *et al.*, (2011) on the contribution of Simli Radio, Ghana to the livelihood improvement of the people in the Tolon-Kumbungu District of the Northern Region of Ghana shows that community radio stations contribute to economic development. Al-hassan et al (2011:4) noted that Simli radio “promoted Small and Medium Enterprise (SMEs) development by providing a forum for SMEs to reach out to the larger population through reduction of advertisement fees”. The results of the study show that many business owners said that advertisements aired on the radio contributed to an increase in sales and revenue which in turn improved living conditions. In addition, community radio stations also educate people on various skills that they can use to better their lives (Choudhury, 2011). Thus, the radio stations improve the livelihood of their listeners.

Tuks FM, a campus based community radio located at University of Pretoria plays an important role of providing entertainment, education and developing local communities through its various social development programmes. For example, a programme called *Speaker’s Corner* which is a discussion programme covering important issues such as poverty alleviation (Tuks FM cited in Osunkunle, 2008b:6) and this will equip the society with knowledge relevant for improving their financial situation. This shows that community radio stations have been successfully contributing to community development around the world since they provide a

platform which enable people to share information and discuss development topics pertinent to their lives (Girard, 2001; Myers, 2011).

2.10.5 Community radio and cultural development

Community radio has been used to spearhead cultural development. This is achieved by developing programmes which promote local cultures (Gordon, 2012). In Malawi, Mozambique and Zambia, community radio has been used as a platform in which communities debate and discuss certain cultural practices that hinder development (Kasongo, 2015). For instance, there is a common practice in Shangani culture in Mozambique in which people marry a deceased spouse. The backbone of community radio is the use of local languages in programming. The use of local language has increased peoples' participation and increased confidence in the stations and in turn positioned the stations to contribute to the cultural development of their respective communities (Kasongo, 2015). Mzimba Community Radio Station in Malawi is now at the center of preserving the local language and the local culture. This has reinforced the relationship between the station and the local communities.

2.11 Community participation for development

Community radio can be used as an empowerment tool. For instance, it is used as a tool to facilitate and encourage the participation of people in developmental activities (Manyozo, 2007; Chakraborty, 2009; Choudhury, 2011). Various scholars have put forward definitions of what participation entails. de Vos (1998:407) defines community participation as "the creation of a democratic system and procedure to enable community members to become actively involved and to take responsibility for their own development". It provides a sense of belonging or identity, a commitment to common norms, and readiness to share and interact (Levi & Litwin, 1986 cited in de Vos 1998:407). All these definitions however, define only community participation in various activities or projects but they are not directly linked to radio broadcasting. They are included in this study to give an overview of what community participation entails.

However, there are other scholars who defined what community participation means in radio broadcasting context. Prehn (1991: 259) cited in Bailur, (2012:93) defines participation in community radio "as activities related to involving people directly in

station programming, administration and policy activities” Manyozo (2010:147) also adds that, community participation “entails the ability of individuals and communities to democratically contest critical issues affecting their livelihoods, through deliberation and mobilization, and to take action to address those issues as appropriate”. Literature therefore suggests that no development should or could take place without involving the community (de Vos, 1998). The people in the community are the ones who are involved in participation in radio programmes.

In community radio broadcasting, the community should be involved in the whole process from the production of content, management of the station and broadcasting the content. Fraser and Restrepo-Estrada (2002:70) argue that “community radio can provide the platform for public dialogue through which people can define who they are, what they want... at the same time building long-term capacity to solve problems in ways that lead to sustainable social change and development”. This perception can only be achieved through “engaging in discussions to analyse specific problems that affect a particular community, identify possible solutions, and mobilize people for action” (Fraser & Restrepo-Estrada, 2002:71). Bhattacharyya (2004:23) notes that, “participation means inclusion, not merely in the electoral process or endorsing decisions but in deciding the agenda for debate and decision; it means inclusion in the processes of defining the problems to be solved and how to solve them”. So, the essence of participation lies in working together for a common goal.

Consequently, for people to participate in radio stations, it is important for them to have access to the radio station. Access in this instance is through community participation in terms of ownership, decision making and programmes being produced by the community and focusing on local issues (Al-hassan *et al*, 2011; Bailur, 2012). Thus, Osunkunle, (2008a:58) argues that “it is important that community radio stations involve their listeners in programming, content development and management of the station if they are to fulfil their broadcasting mandate and bring total development to the communities being served”. Al-hassan *et al.*, (2011:2) argues that “unlike in the case of the mainstream media, rather than merely talking about the community, the people themselves make the programmes”. For instance, Sarang FM which is run by St Aloysius College in Mangalore broadcasts in local languages such as Konkani, Kannada and allow members of the

community such as farmers, fisher folk, legal experts, students to actively participate in the running of the station (Khan, 2002). This participation method according to Al-hassan et al (2011:2) strengthens local culture and the community will identify with the station.

In relation to the above argument, it is apparent that community radio journalists should ensure that they stimulate people's participation on issues by involving them in content production. For instance, Mahaweli community radio in Sri Lanka allows the members of the community to participate by getting involved in the planning and editing of programmes (Fisher 1990 cited in Mhagama 2004). In this way, the community will be involved in their own development. Mhagama, (2004) adds that, "the station also created awareness of the development projects and of how local community can participate and become involved in development activities". Diaz (2003) cited in Manyozo (2010:147) emphasises that "development journalists should focus on establishing underlying causes and issues by dialoguing with those involved and those affected as a way of seeing what people do rather than just relying on official sources of news". This is important because the ones who are affected by a predicament can explain their situation better than bystanders who rely on observation to make statements about other people's predicaments. Thus, journalists should go into the communities and interview the people in the communities not relying on official sources that act as people's voices. This will substantiate the view that people should be involved in their own development.

People can participate in community radio stations through talk shows. Talk shows are "those radio programmes that involve people expressing their opinions, knowledge, and feelings as part of live studio audiences or as call-ins to the shows" (Munson, 1993 cited in Bello, 2005:85). Thus, "talk shows on community radio offer audiences a chance to speak and be heard at a time when there continues to be much to say about politics, economy, and everyday struggles" (Matza, 2009 cited in Bello, 2015:86). Radio forums are also used to reach out to communities. For instance, radio forums become a weapon for radio programme producers to involve people in developmental projects, for instance, through telecentres where communities gather to phone in and air out their views to the station (Choudhury, 2011:5). This way, community radio maintains close ties with the local community and provides local people the opportunities to voice their opinions and ideas, share

their knowledge which enables them to solve their own problems (Chakraborty, 2009:2). Thus, community radio stations play a role in developing communities by giving them a voice to air their views.

On the other hand, a review of literature shows that not all community radio stations involve their listeners in content production, programming and running of the station. For example, Radio Nagercoil in India, states that it is the mouth piece of the local community but in practice members of the community have little voice with regards to policy matters and management of the station (Fisher, 1990 cited in Mhagama, 2004). A study Mhagama (2004) on Bush Radio reveal that although there is notable increase in community involvement in the station, the station management make most decisions regarding programming and this is contradictory to the participatory paradigms. Mhagama (2004) also contend that most community radio stations do not employ full community participation and access.

2.12 Challenges that hinder community radio stations from playing their role of facilitating community development

A survey of literature shows that community radio stations face a lot of challenges that hinder them from broadcasting programmes that promote development at grassroots level (Tacchi 2003; Muswede, 2009; Panther, 2012). Although community radio sector has been recognised as playing a significant role in the development of communities in SA, it is still the sector struggling the most as compared to public and commercial broadcasting (Tacchi, 2003). At the beginning, community radios focus on development programming but in the end, fail to meet their mandate due to various challenges they encounter in their operations (Simmering & Fairbairn, 2007:7). Challenges that community radio stations face include; funding, low income generation, digital migration, skills shortages, audience measurements, licencing delays, quality programming, meaningful community participation, politics and religious pressures depending on the political climate or economic climate in which a radio station operates (Muswede, 2009; Smimmering & Fairbairn 2007).

The issue of funding is one of the challenges faced by community radio stations throughout the world. Van Zyl et al (2001) cited in Tavhiso (2009:60) adds that, “funding has always been identified as a major problem that besets community radio everywhere and in the Sub-Saharan Africa”. Community broadcasting is usually

funded from sources such as grants, sponsorships, donations and advertising (Muswede, 2009). In most countries, many community radio stations operate in situations of dire poverty and they do not even have enough transport facilities and telephones to conduct their daily activities (Madamombe 2005; Smimmering & Fairbairn, 2007). Community radio also lack funds to secure and retain competent personnel and other resources to produce quality programming and facilitate community participation (Kivikuru, 2006; Panther, 2012). Ultimately, the programme time is filled with cheap and easily accessible material, not necessarily the most relevant content (Kivikuru, 2006). Thus, scarcity of funds hinders community radio stations from broadcasting programmes that benefits communities.

Literature on challenges facing community radio shows that radio stations, especially those in sub-Saharan Africa mostly rely on International donors for financial support (Mtimde, 2000; Simmering & Fairbairn, 2007). South Africa's community radio sector depends on both local and international donors for funding especially for start-up budgets, training and purchasing of broadcasting equipment (Muswede, 2009) and in return expects the stations to promote health issues such as HIV/AIDS prevention. The challenges emanate from the fact that they put conditions on their support stating that their programmes should be broadcast within a particular time slot, date and time (Kivikuru, 2006:13). Most radio stations receive a package that contains a CD and a cover letter of demands and they have no options except to abide by the conditions (Kivikuru, 2006). The programmes they receive are already packaged and this is not in line with the participatory principles of community radio which clearly states that programmes should be produced by the community. Often community radio stations end up producing programmes which do not benefit their communities because of fear of offending sponsors.

Apparently, there are some organisations in South Africa that have played an important role in funding community radio sector. For instance, the Open Society Foundation for South Africa (OSF-SA) has provided financial support of R15 million from 1995 to 2000 to the community radio sector (Bosch, 2007). The Media Diversity and Development Agency (MDDA) also provide financial support to South Africa's community radio stations. However, this is not sufficient in meeting all production and operational costs (Huizies, 2007:17). Therefore, there is need for finding ways of generating income for supporting community radio stations.

Sustainability is among the challenges facing many community radio stations. An example of a community radio station which almost closed due to financial constraints is Alfred Nzo Community radio (ANCR) in the Eastern Cape. This is because their main source of funding is from the municipality. Alfred Nzo municipality would donate R114 000 each month but this changed in 2009 when a new manager was appointed at the municipality (Daniels, 2014). The terms of the funding were revised and the new arrangement meant that programming was funded on a basis of formal quotations and the station suffered financially to the extent that Sentech had to switch off their transmitter. However, the station soon realised that its funding situation was not sustainable due to the lack of a long-term marketing strategy and the fact that most businesses in the area did not see the need for advertising on ANCR (Daniels, 2014:81). This shows that sustainability remains one of the main challenges contributing to poor programming which does not serve developmental needs of local communities (Muswede, 2009). This aligns with a study carried out by Simmering & Fairbairn (2007) on “Community Radio Sustainability in Southern Africa” which revealed that community radio stations either depend on the support of International donor agencies or have at some stage had to completely rely on donor funding.

Community radio stations also rely on advertising income. This is a challenge since most local businesses do not see the value of advertising on community radio stations. For instance, there are 0.1 local businesses advertisements on Radio Phalaborwa (Panther, 2012:28) and this is problematic since they also rely on income from advertisers to run the station. The other challenges are that most community stations are primarily dependent on advertising for their income but are in communities that have limited consumer power and thus do not represent attractive or lucrative markets to private sector advertisers (Panther, 2012:28). Bush Radio is one of the stations that face challenges of attracting advertisers since it is in an area where the community have limited consumer power. The socio-economic conditions of the communities surrounding the station have an impact on the financial sustainability of a radio station. Thus, community radio stations are faced with many challenges in their operation and this impact on their ability to broadcast programmes which develop their communities.

In addition, delay in payment of programmes is also one of the challenges affecting the smooth operation of community radio. For instance, Radio Riverside and Radio NFM usually air programs like budget votes and state of the nation address for the government through Government Information Communication Service (GCIS) but there is usually a delay in receiving payment. They also face challenges in accessing Information and Communications Technologies (ICTs) which are essential in enhancing broadcasting and struggle to maintain the infrastructure (Panther, 2012:30). Thus, community radio stations grapple with a lot of challenges on their day to day running of the station.

Radio stations also face pressure from political parties. One station that faced this challenge is Karabo FM located in Free State. There were incidents in which groups from political parties would visit the station and threaten presenters. There was a situation where some African National Congress Youth League (ANCYL) members came into the station and addressed issues of the ANC leadership and municipality on air (Daniels, 2014). It soon emerged (two to three months later) that they had joined Economic Freedom Fighters (EFF) and their earlier on-air discussion was seen as a ploy to discredit the leadership of the ANC. Thus, the perception of Karabo FM was seen to be carrying out the EFF mandate and in September 2013, because of such political conflicts, the station was burned down (Daniels, 2014). Therefore, political interference can impact on the operation of community radio stations and this disadvantage the communities served.

Radio stations also face challenges of religious interference. For instance, in 2012, Theta FM became embroiled in a battle with the Rivers of Living Waters Ministries, a big advertiser on the station, when a staff member accused two of the church's pastors of Satanism (Daniels, 2014). Bishop Zondo of the Rivers of the Living Waters took legal action against Theta FM for defamation with the assistance of the Freedom of Expression Institute (FXI). The interdict sought to prohibit the radio from any further broadcasts pertaining to him. He further threatened a defamation suite of 10 Million rand, should the interdict (order) be granted (Daniels, 2014). All these examples show that community radio stations face a lot of challenges which hinder them from playing their developmental role.

2.13 Organisations that support community radio in South Africa

The community radio sector receives support from many organisations in South Africa namely The National Community Radio Forum (NCRF) and Media Development and Diversity Agency (MDDA). It is important that they receive support so that they can fulfil their mandate as tools for development. The NCRF is a national sector that represents community radio stations in South Africa and it was established in 1993. NCRF advocates for diversity and participatory democracy towards sustainable social development in communities through community radio (NCRF, 2015). The NCRF also played a pivotal role in the opening up of the airwaves and the formation of the IBA, ICASA and the MDDA (NCRF, 2015). According to NCRF, (2015:4), “South Africa’s community radio sector is well placed to facilitate the information and developmental needs of the poor and working class communities in which they are mostly located”. Therefore, NCRF plays a pivotal role in strengthening stakeholder relations with Academic Institutions, Government Sectoral experts, Small, Medium and Micro Enterprises (SMME’s) and Independent Researches. The sector also promotes unity in the entire community media sector to ensure media diversity.

The MDDA was established in 2003 “to support the sustainability and development of the community broadcasting sector and of other media that meets the needs of disadvantaged and underrepresented groups” (Buckley, 2011:25). The MDDA receive its sponsorship from government through the Department of Communications (DoC) and other broadcast media companies as per funding agreements (MDDA Report 2015/16). The DoC’s support consists of three components: subsidizing the signal distribution costs of community radio, the provision of infrastructure and content production costs. The government is therefore the main source of funding for the agency. The mandate of the MDDA is to create an enabling environment for media development and diversity which reflects the needs and aspirations of all South Africans and to redress exclusion and marginalisation of disadvantaged communities (MDDA Report, 2015/16).

The main role played by the MDDA is to provide financial support in the form of project grants to community media and small commercial media ranging from print media to broadcasting (Buckley, 2011). The MDDA has invested in the purchase of

world class radio equipment to enable quality productions (MDDA Report, 2015/16). The Annual Report 2015/16 shows that it spends R26, 274, 787. 27 in grant funding (MDDA Report, 2015/16). The Agency plays an important role in supporting community stations and prioritised them as shown by the funding criteria that they use as shown below. According to MDDA Report 2015/16;

- At least 60% for community media projects
- At least 25% for small commercial projects
- At least 5% to research projects
- 10% unallocated/other

However, the MDDA also face challenges in meeting its mandate; it has a small budget and funding base which have served to limit its capacity to impact on media diversity in SA (Skinner, 2007 cited in Panther, 2012:6). This also affects the ability of the Agency to provide adequate funding to community radio stations.

The Community radio sector also receives advertising and sponsorship revenue through Government Communications and Information System GCIS and private sector which include The Media Connection, ABC Ulwazi, Agile Media, Motswako Media and Serongwanyane (Panther, 2012: 37). However, the funding that community stations get is not enough because many businesses do not advertise on community radio. National governments departments spend their budgets on reaching out community radio audience through advertising on community radio and this brings in income (Panther, 2012). However, community radio stations face many challenges since in most instances; there are delays in rolling out infrastructure. The department is doing very little to boost the sector and the process of acquiring support is tiring (Panther, 2012). Non-Governmental Organisations (NGOs) and development agencies also fund community radios through payment of a small fee to broadcast and they also develop content in partnership with the stations (Panther, 2012). Although community radio stations in SA receive financial support from many avenues, it is not enough to sustain the stations. They are still faced with financial problems which hinder them from broadcasting programmes that are developmental and which address the needs of the community served.

2.14 Theoretical framework

This study was guided by the UNESCO approach to development which emphasise on ideas of access, participation and self-management and Day's (2009) framework of audience participation in mass media. These two models assisted the researcher in analysing data collected through both interviews and questionnaires.

2.14.1 Participatory paradigm

The failure of modernisation and diffusion approaches to improve the living conditions of people in developing countries led to the search for a new approach to development which involves participation. Ascroft & Masilela (1994: 282) posits that "if peasants [people] do not control or share control of the processes of their own development, there can be no guarantee that it is their best interest that is being served". This led to a paradigm shift in intellectual thinking in relationship to development and development communication. The discourse on "development" moved from a linear approach to a horizontal and people centred approach referred to as participatory development communication (Servaes & Malikhao, 2005). Participatory development communication was defined by Bessette (2004:11) as;

"A planned activity, based on the one hand on participatory processes, and on the other hand on media and interpersonal communication, which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative".

Therefore, the idea of participation was central in participatory development communication. There was need to involve the communities in decision making for development to take place. This resulted in participatory theorists redefining development communication to mean "the systematic utilisation of communication channels and techniques to increase people's participation in development and to inform, motivate, and train rural populations mainly at the grassroots" (Waisbord, 2000: 17). In reference to this study, Forte FM should stimulate people's participation in programming and management of the station.

However, there are many approaches that inform the participatory paradigm. These approaches include; "dialog paradigm" (Guba, 1990); "another development" (Melkote, 1991); "multiplicity paradigm" (Servaes, 1991); "empowerment approach"

(Friedmann, 1992); “autonomous development” (Carmen, 1996) and “liberation approach” (Freire, 1997). Despite the fact that there are many approaches that are associated with the participatory paradigm, only two major approaches are dominant. They are the dialogical pedagogy of Paulo Freire of (1970, 1983 & 1994) and UNESCO (1970) approach which emphasises the ideas of access, participation and self-management (Servaes, 2008; Servaes & Malikhao, 2008).

The key principle of Freire’s argument is centred on the argument that the oppressed have the right to air their views either individually or collectively (Bello, 2015:47) and the oppressed refers to the marginalised. Freire also emphasised on interpersonal and group dialogue as key to development (Waisbord, 2000:19) and this undermines the role of the media in communication processes (Hart, 2011). This approach to participatory communication is centred on culturally based dialogues in community settings such as story-telling, theatre and community meetings (Bello, 2015:47). This emphasis on dialogue and group communication than the mass media renders the Freire’s liberation approach unsuitable for this study.

This study is guided by the UNESCO approach to development. UNESCO played a pivotal role in financing and enhancing the development of community radio in Sub-Saharan Africa to promote public participation and inclusiveness towards a developmental goal (Bello, 2015:48). This implies that the agency realised the relevance of community radio to developing countries and its potential in effecting change. UNESCO’s approach is theoretically rooted in Mcquail’s (1983) normative theory which emphasises on the citizens’ right to communicate by being offered access to local media to express their needs and aspirations (Hart, 2011; Bello, 2015).

The term “access” within this approach refers to the use of media for public service (Servaes, 1996) and entails providing the beneficiaries (local community) with access to relevant resources and information that will assist them (Hart, 2011:44). Participation refers to a process of empowering the local people to participate in identifying problems which needs to be solved, designing and implementation of a development programme (Melkote, 1991 cited in Mhagama, 2004). Participation in community radio entails involving communities in structures and decisions of management and operations as well as processes of production (Hart, 2011:44).

Self-management is all about having the power of making decisions. In this case, the community is empowered to make decisions in programming and management of community radio station. Self-management is achieved through participation in activities of the radio station (Hart, 2011). Thus, the community members are involved in their own development. All these principles should be adopted by Forte FM to ensure that people in Alice participates in programming and management of the station.

The focus of participatory theorists was on horizontal communication as opposed to linear communication advocated by modernisation and dependency paradigms. This means that the purpose of communication is to involve people in solving their own problems. Morris (2003:226) substantiate this view by arguing that “participatory communication holds that development communication is not a vertical process of information transmission from the knowledgeable to the less knowledgeable, but rather a horizontal process of information exchange and interaction”. Everyone in the society can bring in new ideas that can benefit everyone. Therefore, the significance of participatory paradigm lies in the attempt to transform people from passive recipients into active agents in issues that concern their own development (Bello, 2015). Thus, participatory approach emphasises on the involvement of communities in their own development.

The issue of culture is important as far as people’s participation in community radio is concerned. There is need for community stations to embrace cultural diversity, promote local culture a context ignored by modernisation paradigm (Waisbord, 2000:17). In the context of this study, this statement implies that community radio plays an important role in empowering communities since they address cultural issues. Gumicio-Dragon (2001:34) expound the above point by adding that, “participatory communication protects tradition and cultural values of a particular community and such an environment is conducive for community development”. Therefore, culture is important since people can freely air their views if they feel that their cultural values are respected. Osunkunle, (2008a:58) also adds that, “it is important for community radio stations to be sensitive to the needs of the communities they serve by respecting their languages, traditions, beliefs and cultures”. Such considerations explain why community radio is considered a tool for development other than other forms of media.

Furthermore, the participatory model postulates that the aim of development is to empower people to play a role in decision making and this promotes democratic practices (Morris, 2003). Therefore, (Morris, 2003:226) asserts that “the essence of the participatory approach lies in working with citizens to determine their needs and to design and implement programs to address these needs, rather than imposing an intervention on a community”. This means that members of the community rather than development experts should be involved in decision making. Instead, “for local people to gain an understanding of their situation and the development process, they need to define their own needs and development goals, and then participate in the enactment of the development process” (Servaes, 1996: 80). As such, participatory communication empowers local community by allowing them to freely exchange views and decide on what should be done (Servaes, 1996; Molefe, 2007). This is precisely what community radio offers; it empowers local voices in development debates. Therefore, this approach is appropriate to this study since community radio stations are the ones mandated to develop their communities, it emphasises on participation of the local communities in solving problems.

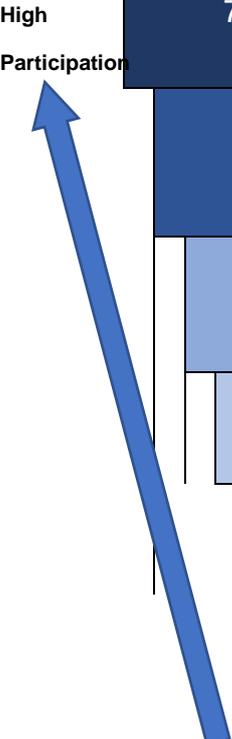
However, participatory paradigm has its weaknesses. This paradigm is heavily criticised for being too imprecise in their approach to participatory development communication; practitioners have different views on what participation entails (Mefalopoulos, 2003; Servaes, 2008; Dagon Gumucio, 2001). Critics argue that grassroots decision making processes are slower than centralized decision making and not applicable to cases that require urgency (Waisboard, 2000). The issue of participation is complex since in most cases development agents encourages communities contribute ideas but they always have the final decision (Mhagama, 2016).

Freire’s dialogical approach which emphasises interpersonal and group dialogue underplays the role that the mass media play in participation and promotion of development initiatives (Waisboard, 2000; Servaes, 2008). The paradigm did not consider that the beneficiaries of development programmes may not desire to participate and direct participation is not always necessary (Beall, Todes & Maxwell, 2004:317). The concept of empowerment within participatory paradigm is criticised because it insinuates that that beneficiaries of development initiatives lack power and the agents are the ones who can empower them.

2.14.2 Framework of Audience Participation in Mass Media

Day (2009) created a level 1 to 7 framework which shows diversity of a station's participation and its potential to stimulate change. The framework explains the level of audiences' participation in commercial, public and community media. The levels are indicated below,

Table 2.1 Framework of Audience Participation in Mass Media



Level of participation	New Category	Type	Example	Provided by
7	Full and active participation	Ownership by community	Community Radio	Community radio
6	Self-management	Management and decision making open to community, unmediated by outside groups	Community radio	Community radio
5	Participation	Schedule program placing, autonomous production after training by stations open to community	Access channels, community radio	Community & Access media
4	Mediated participation	Producing and presenting programmes	Access media, open channel broadcasters	Public service, commercial, community media
3	Controlled participation	Presenting programmes with professional producers	Guest spots	Public service, commercial, community media
2	Controlled access	Speaking on air	Phone-in talk black radio	Public service, commercial, community media
1	Restrictive access	Responding to content broadcast	Phone (off air), fax, email, letter, SMS/texting	Public service, commercial, community media

Source: Adopted from Day, 2009 (edited by author)

Day (2009) distinguishes community media from other types of media in order to highlight that community media has the capacity to develop communities that they serve if they fully involve them in management. According to Day (2009: 124), "access and participation occur at varying levels, from phone-in to complete ownership, but determining the type of access or participation offered by a station is essential, if stations are to be judged on the basis of people's involvement". Day (2009) contends that although the audiences participate across various media in the

first four levels, this does not distinguish community radio from other media. Levels five to seven distinguishes community radio from other media.

This framework is relevant for the study since it shows the levels of community participation in media. The framework will be used to determine the level that Alice community participates in programming and management of Forte FM.

2.15 Chapter summary

This chapter explored relevant literature on the role that community radio stations play in development. It also discussed the role of media in development, the power of radio as a medium of communication, the advent of community radio in South Africa, roles played by community radio in facilitating community development, development programmes that are broadcast by community radio stations, the importance of community participation in community radio broadcasting, challenges faced by community radio stations, support for community radio in South Africa and the regulatory framework for community radio in South Africa. The chapter also discussed the paradigms of development communication and the theoretical framework that guides the study.

3. CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methods used to achieve the objectives of the study. This chapter begins by outlining the adopted research design, sampling techniques. The chapter also focuses on methods of data collection and data analysis, reconnaissance, ethical considerations and limitations of the study.

3.2 Research design

A research design is a chief aspect in the research process. Therefore, a research design is a plan of the investigation used for collecting data, linking the data to the research questions and ultimately reaching conclusions (Burton, 2000; Yin, 2003:19; Jones & Lyons, 2004; Kothari, 2004; Creswell, 2014). The research design adopted for this study is a mixed method design.

3.2.1 Choice of mixed methods design and its justification

There are several terms that are used by different scholars in referring to this research design and these include; “*multi-methods*”, “*triangulation*” and “*qualitative and quantitative methods*” (Tashakkori & Teddlie, 2003). This study adopted the term “*mixed methods*”. Creswell (2014: 4) defines a mixed methods research design as “an approach to enquiry involving collecting of both qualitative and quantitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks”. Consequently, this study used both interviews and questionnaires to gather data. The questionnaires had both open ended (qualitative) and close ended questions (quantitative). The interviews were used to gather qualitative data.

It was significant in this study to use these methods as they both help to answer the objectives of the study. Mixed-methods design is regarded as a key element in improving social sciences research and is becoming increasingly recognized as the third major research approach since it incorporates several methods of gathering data (Gorard, 2004; Johnson, Onwuegbuzie & Turner, 2007). A survey of literature shows that a mixed methods design provides a deeper understanding of a research

problem, enhances description, validates and explicates findings from another approach, greater confidence in conclusions, and provide richer/more meaningful/more useful answers to research questions (Gorard 2004; Onwuegbuzie & Turner, 2007; Cresswell, 2014). Therefore, a mixed method design is the most appropriate design for this study.

3.3 Study Population

A study population is defined as, “all items in any field of inquiry,” (Kothari, 2004:55). The study population comprises of the overall population of a particular town being studied. In this study, it refers to the overall population of Alice which was 15 143 in 2011 (Stats SA, 2011). The study population therefore comprised of 15 143 people who resides in Alice and some of them are listeners of Forte FM.

3.4 Study sample

The study sample comprised of four Forte FM personnel that included the programmes manager, a news anchor, a presenter and a volunteer. From a population of 15 143 people, 375 respondents were selected and issued with questionnaires. The researcher used Raosoft, an online software to calculate the required sample size with a margin of error 5%, the confidence level of 95% as shown in Appendix 1. Therefore, the sample was drawn from both Forte FM personnel and Alice residents.

3.5 Sampling

Sampling is the technique of selecting a suitable sample to use for a study. du Plooy, (2009: 108) states that “sampling involve following a rigorous procedure when selecting units of analysis from a target or accessible population”. This study adopted non-probability sampling which is defined as “... sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample” (Kothari, 2004: 59). Thus, this study adopted non-probability sampling.

3.5.1 Sampling procedure

According to Kothari (2004:57) sampling procedure is defined as, “the technique to be used in selecting the items for the sample.” To achieve the objectives of this

study, non-probability sampling was chosen as the most suitable sampling method. Non-probability sampling has four types, namely quota sampling, purposive sampling, snowball sampling and convenience sampling (Henry, 1990 cited in Babbie, 2007). In this study, two sub-types of non-probability sampling namely purposive and convenience sampling were adopted. The advantage of non-probability sampling was that it was convenient way for the researcher to assemble a sample with little costs (Babbie, 2007) and the research purposively selected key informants who provided relevant data for the study.

- **Choice of purposive sampling and its justification**

Purposive sampling is also referred to as judgmental sampling or expert sampling. The selection of a purposive sample is often accomplished by applying expert knowledge of the population to select, in a non-random manner, a sample that can be considered representative of the population (Babbie, 2001; Battaglia, 2008). The researcher purposively selected four key informants from Forte FM for interviews namely; programmes manager, a news anchor, a presenter and a volunteer. It was assumed that these key informants had adequate knowledge and experience about the contribution of Forte FM in facilitating community development.

The researcher also used purposive sampling to select the respondents of the questionnaires. This was the most appropriate sampling technique used to select the respondents because the study targeted only Forte FM listeners who resides in Alice. Not all respondents who reside in Alice are Forte FM listeners. Furthermore, purposive sampling was chosen because it is less expensive and saves time since this method can be implemented quickly.

- **Choice of convenience sampling and its justification**

The researcher used convenience sampling in selecting the respondents of the questionnaires. Convenience sampling refers to selecting a sample which is within reach. Convenience sampling includes questioning people who are available and consent to being questioned. Consequently, a total of 375 questionnaires were distributed to Alice residents. The researcher visited places believed to be conveniently within easy of access such as places of business which include hair

salons, outdoor markets, and supermarkets. The researcher also distributed the questionnaires in student residences and classrooms. This technique was chosen by the researcher to save time and it was the most appropriate method considering that Forte FM listeners are dispersed.

3.6 Reconnaissance

The researcher attended a staff meeting which was held at Forte FM. This helped the researcher to familiarise with the research topic and learn more on how the station involves the community in programming and management.

3.7 Data collection

Data for this study was obtained from both primary and secondary sources. The first section discusses secondary data collection and the second section discusses primary data collection.

3.7.1 Secondary data collection

Secondary data refers to data that is already available; this data would have been collected and analysed by someone else (Kothari, 2004: 111). Secondary data for this study was sourced from both published and unpublished secondary sources. Published data was sourced from government documents, journals, conference papers, books and newspapers, reports and publications of various organisations and reports prepared by research scholars. Unpublished data was sourced from unpublished scholars' reports, dissertations and government documents. The researcher only used reliable and valid data to address the objectives of the study.

Various government documents were used in this study as a source of secondary data to get insights on how the various policies and legislations prioritise and support the development of community radio in SA. These documents included ICASA Act of 2005, Broadcasting Act of 1999 and MDDA reports and Independent Broadcasting Authority of 1993. The Nkokobe 2015-16 Integrated Development Framework (IDP) document also provided information on key areas for development and challenges faced by the community and this aided the researcher in assessing the extent to which Forte FM contributes towards community development.

The secondary data was used in this study to review studies done by various scholars to get insights on the roles that community radio stations play in developing local communities and how they ensure community participation. Studies done by Khan, (2002) & Shukla (2014) provided insights on the roles that community radio play in promoting democracy. Studies done by Fraser & Restrepo-Estrada, (2002), Bhattacharyya, (2004), Osunkunle, (2008a) and Manyozo, (2013) also provided information on the importance of participation in community radio stations.

A survey of literature helped the researcher to get in-depth understanding of the sample developmental programmes used in this study that are aired by Forte FM in trying to address problems faced by communities. Valuable information about the developmental programmes broadcasted was also found through internet search such as the Forte FM web page, (<http://www.fortefm.co.za/programoutline.html>). This web page provided information such as the content of the programmes which was essential in categorizing the broad themes of developmental programmes aired by Forte FM. The sample developmental programmes aired by Forte FM were also derived from interviews with Forte FM's personnel.

In addition, the researcher also reviewed literature on the development communication theories and how they link with community radio stations. This aided the researcher in realizing how these theories help us to understand the roles that community radio stations play in development. These theories include UNESCO Approach to participation and Day's (2009) framework for audience participation in mass media. Day's (2009) framework enabled the researcher to analyse qualitative data by identifying the levels of audience participation in programming and management of Forte FM. The theories also provide recommendations on how the audiences should be involved in programming and management.

3.7.2 Primary data collection

The primary data is regarded as data that is collected by the researcher which is, "afresh and for the first time, and thus happen to be original in character" (Kothari, 2004: 95). Primary data for this study was collected using both structured interviews (see Appendix, 2) and questionnaires (see Appendix, 4).

In 2016, the researcher carried out an off the record informal unstructured interview at Forte FM with the programmes manager. This interview helped the researcher to familiarize with Forte FM and in identifying the sample developmental programmes they broadcast which were used in this study. This data was essential in assessing the contribution of Forte FM in facilitating community development. Furthermore, structured interviews were conducted in 2017 with the programmes manager, a presenter, a news anchor and a volunteer of Forte FM and they were recorded with their consent. The schedule of the interview is attached in appendix, 2. The researcher purposively selected these key informants as they have work experience at Forte FM and it was believed that they are in a position to provide information required to attain the research objective of this study.

The researcher with the help of two research assistants distributed 375 self-administered questionnaires to Alice residents who listen to Forte FM. In some instances, the research assistants and the researcher had to assist the respondents to complete the questionnaire by asking the questions and recording the responses since some of them were old and could not write. In some instances, there was a need to explain the questions in a local language (Xhosa) so that the respondents could understand the questions since the study was carried out in a rural setting. In some cases, the questionnaires were handed directly to the respondents and they were given time to read the instructions and to complete the questionnaires by themselves at that time or when it was convenient for them. The researcher and the assistants then followed up the respondents to collect the questionnaires on another day.

3.7.3 Data collection with specific research objectives

The table 3.1 is a summary of the research design for this study.

Table 3.1 Summary of research design

Research objectives	Data collection		Data presentation and analysis	Outcome
	Primary	Secondary		
1. To establish developmental programmes that Forte FM broadcasts.	Interviews	Articles; Textbooks;	Thematic analysis, descriptive statistics, regression analysis	Developmental programmes that are broadcast by Forte FM
2. To determine the perceptions of the community on the role of Forte FM in facilitating development.	Questionnaires Interviews	Articles; Textbooks;	Thematic analysis, Descriptive statistics.	The perceptions of Forte FM personnel and listeners on the role of Forte FM in facilitating community development
3. To determine the extent to which the community participates in programming and management of Forte FM.	Questionnaires Interviews	Journals; Textbooks;	Thematic analysis, Descriptive statistics, regression analysis	The extent to which listeners participate in programming and management of Forte FM
4. To determine challenges that hinders Forte FM from playing its role of facilitating community development.	Interviews	Journals; Textbooks;	Thematic analysis, Descriptive statistics, regression analysis	Challenges that hinders Forte FM from playing its role of facilitating community development.

Source: Author, 2016

Table 3.1 summarises the research design for this study, it highlights the objectives, data collection instruments, methods for data analysis and expected outcomes for the study.

3.8 Methods of data analysis and presentation

Data analysis is defined as the “computation of certain indices or measures along with searching for patterns of relationship that exist among the data groups” (Kothari, 2004:122). Primary data that was collected using interviews was analysed qualitatively using techniques such as thematic analysis. Furthermore, quantitative primary data that was gathered using questionnaires was cleaned, processed and analysed and presented in the form of tables and graphs using Statistical Packages for Social Sciences software (SPSS version 23.0) and MS Excel.

3.8.1 Qualitative data analysis

Braun & Clarke (2006:7) define thematic analysis as “a method for identifying, analysing, and reporting patterns [themes] within data”. Thematic analysis involves looking through data sets to find patterns of meaning that occur consistently (Braun & Clarke, 2006:15). This method was appropriate for this study because it helped the researcher to identify patterns of data from the interviews and open ended questions on the questionnaire which aided the researcher in determining the role of Forte FM in facilitating community development. The advantage of using thematic analysis is that it provides a more detailed account of the themes identified (Braun & Clarke, 2006:11).

There are different phases that are followed when using thematic analysis as a method of analysing data for a research project. To carry out the thematic analyses, the researcher was guided by the phases identified by Braun & Clarke (2006).

The first step towards a thematic analysis was to be immersed in the data to become familiar with the content. The researcher started by transcribing recorded data that was collected through interviews with Forte FM personnel at the station (see Appendices, 5, 6 and 7). The transcript was checked constantly during the transcribing process to ensure its accuracy with the recording. The researcher also gave copies of the transcript to the interviewees for cross-checking before analysing the transcripts. This process of data transcription was important since it enabled the researcher to become more familiar with the data. After transcription, the researcher had to re-read the transcripts several times to search for patterns. The researcher jotted down notes in a notebook and marked ideas for coding that were to be revisited in the phases that followed. The same process was done in reading the qualitative aspects in questionnaires. At this stage, the researcher was familiar with all aspects of data that were being analysed.

The next step in thematic analysis was the production of initial codes to organise data into meaningful groups. The researcher started by writing brief notes from the transcripts and used coloured pens to indicate potential patterns. Secondly, the researcher copied extracts of data from each interview transcript and grouped the quotes depending on whether they carry similar meanings. At this stage, the researcher had coded and organized the data into meaningful categories.

The third phase of thematic analysis involved searching for themes by sorting the codes into potential themes which relates to the objectives. Essentially, the researcher analysed different codes finding the relationship between them and sorted them into themes through the use of mind maps and tables. Some codes formed main themes and others formed sub themes. At the end of this phase, the researcher had a collection of main themes, and sub-themes. At this stage, a thematic map was formed where relevant themes were selected that relate to the research objectives.

The fourth phase involved reviewing and refinement of themes. At this stage, the researcher scrutinized the thematic map to make sure it fits the data set, as at first it did not fit. Then the researcher further reviewed and refined the coding until a satisfactory thematic map was created. At the end of this phase, the researcher had a list of themes that emerged and how they fit together, and the overall story they tell about the data. The researcher focused on identifying what each theme is about, determined what aspect of the data each theme captured and how it relates to the research objectives. The researcher also focused on finding how different themes relate to each other, identifying whether or not a theme contains any sub-themes.

In the fifth phase, themes were named in preparation for presentation. The final phase of the analysis included producing a report of the themes found to answer the research objectives in an analytical manner.

3.8.2 Quantitative data analysis

Primary data that was gathered using questionnaires was analysed quantitatively in relation to the study objectives. Statistical Packages for Social Sciences (IBM SPSS, Version 23), facilitated the quantitative analysis of the collected data. This computer software aided the researcher with management of data, which include: entering, saving and editing the primary data gathered using the questionnaires. This software was also used to analyse data statistically and presenting the findings in the form of tables and graphs (pie chart, line graph and bar graphs) to help draw objective conclusions from the field data. The researcher also performed normality tests, reliability and validity tests, factor analysis and regression analysis.

Boone & Boone (2012) recommends the adoption of descriptive statistics such as mean to measure central tendency and standard deviation for measuring the variability of responses on the survey instrument such as Likert scale. Therefore, given that the questionnaires for this study adopted Likert scale, central tendency and variability was measured using the mean and standard deviations respectively. These descriptive statistics were adopted to determine the views of the respondents' views on each item of the measurement construct with regards to developmental programmes broadcast by Forte FM, community participation in the developmental programmes and their perception on the contribution of Forte FM to the development of Alice community.

Most statistical tests are assumed to follow a normal distribution. Therefore, before beginning advanced statistical analysis such as regression analysis it was considered necessary to perform normality tests. Normality tests were performed through measuring skewness and kurtosis. Normality of data can be assessed in two ways, graphically or numerically (Park, 2008 cited in Lee, 2008). In this study normality of data was assessed numerically and presented in the form of a table. Lee (2008:63) argues that;

“Skewness characterizes the degree of asymmetry of a distribution around its mean. Kurtosis characterises the relative peakedness or flatness of a distribution compare to the normal distribution. As a rule of thumb, if the skewness is within range of +/-2 and kurtosis is within range of +/-3, the data is assumed to be normal”.

The data for this study was assumed to be fit for further statistical analysis because the study constructs are normally distributed as they were within the recommended ranges (+/-2 skewness and +/-3 kurtosis) see Table 4.12.

According to Al-Sheheri (2012), to ensure that research instruments used for the study such as questionnaires had internal consistency and stability, there is need to evaluate their reliability and validity. Therefore, the measurement scales used for assessing the study objectives namely developmental programmes broadcasted by Forte FM, community participation in programming and management of Forte FM, and community's perceptions on the contribution of Forte FM towards community development were tested for reliability. To measure the reliability of study constructs, this study adopted Hair *et al.*, (2014), four-point-Likert scale as a rule of thumb. The scale is shown in Table 4.14. The Cronbach alpha for the study constructs ranged

between 0.553 (high-moderate reliability) to 0.980 (excellent reliability), and which is above the recommended value of >0.50 , (Hair *et al.*, 2014; Nadi *et al.*, 2012). Therefore, the study constructs were considered reliable and they indicate proper internal construct-reliability.

The study constructs before they were used in this study to assess the role of Forte FM in facilitating community development were evaluated for reliability and validity. In this study, factor analysis was also performed for variable reduction into fewer factors for further statistical analysis to achieve the study objectives. This study adopted simple and multiple regression analysis to test relationships between variables and achieve the research objectives. For instance, a multiple regression analysis was performed to determine how these two variables, 'institutional challenges and lack of interest by the public influences the level of community participation in programming and management of Forte FM.

3.9 Validity and reliability of research instruments

The researcher conducted a pilot study to validate the research instrument. The researcher distributed 20 questionnaires to Alice residents to check if the instrument measures what it actually measure. The researcher then edited the questionnaires so that they answer the research objective before final distribution. The researcher also discussed the interview schedule with colleagues to ensure that the questions being asked are relevant to the aim of the study. Reliability tests were also done on questionnaire data before analysing data and more information on reliability is discussed in chapter four.

3.10 Ethical considerations

Ethics deals with treatment of people and this implies that the researcher has an ethical responsibility to protect participants' human rights during research (Patton & Cochrane, 2002; Burns & Grove, 2003). The field of ethics deals with principles of right and wrong behaviour (Gallagher, 2005). Fourie (2009:35) emphasise that "ethics deals with giving credit where credit is due". Firstly, the researcher obtained an Ethical clearance letter from UFH ethics committee before collecting data (see Appendix, 8). The researcher also drafted a letter requesting for permission to interview Forte FM's personnel (see Appendix, 9). The ethical considerations that were also observed in this study include consent, confidentiality and objectivity.

- **Consent**

The researcher asked for permission from the respondents and provided sufficient information about the purpose of the research in order for the respondents to make informed decisions on whether they wanted to participate or not. The researcher did not coerce the respondents to participate in the study or coerce the respondents to continue with the filling of questionnaires when they felt uncomfortable. The researcher also sought consent from the interviewees see Appendix, 3. The researcher explained to them that the participation was voluntary and the interviews will be recorded and they agreed to participate.

- **Confidentiality**

After data collection, the researcher ensured that the names of the participants are not included in compiling the research report. Although the interviewees said that they had no problem with their names being used in the research, the researcher did not include them. The researcher did not ask participants to provide their names on the questionnaires to ensure that they are protected.

- **Objectivity**

The researcher did not fabricate or misrepresent field data. The researcher presented the findings accurately and fairly. The researcher ensured that personal prejudices did not influence the presentation of the findings. The researcher acknowledged all the sources consulted in in-text and in the reference list to avoid plagiarism. The final report of this study was submitted for similarity check through Turnitin system (see Appendix, 10)

3.12 Limitations of the study

There were a few limitations to the study. The first limitation of the study is that the researcher is not fluent in the local language, (isiXhosa) spoken by the respondents. This made it difficult for the researcher to collect data without research assistants. In order to deal with this, the researcher was assisted by two research assistants who are fluent in both isiXhosa and English languages. There was lack of financial resources to conduct the study since the research is self-sponsored.

3.12. Chapter summary

This chapter outlined the research methods used to realise the aim and objectives of the study. This chapter also discussed the research design used, sampling techniques, the data collection methods, data analysis methods, ethical considerations and limitations of the study.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.1. Introduction

This chapter analyses, presents and interprets collected data on the role of Forte FM in facilitating the development of Alice, a rural town in the Eastern Cape Province. This chapter is divided into two sections; the first section deals with qualitative data and the second section deals with quantitative data. Data analysis was guided by the study objectives which sought to;

- Establish the developmental programmes that Forte FM broadcasts.
- Determine the perceptions of the community on the contribution of Forte FM in facilitating development.
- Determine the extent to which the community participates in programming and management of Forte FM.
- Determine challenges that hinder Forte FM from playing its role of facilitating development.

4. 2. QUALITATIVE DATA ANALYSIS

This section analyses the qualitative data gathered from structured interviews with Forte FM personnel (4 Participants) and from open ended questionnaires distributed to listeners of Forte FM who resides in Alice. The data was analysed using thematic analysis. This was achieved through coding data into different themes that achieve the above research objectives.

4.2.1 The developmental programmes that Forte FM broadcasts

The researcher interviewed participant 1, to establish the developmental programmes which Forte FM broadcasts, and the programmes that were outlined are presented in Table 4.1. Developmental programmes listed in the table are not a comprehensive list of all the programmes that Forte FM broadcasts but rather a random sample from Forte FM that was used to create the questionnaire for this study.

Table 4.1 Developmental programmes that Forte FM broadcasts

Programmes	Description
Ezolimo	This is a programme that deals with farming
Iyothulwa imithwalo	Deals with Christianity
Ezonkolo	Cultural issues, any culture, any religion. This is a programme that deals with religious issues, it discusses issues to do with all the religions in the world, e.g Moslem, Christianity.
Yizani sakhe	Yizani Sakhe is a mixture of a magazine and talk show and mainly deals with women issues with the aim of getting all listeners involved in all our topical issues. HIV/AIDS education feature with the help of the Health Department, Dieticians, Psychologists, Fashion gurus, Journalists and Doctors.
Community calendar	The main focus of the show is on empowering our listeners by providing information on skills development in many disciplines and employment opportunities. Discussions in line with the theme of the month and the sub-theme of the week.
Incoko Buciko	It deals with problems that are faced by the community, deals with topics like transport issues, tax issues, municipal service delivery and invite experts.
Ezakwantu	Deals with religion of black people, cultural songs
Sondlangezwi	Religious issues, play gospel music, invite pastors from any church to come and preach.
Hambavhangeli	Christianity preaching, announcement of churches.
Hearts of space	Play R &B music, relationship issues, invite experts, discusses marital problems
Incibi lempiliso	It is a religious programme, deals with Christianity
Special programme, GCIS	Governmental programmes, deals with issues affecting the society e.g Fees must fall campaign, Social development (grants), health issues
Walking with Jesus	Also, deals with Christianity
Breaking the dust	Strictly plays hip hop music, interviews local artists and freelancing.
Business Buzz	It deals with financial issue, how to save money and how to invest.

Source: Forte FM, 2016

Table 4.1 presents the random sample of developmental programmes that Forte FM broadcasts and their description for example the programme called *Ezolimo* it deals with farming issues.

The researcher further used deductive reasoning to determine the various developmental categories the above sample programmes belong to, with guidance from generalized themes generated in the literature review section. The results are presented in table 4.2.

Table 4.2. Developmental categories of programmes that Forte FM broadcasts

	Programme categories				
	Religious/cultural	Agricultural	Societal challenges	Economic development	Entertainment
Developmental programmes that Forte FM broadcast	1.Walking with Jesus 2. Hamba vhangeli 3. Sondlangezwi 4. Incibi lempiliso 5. Iyothulwa imithwalo 6. Ezonkolo 7. Ezakwantu 8. Iyothulwa imithwalo	1.Ezolimo	1.Incoko Buciko 2. Special programme, GCIS 3. Hearts of space 4. Yizani Sakhe	1.Business Buzz 2.Community calendar	1.Breaking the dust

Source: Author Field Data, 2017

(A sample of 15 programmes that Forte FM broadcasts)

Table 4.2 shows that the 15-sample developmental programmes broadcasted by Forte FM can be broadly categorized as religious and cultural developmental programmes, agricultural, societal challenges, economic development and entertainment. Table 4.2 also shows that most of these programmes are religious and cultural programmes (8 out of 15 namely *Walking with Jesus*, *Hamba vhangeli*, *Sondlangezwi*, *Incibi lempiliso*, *Iyothulwa imithwalo*, *Ezonkolo*, *Ezakwantu* and *Iyothulwa imithwalo*). The developmental programmes broadcasted dealing with societal challenges were 4 out of 15 namely, *Incoko Buciko*, *Special programme*, *GCIS*, *Hearts of space* and *Yizani Sakhe*. Those directly dealing with economic developmental aspects were fewer, 2 out of 15 namely, *Business Buzz* and *Community calendar*. The table also shows that there is one programme *Ezolimo*, that focus on agricultural development and also one programme that focus mainly on community entertainment called *Breaking the dust*.

Literature substantiate that community radio stations facilitate development by playing a significant role of informing and educating people through broadcasting on democracy, agricultural development, cultural and economic development (Fraser & Restrepo-Estrada, 2002; Tacchi, 2003; Osunkunle, 2008a; Chakraborty, 2009; Bailur, 2012; Austin, 2014; Chemwaina, 2014; Shukla, 2014). Thus, it is noticeable that the various programmes broadcasted by Forte FM aid in facilitating community development through informing and educating people on various issues that concerns them.

4.2.2. The perceptions of the community on the contribution of Forte FM to development

This section presents the perceptions of Forte FM personnel and listeners on the contribution of Forte FM towards development. Unlike other studies in which community radio is discussed exclusively from station management perspective or from the point of view of listeners, this study explored the two dimensions. The data presented in this section is from interviews and open ended questionnaires responses from listeners of Forte FM who resides in Alice. Through deductive reasoning approach, the researcher used the general categories of developmental programmes identified through literature review, to get an understanding of how Forte FM contributes to community development.

4.2.2.1 Perceptions of Forte FM personnel on the contribution of Forte FM to development

The researcher interviewed four participants from Forte FM to find out their views on the contribution of the station in facilitating community development.

- **Establishment of the Forte FM**

Participant 1, stated that to understand how Forte FM contributes to development there is need to take into consideration why the station evolved from being a campus based radio station to a community radio station. The following quote from participant 1 indicate why the station evolved;

“Mr Luthando and Ms Mdazana were all from around and they have seen the need for a radio station to evolve to become a community radio station.”
(Participant, 1).

This implies that there were people who strongly advocated for a change of the radio station from being a campus based station to community radio station to better position Forte FM in playing its role of facilitating development. To enhance this role, it was further indicated that the station had to increase its footprint. Participant 1 said that,

“[...] our footprint was a bit small because we were covering only Alice [...] as radio station which was dealing with issues of Nkonkobe Municipality by then, we needed to reach further towns and all the surroundings. So, we applied for a better frequency a better coverage...for a better footprint so that we could

serve the purpose of the community that we claim that they are ours. So, in 2011 we got a frequency moving from 100.6 to 88.2 with a massive footprint covering the whole spectrum of Amathole district and surrounding areas, Buffalo Metropolitan Municipality Amathole consist of 6 municipalities,” (Participant, 1).

This clearly shows that external factors beyond the institutional control limits the developmental role played by community radio stations such as the spatial coverage of approved radio frequencies. Thus, Forte FM developmental role was being limited by the approved frequency which was covering a small geographic area around the station. The station wanted to play a significant role in contributing to community development, therefore it applied and successfully changed its frequency to one with greater spatial coverage. Therefore, it can be argued that Forte FM plays a role in facilitating community development.

Furthermore, it was alluded that the contribution of Forte FM towards community development is embedded in the vision and the mission of the station.

Vision: *“To be the voice that unifies, educate and entertains the community within the Amathole District”* (Participant, 1)

Mission: *“Forte FM shall endeavour to provide informative, educational and demand driven and balanced content. The station also acts as a platform for information, knowledge and community dialogue”* (Participant, 1)

The vision of Forte FM shows that the radio station contributes to the well-being of the community through acting as a voice that brings the community together, informs and acts as a source of entertainment. Participant 1 indicated that it is through its mission that the station attains its developmental role through providing content that is driven by demands of the community. Furthermore, it acts as a platform for exchanging ideas and community discussion to address their issues. Congruently, literatures shows that community radios act as voice of the voiceless (Fraser & Estrada, 2002; Khan, 2002; Day, 2009; Obrien & Gaynor, 2012; Panther, 2012; Girard, Van Der Spek, & Flute, 2002). Therefore, Forte FM fulfils its role of facilitating development by being the voice of the community.

- **Solving community problems**

Literature shows that community radio stations play a significant role in facilitating community development through the programmes they broadcast (Osunkunle, 2008; Shukla, 2014). Forte FM personnel pointed out that the station also facilitates

community development in various ways. The personnel were asked to indicate how the station is involved in seeking solutions to various problems facing the community. One of the participants mentioned that,

“The station makes sure that if there is a complaint lodged against any government department, the station makes a follow up until the issue is resolved” (Participant, 4).

Thus, Forte FM positioned itself to help the community by ensuring that any challenges lodged by the community are followed up until they are resolved and the community will be updated on how matters raised are being resolved. In addition, Participant 4 went on to say that, it is evident that the station contributes to development because it goes an extra-mile in ensuring that community problems are solved. The participants elaborated how the station ensures that community challenges are addressed by stating that,

“We broadcast about it and try to find out the problem from the municipality and invite them to come and clarify why the community is like that... bear in mind that we are only a voice for the voiceless, if we have the station, why not shout out”. (Participant, 1)

“Some come to us and say there are people selling the houses illegally so what we do is we investigate we go to the community and municipality and say who is supposed to be selling the house and the municipality might be involved and we call the department of human settlement” (Participant, 3).

This reveals that Forte FM does facilitate community development through communication. It provides people with access to information, a platform for facilitating dialogues in solving community problems to improve their lives. Khan (2002) substantiates this by emphasizing that media plays important role in fighting social ills.

Participant 3, substantiated the same point by stating that the station contributes to development because it facilitates the process of resolving challenges facing the community. The participant indicated that there are many schools that have a shortage of teachers and the station calls educational departments from the district to the provincial offices until a teacher is appointed. This shows that the station understands the significance of education in community development, by using their voice to fight and help schools get teachers so that communities can be afforded an opportunity to quality education to better their lives. Furthermore, participant 3 added that,

“Each and every year we have a back to school campaign some NGO’s giving uniforms to the disadvantaged,” (Participant, 3)

Thus, the station contributes to community development through disseminating information about various promotional education items such as school uniforms and other school items to enrich their children’s educational experiences. According to Stats SA (2011), Alice community has a high population of people living without an income (23%). The study assumed that most families living without an income do have children who need to be afforded an educational opportunity. Therefore, the station through broadcasting back to school campaigns; it plays a significant role by informing the community where affordable school items can be bought so that children can be afforded a better educational experience.

- **Agricultural information**

Forte FM personnel indicated that the station contributes to community development through the agricultural programmes they broadcast. These programmes focus on improving yields, new crops on the market and general information that helps farmers. Participant 1 said,

“We do have programmes that deals with agriculture but those programmes are seasonal” (Participant, 1)

The participant added that the station currently has one programme called *Ezolimo* that specifically deals with farming. Furthermore, the participants added that agricultural information is relevant to the community because most of the people who listen to the radio rely on farming for subsistence and also the fact that the station is located in a rural town and broadcasts to people in both rural areas and towns. Various studies conducted by (Okwu, *et al.*, 2007; Nyareza, 2012; Ango, *et al.*, 2013; Wabriwe, 2013; Chemwaina, 2014) indicate that radio stations contribute to development by airing programmes that provide farmers with new methods and relevant information that improve their yields and increase income and in turn improve their lives. Therefore, the station plays a pivotal role in community development.

- **Health information**

The participants indicated that the station informs and educates the community on various health issues. The participants stated that they have a magazine talk show that deals with health issues entitled *Yizani Sakhe* and also GCIS which a government sponsored programme.

“We invite various health experts which include dieticians, doctors or nurses to the station to discuss about a particular topic set for the day and we give opportunities to the listeners to call in and participate on the show.” (Participant, 3).

Thus, it is evident that the station does contribute to development through broadcasting health information to the community. Participant 1, added that the show focuses on different health issues depending on the day. For instance, on Monday the show can focus on HIV and AIDS and on Tuesday, they can be dealing with Tuberculosis (TB) and so forth. The station also works with the health unit from the University of Fort Hare and other organisations.

Furthermore, BRC (2016) indicated that radio reaches 4.4 million people (95%) in EC Province. Therefore, through radio broadcasting health information will be spread to a wide population and it will also be passed to non-radio listeners thereby increases health awareness in the wider community. In addition, the station also contributes to community development through effective health communication. It invites health experts and provides a platform for dialogue with the community so that they can call- in and ask for clarification on health issues they do not understand.

In addition, participant 1 also mentioned that the station is involved in different health awareness campaigns.

“We work hand in hand with the Health Department Unit from here, provincial communication office of health so whenever there is a programme outside we will always be there.” (Participant, 1)

For instance, they had awareness campaigns on health issues such as HIV/AIDS. Thus, the station is actively involved in health activities and broadcasts to the community educating them on the various health issues facing the community and how to prevent the wide spread of diseases in the community. Information on the wellbeing of the community is important because the society can only develop when

people are healthy (Jallov, 2005; Chemwaina, 2014). Therefore, it is a community radio's responsibility to ensure that people have adequate information which help them lead healthy lives. All these areas of focus are regarded as developmental issues; thus, one can argue that Forte FM contributes to community development through its programmes by disseminating health information to the people.

- **Promotion of culture and religions**

The station contributes to development by promoting cultures. The personnel indicated that the station promotes cultural development through programming and broadcasting in local language, which is Xhosa. The station has cultural programmes like *Ezonkolo* which focuses on all religions and diverse cultures while *Ezakwantu* deals with religion of black people and cultural songs. The other one is a musical show whereby cultural music is played. Thus, Forte FM promotes cultural development by providing a platform where audiences share their beliefs, values and norms for the community to learn about their culture and religion.

“We discuss about the practices which should be abandoned, for instance marrying under-aged girls. The South African constitution does not condone such things, you can't just grab someone who is young for marriage” (Participant, 2).

From the statement above, it is apparent that their cultural programmes contribute to education on cultural evolution since they educate people on cultural practices that negatively affect the lives of girls. They also mentioned that they encourage the community to embrace their Xhosa culture and be proud of whom they are.

In addition, the participants stated that the station mainly broadcasts Christian programmes, because they are important to the community and they are demand driven. Furthermore, participants 3 went on to say that the pastors play an important role in solving peoples' problems.

“They come to show with their congregation, they do go on air to pray and heal the sick [...]. Some [...] call saying pastor I'm now working after they have prayed for them” (Participant, 3).

Participant 3, also added that there are '*Morning Prayer*' sessions at the station and some listeners even volunteer to pray in the morning at 06:00am. This testifies that

the station offers the community a platform to share and learn about their beliefs, values and norms for developing the community in unity.

- **Promotion of local artists and sports personnel**

The station also contributes to development by promoting local artists and sports personnel. Participant 1 expressed that their priority is also on sports activities within the communities to promote sports personnel and increase radio listenership.

“Bear in mind in whatever you do its always wise to start with what is happening in the community that’s how you lob in more listenership because if I cover a sport that is happening in Ntselamanzi [...] automatically that family will listen to Forte FM” (Participant, 1).

In addition, Forte FM personnel stated that they promote local artists by playing their music and also interviewing them during shows like *Breaking the dust* and *Afternoon drive*. This contributes to development because these artists depend on the success of their music careers to provide for their families. Furthermore, this aligns with the requirements of ICASA on local content broadcasting, especially on music content for community radios. This act allows for emerging artists to be given a platform to enter the music industry and compete with other famous and experienced artists to enhance their talents and careers. It is also argued that the more the songs of artists are aired the higher the royalties the musicians get. Therefore, the station plays an important role in uplifting the lives of upcoming artists.

- **Skills development**

Literature shows that the workforce at community radio stations is usually members from the local community. Participant 1 indicated that the station contributes to development by equipping people from various communities with many skills that are relevant for the job market.

“...but also, education wise, once you get experience it’s easy to go out and say I am having this I worked at Forte FM for this period so we have trained a person for the job market so it is developmental in a way”. (Participant, 1)

This implies that the volunteers and presenters learn from being involved in the station’s activities. For instance, they learn presenting skills, producing skills and also researching skills. This in a way contributes to skills and capacity development which are essential for development. Literature indicates that community radio

stations contribute to development by equipping people with skills that they need to further their careers.

- **Educational and informative shows**

The radio stations also contribute to development by airing various, informative and educational programmes. The participants suggested that such programmes include *Law focus*, *Masifundisane* and *Business buzz*. One of the participants mentioned that on the programme entitled *Law Focus*;

“That’s where we ask the professionals so that they advise the society in aspects of law, where they have challenges and where to get help.”
(Participant, 2)

The participants also mentioned that they do not shame people but the aim is to try and educate the community about the law so that people become enlightened. They also mentioned that the other programme *Masifundisane* as the name suggests educates the community about almost everything from marital problems, exam skills, and awareness about educational institutions who are not registered as well and provides information about NSFAS. This implies that the station contributes to development because for development to take place, the community needs to be well informed on what is happening in their societies.

The participants also indicated that the station has a show that deals with a wide range of economic issues called *Business buzz*. The show deal with financial issues, how to save money and investments. All this is relevant to the society because people can learn how to save so that they can take care of their families. This can improve the livelihood of the community.

4.2.2.2 Listeners’ perceptions on the contribution of Forte FM to community development

This section provides a qualitative analysis of Forte FM listeners’ responses on open ended questions on the questionnaires to understand their views on the contribution of Forte FM to community development. The respondents were asked to provide their views on how Forte FM contributes towards community development through various programmes. The researcher used thematic analysis to analyses the responses and categorised them in the following themes;

- **Cultural information**

Majority of the respondents indicated that Forte FM plays a pivotal role in community development through airing of programmes in vernacular languages. The respondent stated that the use of isiXhosa as the main language is important in cultural development. Other respondents also stated that there are many cultural programmes which are aired by the station. The programmes focus on IsiXhosa culture which is important because it preserves our cultures and help in transmitting the values and norms to the younger generation. Most respondents indicated that *Ezonkolo* (a cultural programme) is relevant since;

“It encourages religion tolerance”

“It promotes religion”

The respondents' views are in line with what Forte FM personnel alluded that the station unifies the community as stated by the vision of the station. This in a way promotes people to tolerate and accept other people's cultures and hence there will be peace in the communities.

In addition, the respondents also stated that *Ezawkantu* (a cultural programme) also plays a significant role in development. They stated that the show contributes to development because it,

“Helps in promoting tradition”

“Helps people to learn about tradition”

“Gives me more knowledge about my culture”

This suggests that community radio stations promote the understanding of local culture and in this case, it promotes the Xhosa culture by encouraging people to be proud of whom they are.

- **Agriculture information**

The respondents indicated that they listen to *Ezolimo*, an agricultural programme that deals with farming. The following are the views of the respondents on the contribution of *Ezolimo* to development. The respondents stated that,

“It improves the knowledge of farmers”

“It gives me better skills to plough crops”

“Help people to plant their own crops”

“It promotes agricultural activities”

They also stated that farming information is relevant because the station also broadcast to people who rely on farming for subsistence. The respondents also mentioned that the station has fewer programmes that provide information on farming or agriculture activities, hence it does not effectively disseminate adequate information required by farmers. Nhedzi (2009) substantiates these findings by stating that Forte FM does not provide adequate information on agricultural activities.

- **Promotion of local artists**

The respondents indicated that “Breaking the dust”, a hip-hop musical driven show contributes to community development. The following are the respondents’ views on the role that the show plays,

“Promotes youth that have talent in music”

Helps to know the celebrities of hip-hop”

“Develops how we view other cultures and genres”

“It motivates youth through poetry and music that is being played most is for the local artists”

The above responses indicate that the station through its shows it plays a pivotal role in the community by promoting local artists. This is important because literature indicates that development is all about improving the livelihood of people (Choudhury, 2012). Therefore, the analysis shows that the station contributes to community development.

4.2.3 Community participation in the programming and management of Forte FM.

This section analyses qualitative data on community participation in programming and management of Forte FM.

- **Community participation in programming**

The researcher asked Forte FM personnel whether they involve the listeners when they are producing the shows and they reported that most shows are prepared in the studios but they involve the community in several ways. For instance, participant 3 stated that;

“What we do everyone here at Forte FM you produce your own show if you are talking about [...] HIV you invite clinics” (Participant, 3).

The statement above indicates that the community is involved in programming as experts on topics or as people who have experienced the ordeal so that they can talk about their experiences and advice other people. However, this does not meet the requirements of ICASA in terms of the level of involvement of community participation. Community members should be involved in all stages of programming (Day, 2009).

However, the statement above shows that programmes are decided by the station without the involvement of the members of the community. It is argued that when community radio stations are applying for licences in their proposals they promise to establish mechanisms and processes that ensures community participation (NCRF, 2015). However, in reality most stations do not even follow their requirements when operating the radio stations as evidenced in this study. This shows that there is no programming committee which is made of community members to critique programming of Forte FM, and propose new ideas of programming. This reveals that the station is not effectively involving the community in all aspects of programming.

In addition to community participation as special guest in the shows, the participants indicated that listeners actively participate in programmes on air.

“Listeners mostly participate by calling during the show and after the show” (Participant, 4).

“We were on air presenting Kwela Sigoduke but the communication lines were faulty and the listeners could only use WhatsApp to participate in the show. The listeners sent many texts which we could not even attend to on the show” (Participant, 4).

This shows that listeners actively participate through call-in and other social media platforms. Forte FM personnel stated that sometimes they do not involve the listeners in production because they do not have the resources to go out to the communities and because they also operate on tight schedules. One of the participants indicated that in some of the programmes, the presenters conduct a desktop research and use that information for the show. However, such an approach of desktop research does not represent the demand driven approach as outlined in the station mission and requirements of ICASA but rather a top down approach

imposing programmes to the community as the communities are only involved through call-in. This represents the least form of participation which is rated as 1 according to Day's (2009) framework of community participation which presents a scale of 7 levels as a yard stick to assess community participation in community radios. The station is supposed to involve the community in production of the shows.

The personnel emphasised that listeners' love Forte FM and they participate actively when they are given a platform and the platform is usually through call-in. This indicates low levels of community participation since the community is expected to be involved in all aspects of programming. These findings are also similar to the findings by Mhagama (2004) on Bush Radio which revealed that the station management is the one that makes most decisions regarding programming. Thus, the way the station is operating is also contradictory to the views of the participatory paradigm. The community is expected to be actively involved in all levels of operating the radio station, from programming to the management of the station.

- **Community participation in management**

To determine the level of community participation in the management of Forte FM the personnel were asked to indicate how they involve the community in affairs of the station. Participant 1 stated that the community is involved in the management of the station.

“Stations manager selects the staff, but the board appoints the station manager and then me and down there it's the station manager” (Participant, 1).

This statement shows that the board which is made of community members is the one responsible for selecting the station manager. The manager is then given the authority or responsibility of selecting the other required staff members for smooth running of the station.

Furthermore, the researcher asked the participants if there are any mechanisms in place to involve the community in management of the station and Participant 1 responded by saying,

“We have a mandate to make an annual AGM with our community, with an understanding of the board not to stay in power for a long time, they are

supposed to rotate, and the board members come from the community elected from the annual general meeting” (Participant, 1).

“To oversee the running of the station and bring business, they are more like the ambassadors for the station” (Participant, 1).

The statements above show that the station is accountable to the public to ensure good governance as mandated by ICASA as far as community involvement management of the station through a board is concerned. The board is responsible for making sure the necessary processes are observed to enhance the quality of programmes produced by the station to attract more listenership and ultimately facilitate development.

Therefore, the station involves the community through nominations of board members and as such they are empowered to select the station manager and they are also involved in decision making regarding the running of the station. The other important point to note is that the members of the board are elected annually and this is important because it allows more people from the community to take part in the station’s affairs. Involving the community is mandatory for community radio stations. Day, (1990) states that for community stations to develop their communities there is need for them to fully involve them in management, level 7. The UNESCO approach that guides this study advocates that the community should have access to the station and also be involved in the management of the station. Therefore, Forte FM involves the community in the management of the station and this is important because literature indicates that there is no development without peoples’ participation (de Vos, 1998; Bhattacharyya, 2004).

4.2.4. Challenges that hinder Forte FM from facilitating community development

This section analyses the challenges that hinders Forte FM from effectively facilitating community development.

- **Shortage of funds**

The station is faced with many challenges that hinder them from reaching level 7, the highest level of participation as suggested by Day’s (1990) framework for community participation in the mass media. Participant 1 stated that the station does not receive

enough funding from the key funders of community media such as the Department of Communications (DoC) and MDDA.

“Without them, community radio stations should just find a way of surviving to business adverts and live broadcasts” (Participant, 1).

“We are still approaching the private sector for business and lobbying them in to advertise with us” (Participant, 1).

Participant 3 also added that Media Connection also funds the station but the money is not enough to cover all the expenses. Participant 1 mentioned that to survive, there is need for an outlay of at least R80 000 per month for operational expenditure, “20 000 for Sentech, and the rest goes to telephone bills, electricity, water and stipends”. So, as a station they are struggling financially and this this hinders their operations.

The statement above shows that although the station is struggling financially, it is trying to secure sustainable funding for the station through soliciting funds from private sector. Although community radio station can also get finances from advertisements, at the moment Forte FM is struggling to get business people to advertise with them. This is attributed to the socio-demographics of the community where the station broadcasts. It is argued that when the communities are poor there is limited consumer power as many people do not have an income, and there are no employment opportunities so advertisers may not be interested as they will lose money in advertising to such a group of people. This leaves radio stations such as Forte FM with few sources of funding. Consequently, the station struggles to generate income needed to operate in a sustainable manner.

- **NGO’s influence in programming.**

Sourcing for financial resources to cover operational expenditures for the station has resulted in negative influence on Forte FM programming. The radio personnel indicated that outside funders such as Churches and NGO’s buy slots that could be used for other developmental programmes and because the station is in dire need of operational funds it has to replace some scheduled programmes or change the entire programming format to accommodate these funders.

“...there are times whereby we have clients asking for a 30 minutes programme or an hour and for that you have to give the person and shift our programmes just a bit so that we get that revenue [...]” (Participant, 1).

“We let the prophets to choose the slots that they want” (Participant, 3).

For instance, the participants indicated some of the slots that were bought include *One touch, Walking with Jesus, Gospel show and Sikhona Isisombululo*. All this shows that the station has no option but to adjust their time because they need revenue. Therefore, one can conclude that the NGO’s influence has an impact on programming. Earlier in this chapter it was outlined that out the 15-sample programmes used in this study the majority (8 or 53%) were cultural and religious programmes. This shows that Forte FM station has many cultural and religious shows because these institutions are a major source of funds after government funding. Therefore, the station is prioritising funders and this hinders the station from concentrating much on societal issues as a community radio.

Furthermore, the station is also in partnership with news organisations and in the end, they have to include them in their schedule and this has an influence on programming.

“What we do because we are in partnership with these two news projects, we give them in return airplay and interviews. Isolezwe normally they print out on Thursday and we put them on air and tell what they have on their news so it’s more like promoting them, we are a community radio and they are a print and Internet kind of business. We need each other in a way, so we use bartering system” (Participant, 1).

This reveals that, at the end, the station has to find ways to accommodate other organizations which have their own agendas. Evidently, lack of financial resources hinders the station from effectively playing its role of facilitating community development as programmes aired are not initiated by the community rather imposed from organisations that seek to attain their own objectives.

- **Lack of resources**

Lack of resources hinders effective community participation in programming and management of community radio stations. Participant 1, stated that the station face challenges in involving the communities in programming because they do not have enough resources.

“[...] we don’t even have a single car for the station, [...] We do not have the resources to go to the communities. It’s tough [...] we might be invited to King

Williams Town and we don't have the resources to cover [...]. We can't afford live broadcasts, unless we are hired to broadcast" (Participant, 1).

Furthermore, participant 1, added that they do not have a mobile studio, therefore it is very difficult for the radio station to involve the communities in programming all the time. This shows that the station does not have the necessary resources required to effectively play its role of facilitating community development. For instance, the participant alluded that the station receives invites to broadcast events that help in educating, informing and entertaining the community. Unfortunately, they cannot afford to take part because they do not have the necessary resources such as mobile studio or station vehicle to travel to the places where the events are occurring. Thus, lack of resources hinders the station from involving the community in programming.

Lack of resources hinders the radio stations from establishing mechanisms and processes that simulate community participation.

"We give away T shirts if that year is conducive for us but at times we can't even afford to get T shirts for ourselves, so it is a very serious problem. We can't afford having shows of people winning prizes. We can't afford to distribute the price" (Participant, 1).

In the same vein, participant 3 added that they do not have the necessary resources for making T-shirts that can be given out to stimulate community participation. To counter this, it was indicated that the radio station works with private sector and government departments such as the department of health. Thus, if there is an event the radio station is given the prizes or t-shirts to run the competition. Literature indicates that although community radio station seeks to promote development at grassroots' level, they fail due to lack of resources (Kivikuru, 2006; Muswede, 2009; Panther, 2012).

- **Lack of community interest in participation**

The other challenge that the station faces is that some of the community members are not interested in participating in programming and management aspects of Forte FM radio station.

"We invite the municipality on [...] the agriculture show [...] to come and be part of that but they were reluctant [...]. It needs people who are skilled to

deliver, our presenters are not experts, and they are only facilitators” (Participant, 1).

In addition to the above statement, participant 1 mentioned that even the people from the Department of Agriculture at the University of Fort Hare, Alice campus where the station is located are not keen to participate in programming of agricultural programmes that are broadcasted. Participant 2, expressed that,

“...they undermine the station, they only go for national radio, maybe they get paid we do not know” Participant, 2.

It is evident that there is lack of community interest in participation from some of the influential institutions in the community such as the municipality and agricultural department at UFH. Literature support that the relationship between municipalities and radio stations is mostly considered as difficult and radio personnel usually fails to access the municipal officials (NCRF, 2015). Therefore, lack of community interest in participating in programming and management is one of the challenges that hinder the radio station from facilitating community development.

- **Restrictions in programming**

Censorship and restrictions are some of the challenges faced by community radio stations and they limit their democratic role. It is argued that these stations are restricted from negative publicity about the government which is the main source of funds for the station.

“It’s very tricky bear in mind that once you step on someone’s foot we are serving under the ANC regime and the money comes underneath them, through MDDA, GIS, DoC [...]. We could do that if we were a commercial or private radio stations because there is no injection from them. That’s the bad side about the whole thing” (Participant, 1).

It is evident that state censorship and restrictions hinders the role of community radio stations in facilitating development through limiting the sharing of information needed in a democratic society. In addition, participant 1 mentioned that,

“It’s basically the same as what we are doing at the University, do you know that if there is a problem at the admin, we can’t speak ill of the admin we might be chased out from here, we are in their premises. We have to keep it in form of information” (Participant, 1).

Thus, community radio stations are bounded by various circumstances that limit their developmental role. For instance, it is evident that Forte FM cannot broadcast negatively about the university in fear of losing their offices since they are located within the university premises.

All this shows that even though the station wants to play a democratic role, they cannot do that because of policies that restrict them. For instance, if it is time for elections, they wait for ICASA to mandate them to broadcast political information. Participant 1, added that in 2016, the radio station was given two months to broadcast these programmes. Furthermore, participant 2 added that if the radio station discusses politics when it's not a political season the station will be closed. Asp (2007:33) argues that, "news media should freely and independently keep holders of power under surveillance and scrutinize their actions to enable citizens to form an opinion of their rulers' performance". However, in this case it was pointed out that the media is still restricted and this hinders the radio station from facilitating community development through sharing of information.

4.3 QUANTITATIVE DATA ANALYSIS

This section presents and interprets quantitative primary data gathered from distributed questionnaires to assess the role of Forte FM in facilitating community development. The analysis begins with the presentation of the response rate followed by descriptive analysis for respondents' demographics, places where respondents listen to Forte FM, descriptive analysis for study measurement constructs and community perceptions on the contribution of Forte FM in facilitating community development. All this help in answering the research questions.

4.3.1 Response rate for the study

The response rate for this study is presented in Table 4.3

Table 4.3 Response rate for the study

Category	Frequency	Percentage (%)	Total
Number of questionnaires distributed	375		375
Number of questionnaires returned	334		334
Number of questionnaire used for analysis	334		334
Total response rate	334	89%	334

Source: Author's Field Data, 2017

Table 4.3 above shows that a total of 375 questionnaires were distributed for this study and 89% (334) questionnaires were returned. Welman, Mitchell & Kruger (2011), recommends that to ensure that the study results are truly representative, useful and accurate; the survey response rate should exceed 60%. Therefore, based on the results indicated in table 4.3, the study response rate of 89% aided in attaining useful and meaningful results from this study that are representative of the views of the whole target population of Alice with regards to the role of Forte FM in facilitating community development.

4.3.2 Descriptive analysis for respondents' demographics

This section discusses the demographics of the respondents and measurement of central tendencies of the study constructs.

4.3.2.1 Demographics of respondents

This section describes the demographics of the respondents.

4.3.2.1.1 Gender

The gender of the respondents was analysed to get an understanding of the proportion of male and female respondents. Generally, in South Africa, there are more females compared to males, (Stats SA, 2011). Figure 4.1 presents the gender of the respondents.

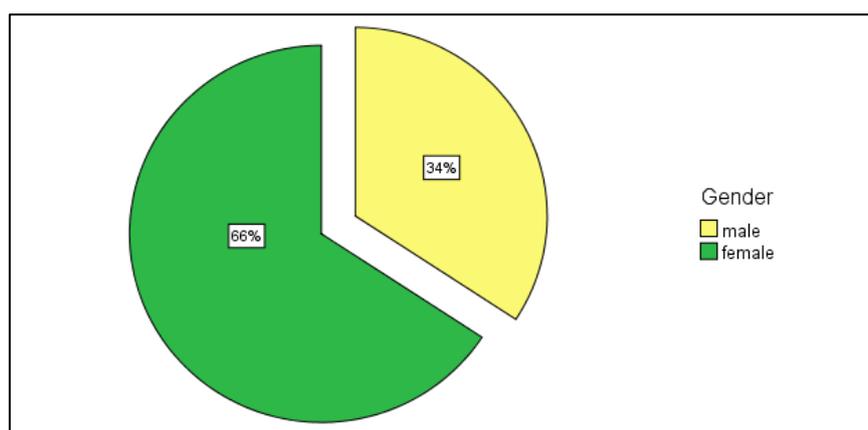


Figure 4.1: Gender of respondents

Source: Authors Field Data, 2017

Comparatively, there were more females 219 (66%) respondents than males 114 (34%) as shown in Figure 4.1 Stats SA (2011), indicated that there are more females

than males in Alice. Furthermore, these results portray that in terms of radio listenership more females listen to the radio compared to males. The South African Entertainment and Media Outlook (2012-2016) also supports this as it indicated that generally there are more females who listens to the radio than males in South Africa.

4.3.2.1.2 Age of respondents

To understand the different age groups of Forte FM listeners, their age was analysed. According to Stats SA (2011), the youth are the most dominant age groups in South Africa. Figure 4.2 presents the various age groups of the respondents.

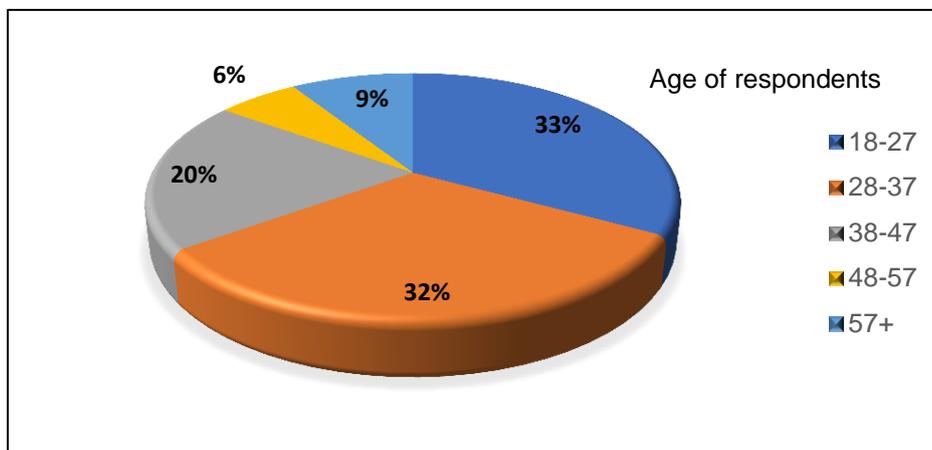


Figure 4.2 Age of respondents

Source: Author Field Data, 2017

Figure 4.2 shows that 110 (33%) of the respondents were aged between 18-27 years, 107 (32%) between 28-37years, 66 (20%) between 38-47years, 20 (6%) between 48-57 and 31 (9%) were above 57 years of age. The results show that the larger age group is composed of the youth. These results correspond to Alice Regeneration Programme (2010) and Statistics SA (2011) which indicate that Alice community comprise of a larger population of the youth because of the presence UFH which attracts them to further their education. Furthermore, these results indicate that the youth are the majority listeners and the listenership decreases as the age increases. The South African Entertainment and Media Outlook (2012-2016), substantiate this point by stating that in South Africa, radio listenership ratio is made up of more youths compared to the elderly.

4.3.2.1.3 Qualification of respondents

To determine if formal education has any relationship on the respondents' listenership and participation in management of Forte FM, the respondents were asked to provide their educational qualifications. Figure 4.3 shows the qualification

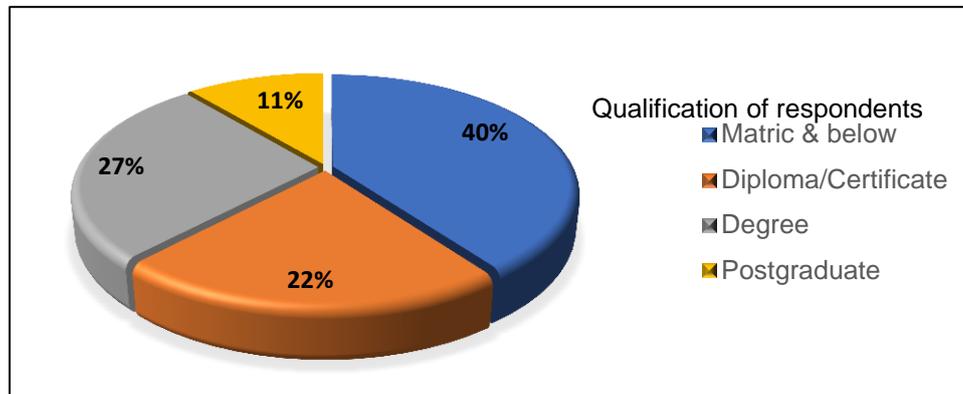


Figure 4.3 Qualification of respondents

Source: Author Field Data 2017

Figure 4.3 shows that those with qualifications such as Matric and below constituted 133 (40%) of the respondents as compared to 89 (27%) with a Degree, 74 (22%) with Diploma/Certificate and 38 (11%) with postgraduate qualifications. These results indicate that a sizeable proportion of Alice population has lower qualifications as those with matric and below represented the majority of respondents. This scenario is similar to the one reported by the Alice Regeneration Programme (2010) and Stats SA (2011).

4.3.2.1.4 Employment status of respondents

Respondents' employment status is presented in Figure 4.4

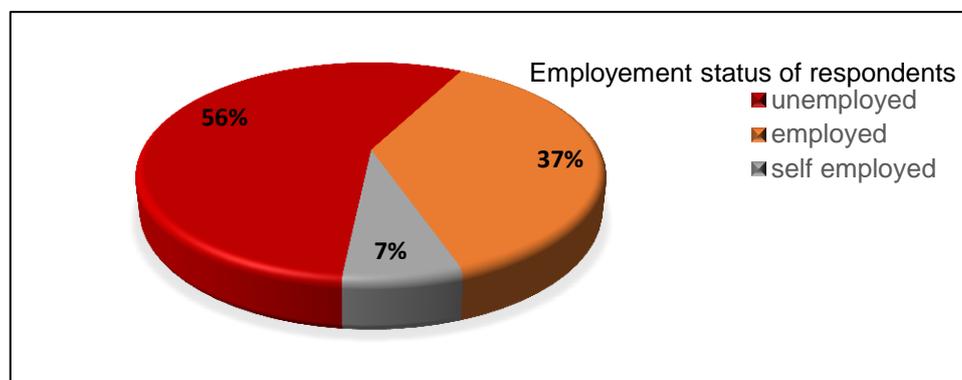


Figure 4.4 Employment status of respondents

Source: Author Field Data 2017

Figure 4.4 shows that 187 (56%) of the respondents are unemployed, 124 (37%) are formally employed and 23 (7%) are self-employed. These results indicate that there are fewer employment opportunities in Alice hence more people are unemployed. This can have a negative impact on community participation in debates on radio especially in call-in programmes due to lack of money to buy airtime.

4.3.2.1.5 Employment sector of respondents

The NCRF (2015), points out that in South Africa community radios' plays a significant role in facilitating the developmental and informational needs of the poor and the working class in communities they are located in. Thus, the respondents who are formally employed were further asked to indicate their employment sectors.

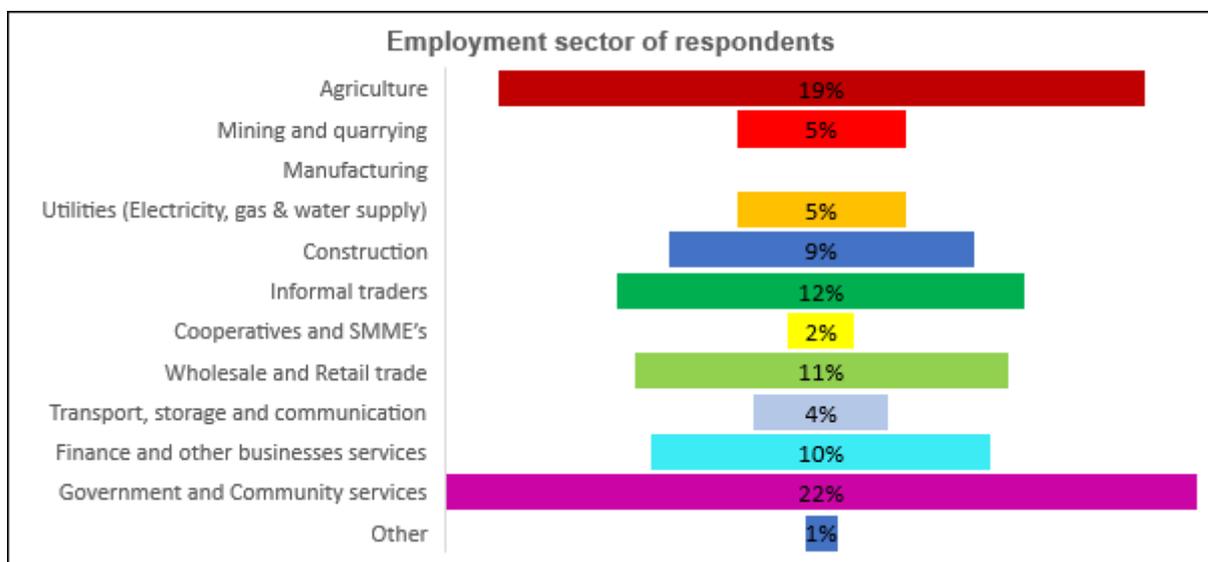


Figure 4.5 Employment sector of respondents

Source: Author Field Data 2017

Figure 4.5 shows that most of the respondents are employed in the Government and community services sector 37 (22%), followed by the Agricultural sector 31(19%). The least employment sectors with 5% and below included mining and quarrying, utilities (electricity, gas and water supply), cooperatives and SMME's, Transport, storage and communication sectors. In general government and community services sector is the highest employer in Alice followed by the agricultural sector.

4.3.2.1.6 Gadgets used by respondents when listening to radio

The respondents were asked to indicate the gadgets that they use when listening to Forte FM. The results are presented in Figure 4.6.

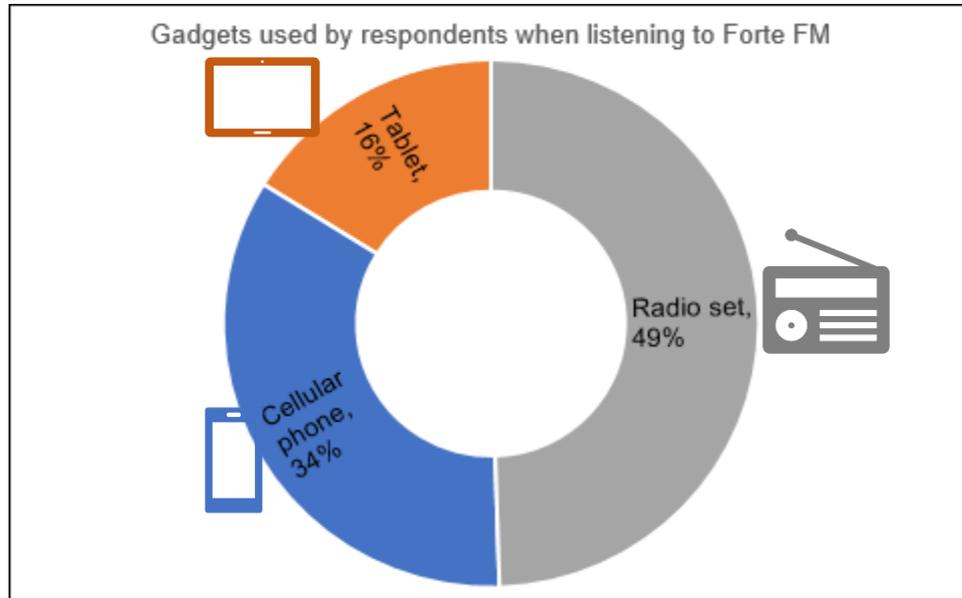


Figure 4.6: Gadgets used by respondents when listening to Forte FM

Source: Authors Field Data 2017

Figure 4.6 shows that 165 (49%) of the respondents uses radio set to listen to Forte FM, while 115 (34%) use cellular phones and 54 (16%) uses tablets. The results of this study are similar to the findings of The Broadcast Research Council of South Africa (2016) which also indicated that most people who listen to Forte FM uses radio sets, followed by cellular phones, vehicle radio set, television set, and lastly but not least computers. Literature also adds that radio is most affordable media by poorer sections of the society and requires low levels of literacy (Nyareza 2002; Das, 2009). Therefore, Alice is a rural town and most people listen to radio using a radio set because they afford them.

4.3.2.1.7 Places where respondents listen to Forte FM

The study analysed the data about the places where the respondents listen to Forte FM radio station and the results are presented in Figure 4.7.

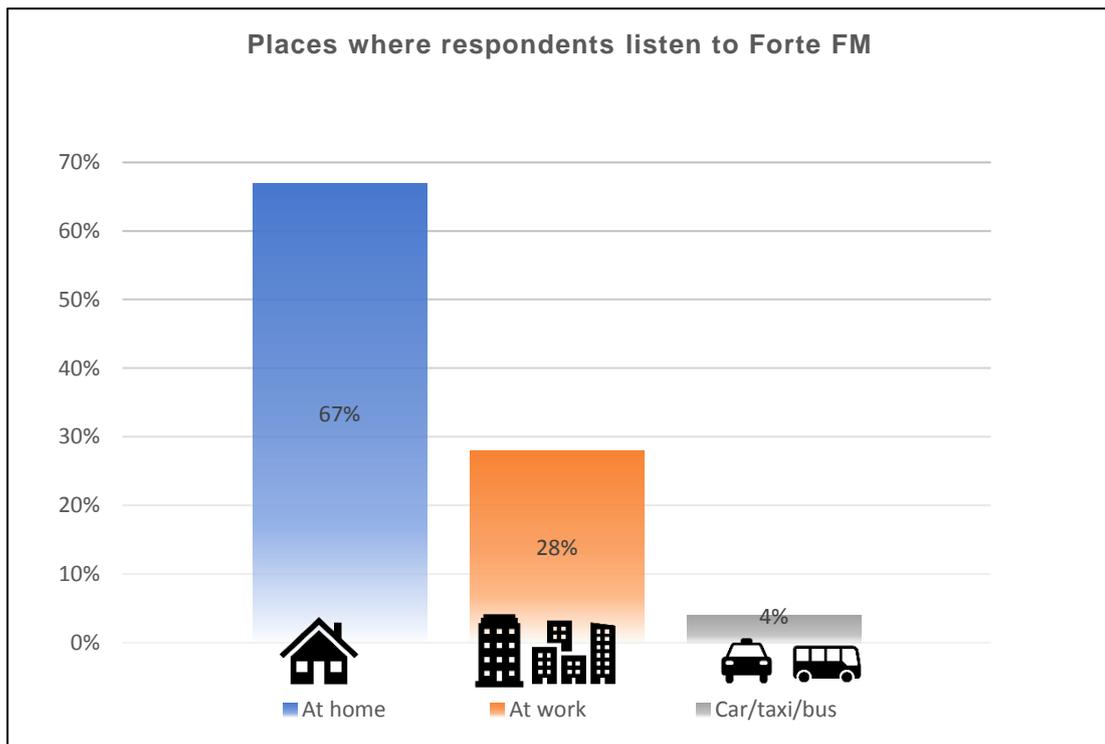


Figure 4.7 Places where respondents listen to Forte FM

Source: Author Field Data 2017

The results for this study shows that 222 (67%) of the respondents listen to Forte FM radio at home, 94 (28%) at work and (14) 4% in a vehicle such as car, taxi or bus. BRC RAM (2016)'s findings also show that most of the people in South Africa listen to the radio at home, followed by in a vehicle, work and lastly but not least in a restaurant, shopping centre and other places. Contrary to the findings above, the results of this study suggests that the second largest group of respondents who listens to the radio at work form the largest group of Forte FM listenership. It is argued that this difference is owed to the fact that the largest population is comprised of the youth who majority are students at UFH hence they listen to the radio at the university.

4.3.2.1.8 Time spent by respondents listening to Forte FM

The overall time spent by the audience listening to the radio has an influence on the role of community radio in facilitating development. The longer the time spent by the audience listening to the radio the more impact it has in facilitating community development. The respondents were asked to indicate the hours they spent per day listening to the radio. The results are presented in Figure 4.8.

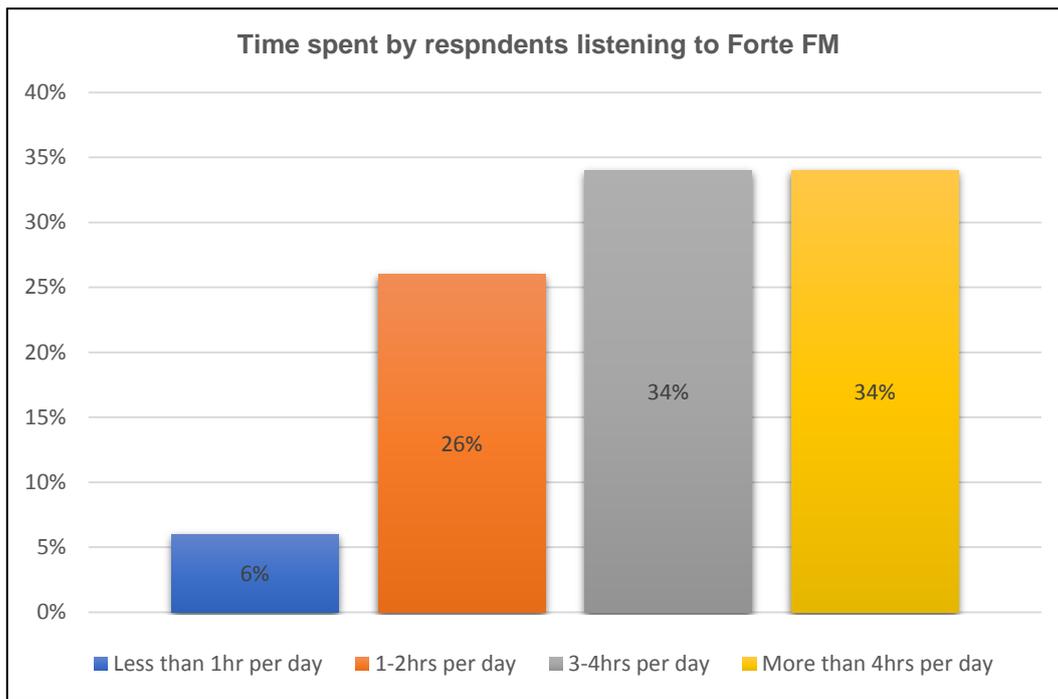


Figure 4.8: Time spent by respondents listening to Forte FM

Source: Author Field Data, 2017

Figure 4.8, shows that majority of the respondents listens to the radio for 3-4hours a day 114 (34%) and further 114 (34%) of the respondents listen to the radio for more than 4hours per day. These findings correspond with BRC RAM (2016) report which shows that in South Africa, the average listening hours per day is 4hours 12minutes. Contrary to this, rural areas have average listening hours slightly higher listening hours compared the national with an average of 4hours 36minutes. However, in the rural areas average listenership hours are slightly higher (4hours 36 minutes) when compared with the national average listening hours. In addition to this EC Province was ranked the second highest in South Africa with average listening time per day of 4hours 48minutes compared to Free State province which had an average listening time per day of 5hours 6minutes. Therefore, the results of this study are similar to these findings in the sense that the respondents listen to the radio for more than 4hours per day.

4.3.3 Descriptive analysis for study measurement constructs

Boone & Boone (2012) recommends the adoption of descriptive statistics such as mean to measure central tendency and standard deviation for measuring the variability of responses on the survey instrument such as Likert scale. Therefore,

given that the questionnaires for this study adopted Likert scale, central tendency and variability was measured using the mean and standard deviations respectively. These descriptive statistics were adopted to determine the views of the respondents on each item of the measurement construct with regards to developmental programmes aired by Forte FM, community participation in the programming and management and their perceptions on the contribution of Forte FM in facilitating development in Alice.

4.3.3.1 Developmental programmes broadcasted by Forte FM

During data collection, respondents were asked to indicate on a five point Likert scale how often they listen to the developmental programmes that Forte FM broadcasts. Table 4.3 shows the measurement of central tendencies and variability of respondents' listenership to developmental programmes aired by Forte FM.

Table 4.4: Central tendencies and variability measurement of construct of developmental programmes aired by Forte FM

Programmes	Mean	Std. Deviation
Ezolimo	3.67	1.538
Iyothulwa Imithwalo	2.85	1.187
Ezenkolo	2.78	1.080
Yizani sakhe	2.53	1.033
Community calendar	2.81	1.235
Incoko buciko	2.47	1.012
Ezakwantu	2.61	1.025
Sondlangenzi	2.58	1.068
Hamba vhangeli	2.77	1.117
Hearts of space	2.82	1.077
Inchibi Lempilso	2.38	.976
GCIS	2.52	1.047
Walking with Jesus	2.56	1.121
Breaking the dust	2.88	1.283
Business buzz	2.93	1.321

Source: Author Field data 2017

The results shown in Table 4.4 above, indicates that the respondents “often” listen to *Ezolimo* (mean=3.67; SD=1.538). The respondents also indicated that they ‘sometimes’ listens to the following developmental programmes *Iyothulwa Imithwalo*, *Ezenkolo*, *Yizani sakhe*, *Community calendar*, *Ezakwantu*, *Sondlangenzi*, *Hamba vhangeli*, *Hearts of space*, *GCIS*, *Walking with Jesus*, *Breaking the dust* and

Business buzz (mean ranges from 2.52 to 2.93; SD ranging from 1.025 to 1.321). Furthermore, the respondents “rarely” listen to the following developmental programmes broadcasted by Forte FM which are *Incoko buciko* (mean=2.47; SD=1.012) and *Inchibi lempiliso* (mean=2.38; SD=0.976).

4.3.3.2 Broadcasting languages used by Forte FM

Figure 4.9 shows the responses about the broadcasting languages used by Forte FM.

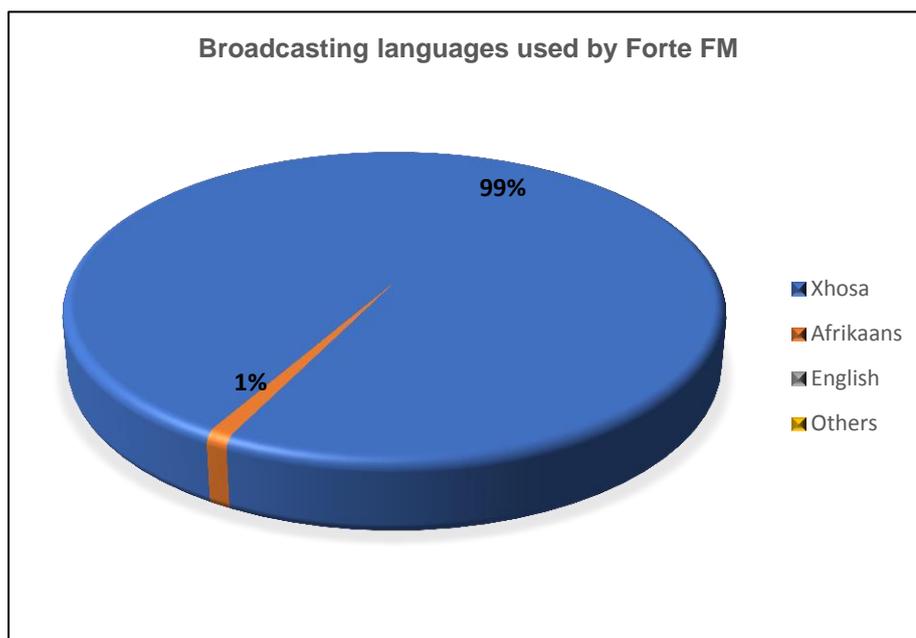


Figure 4.9: Forte FM Broadcasting language

Source: Authors Field Data, 2017

The results in figure 4.9, shows that 336 (99%) of the respondents indicated that Forte FM station broadcast in Xhosa which is the local language. This shows that the radio station meets the requirements of ICASA for broadcasting mostly in local language as the majority of the people in the community speak Xhosa as their local language.

4.3.3.2 Community perceptions of the contribution of Forte FM in facilitating community development

The respondents were asked to give their views on the contribution of Forte FM in facilitating community development. The results about the community perceptions are presented in Table 4.5.

Table 4.5: Contribution of Forte FM in facilitating community development

Programmes	Mean	Std. Deviation
Ezolimo	4.23	1.186
Iyothulwa Imithwalo	3.82	1.108
Ezenkolo	3.86	1.134
Yizani sakhe	3.86	1.141
Community calendar	3.91	1.148
Incoko buciko	3.93	1.114
Ezakwantu	3.86	1.250
Sondlangenzi	3.95	1.170
Hamba vhangeli	3.94	1.155
Hearts of space	3.77	1.137
Inchibi Lempilo	3.88	1.216
GCIS	3.81	1.233
Walking with Jesus	4.01	1.098
Breaking the dust	3.97	1.169
Business buzz	3.97	1.218

Source: Author's Field Data 2017

Table 4.5, shows that the in general respondents 'agree' (mean \approx 4.00), that all programmes contribute to development of the community. This aligns with literature as it shows that there are no specific programmes that can be identified as the most significant in terms of contributing to development. Most programmes that community radio stations broadcasts are identified as playing a role in facilitating community development.

4.3.3.2.1 Developmental categories that the community requires Forte FM to broadcast

The listeners were asked to indicate the areas which they need more programmes on and the results are presented in table 4.6.

Table 4.6: Areas where the community needs Forte FM to broadcast more programmes

Areas of interest	Mean	Std. Deviation
health	4.74	.570
safety and security	4.21	.759
gender issues	4.22	1.059
cultural programs	3.94	1.199
sports	4.08	.991
local news	4.05	.997
International news	4.09	.933
business	4.39	.801
agriculture	4.41	.851

Source: Authors Field Data, 2017

Table 4.6 shows that the listeners 'agree' that they need Forte FM to broadcast more programmes on health issues, safety and security, gender, culture, sports, local

news, international news, business and agriculture (mean ≈ 4.00). These results reflect the diversity of the community in terms of age, gender, employment sectors hence they have different needs. Therefore, to enhance its role of facilitating community development the station should have diverse programmes to cover all the different needs of the community.

4.3.3.2.2 Level of community satisfaction with the broadcasting languages used by Forte FM

The respondents were asked to indicate their level of satisfaction with the languages that are used by Forte FM when broadcasting. The results are presented in figure 4.10.

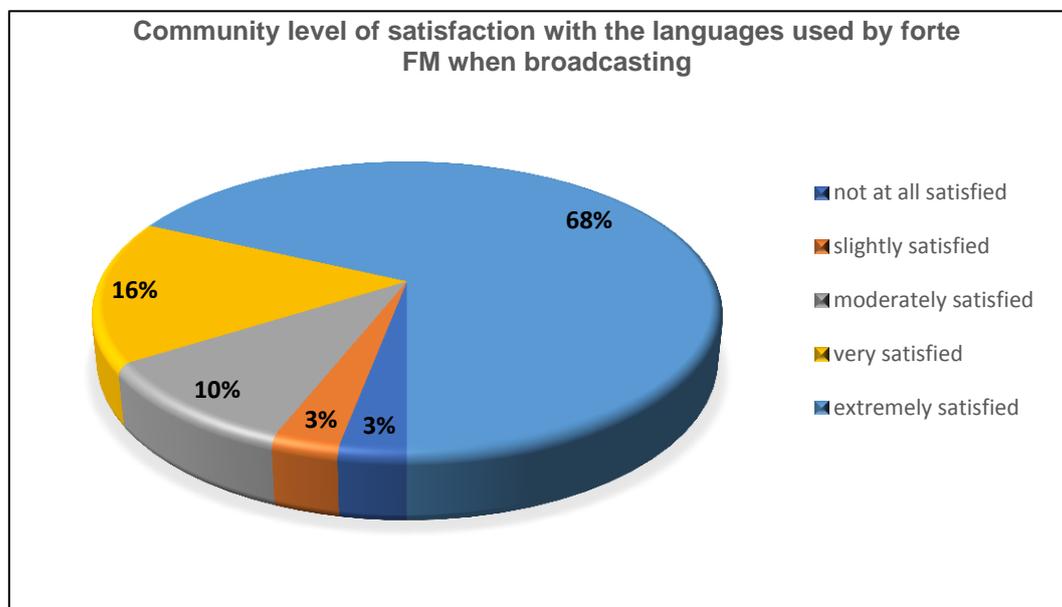


Figure 4.10 Level of satisfaction with Forte FM broadcasting languages

Source: Authors Field Data, 2017

In this study, 336 (99%) of the respondents indicated that the broadcasting language used is Xhosa. Figure 4.10 shows that 221 (65%) of the respondents are extremely satisfied with Forte FM broadcasting language, 54 (16%) are very satisfied, 34(10%) moderately satisfied, 10 (3%) slightly satisfied and further 10 (3%) are not satisfied at all with the broadcasting language. The reason as to why most of the respondents are satisfied with broadcasting language is because they are local people and Xhosa is their vernacular. However, there is a smaller group of listeners that is not satisfied with this language as they are not local people. This category of listeners comprise of students at UFH who are part of Alice community to further their studies and as

members of the community their interests should also be recognised by broadcasting in the language that they can also understand.

4.3.3.2.3 Other preferred languages

The respondents were asked to indicate other languages that they prefer the station to include when broadcasting. This is because communities are made of diverse groups of people that speak different languages and community radio should also include the needs of these people to facilitate development of the entire community. The preferred broadcasting alternative languages in this study are presented in figure 4.11.

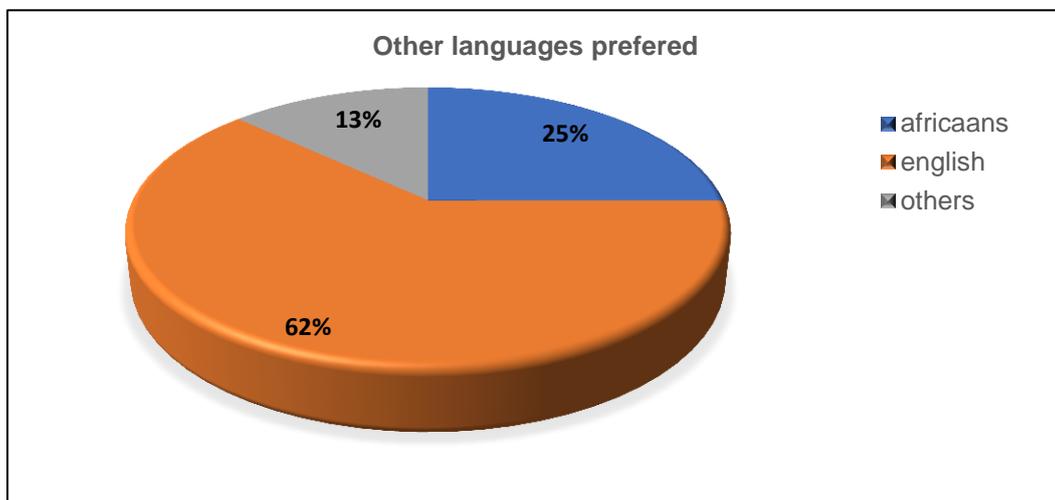


Figure 4.11 Other broadcasting languages preferred

Source: Authors Field Data, 2017

Figure 4.11 shows that 211 (62%) of the respondents prefer that Forte FM also broadcast in English, 85 (25%) in Afrikaans and 44 (13%) any other language. These results show that there are diverse people in the community who prefer the station to also broadcast in English as it accommodates them through timely updates, a source of education and as source of information.

4.3.3.3 Community participation in programming and management of Forte FM

To determine the level of community participation in the developmental programmes that Forte FM broadcast, the respondents were asked to indicate their frequency of participation on a five-point Likert scale. The results are presented in Table 4.7, as measures of central tendencies and variability of respondent's level of participation in developmental programmes broadcasted by Forte FM.

Table 4.7 Central tendencies and variability measurement of construct of community participation in developmental programmes broadcasted by Forte FM

Programmes	Mean	Std. Deviation
Ezolimo	3.26	1.525
Iyothulwa Imithwalo	2.29	1.058
Ezenkolo	2.13	.919
Yizani sakhe	2.21	.929
Community calender	2.34	1.094
Incokobuciko	2.16	.980
Ezakwantu	2.13	1.036
Sondlangenzi	2.10	.941
Hamba vhangeli	2.21	.995
Hearts of space	2.40	1.203
Inchibi Lempiliso	2.17	.966
GCIS	2.20	1.088
Walking with Jesus	2.31	1.094
Breaking with dust	2.65	1.454
Business buzz	2.69	1.491

Source: Author Field Data, 2017

The results in Table 4.6 shows that the respondents *sometimes* participate in the following developmental programmes broadcasted by Forte FM which are *Ezolimo* (mean=3.26; SD 1525), *Breaking the dust* (mean=2.65; 1.454) and *Business buzz* (mean 2.69; SD=1.491). Furthermore, the results show that respondents '*rarely*' participate in some of the developmental programmes broadcasted by Forte FM such as *Iyothulwa Imithwalo*, *Ezenkolo*, *Yizani Sakhe*, *Community calender*, *Incoko buciko*, *Sondlangenzi*, *Hamba vhangeli*, *Hearts of space*, *Inchibi Lempiliso* and *GCIS* (mean ranges from 2.10 to 2.40; SD ranging from 0.919 to 1.203).

4.3.3.3.1 Ways of participation of respondents in Forte FM programming

Literature shows that community radio stations serve a particular community and the members of the community are supposed to participate in programming and management of their community radio stations for the station to play its role of facilitating development. (Osunkunle, 2008; Wabwire, 2013; Chemwaina, 2014). Thus, in this study the respondents were also asked to indicate the ways in which they participate in programming and the results are presented in table 4.8.

Table 4.8 Ways of participation in Forte FM programming

Ways of participation	Mean	Std. Deviation
Call-in programs	3.36	1.580
presenter	1.53	.938
guests in talk shows	1.37	.823
musician	1.31	.841
local reporter	1.23	.682
expert	1.21	.750
editor/producer	1.44	.984
social networks	2.81	1.595
letter	1.61	1.003

Source: Author Field Data, 2017

Results presented in table 4.8 shows that the respondents 'sometimes' participate in Forte FM programming through call-in and through social networks (mean =30, SD=1.580; mean=2.81, SD=1.595), as well as writing letters, (mean=1.61, SD=1.003). on the other hand, the respondents 'rarely' participate in Forte FM's programming as presenters, guests in talk shows, musicians, local reporters, experts or editors (mean <2.0). These results clearly indicate that the community is not fully involved in all aspects of programming and this is regarded as poor levels of community participation in community radios (Day, 2009). This poor level of community participation is also attributed to Forte FM's institutional challenges indicated by the personnel that are hindering it from creating platforms, processes and mechanisms to inform the public about their right to participate in programming.

4.3.3.3.2 Participation of the community in the management aspects of Forte FM

The community is expected to be involved in the governance of the community radio stations located within their geographic area. Therefore, in this study the respondents were asked to indicate how often they participate in the management of Forte FM on a five point Likert-scale (1=never to 5=always).

Table 4.9 Community participation in management of Forte FM

Areas of participation	Mean	Std. Deviation
budgeting	1.02	.196
program policy	1.11	.565
fundraising	1.19	.755
staff recruitment	1.02	.133

Source: Author Field Data, 2017

The results presented in table 4.9 shows that the respondents ‘never’ participate in the management aspects of Forte FM such as budgeting, program policy, fundraising and staff recruitment (mean \approx 1.0). The NCRF (2015) affirms that majority of community radio stations in SA are faced with governance issues attributed to non-availability of regulatory and policy frameworks, gaps in legislations, power, ownership and control. This hinders the community from participating in management of the station.

4.3.3.4 Challenges that hinder Forte FM from playing its role of facilitating community development

Community radio stations are grappling with various challenges that are hindering them from playing their role of facilitating community development (Tacchi 2003; Muswede, 2009; Panther, 2012). Table 4.9 shows the analyses on the challenges that hinder participation in programming and management aspects of Forte FM.

Table 4.10 Challenges that hinders participation in Forte FM programming and management

Challenges	Mean	Std. Deviation
insufficient funds to support participation	3.80	1.440
the station lack capacity to organise	2.74	.915
the time that the programmes are aired	2.24	1.263
language barrier	1.65	1.044
lack of resources	3.44	1.450
lack of interest in programming	2.33	1.232
lack of interest in management	2.32	1.258
cultural restrictions	1.62	.922
weak radio signals	2.63	1.580

Source: Authors Field Data, 2017

The results presented in table 4.10 shows that the respondents ‘agree’ that poor levels of community participation in programming and management aspects of Forte

FM are attributed to insufficient funds to support participation (mean=3.80, SD=1.440). These results are similar to what Forte FM personnel indicated that “lack of funds hinders them from reaching out to all members of the community when programming”. They also mentioned that the station does not even have a vehicle to use to travel to communities for programming purposes. In addition, the respondents were ‘neutral’ on weather poor participation is attributed to the station lacking capacity to organise, lack of resources and weak radio signals (mean≈3.00). Furthermore, the respondents ‘disagree’ that poor levels of participation by the community is as a result of the time the programmes are aired, language barrier, lack of interest in programming, lack of interest in management and cultural restrictions (mean ≈2.00).

4.3.3.4.1 Ways to motivate the community to participate in programming

The respondents were asked to indicate their level of agreement on ways that can motivate them to participate in programming and management aspects of Forte FM.

Table 4.11 Ways to motivate the community to participate in programming and management aspects of Forte FM

Motivation strategies	Mean	Std. Deviation
competitions	3.57	1.258
road shows	3.78	1.229
giving t.shirts	4.05	1.284

Source: Authors Field Data, 2017

Table 4.11 shows that the respondents ‘agree’ that having competitions, road shows and giving away of branded items such as t-shirts motivate the community to participate in programming and management aspects of Forte FM (mean≈4.00). Therefore, the station needs to strategise on how to use competitions, road shows and branded items such as t-shirts to promote community participation in programming and management of Forte FM. However, this can only be possible if the station receives more income because Forte FM personnel stated that the station currently cannot afford to give away t-shirts or organise promotions.

4.3.4 Normality tests for study constructs

Most statistical tests assume that data follows a normal distribution in terms of Skewness and Kurtosis. Lee (2008:63) argues that “Skewness characterizes the degree of asymmetry of a distribution around its mean. Kurtosis characterises the relative peakedness or flatness of a distribution compared to the normal distribution. As a rule of thumb, if the skewness is within range of +/-2 and kurtosis is within range of +/-3, the data is assumed to be normal”. Thus, study constructs that were used to measure the research objectives were tested for normality and the results are presented in Table 4.12.

Table 4.12: Normality tests for study constructs

		N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
Targeted research objectives	Study constructs measuring research objectives	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
i) To establish developmental programmes that Forte FM broadcasts	Listenership to Forte FM developmental programmes	334	1	5	3,68	1,538	-.672	,133	-1,134	,266
	Languages Forte FM broadcasts using	333	1	2	1,01	,095	10,440	,134	107,636	,266
ii) To determine the perceptions of the community on the Contribution of Forte FM in facilitating development	Forte FM Programmes that play an important role in developing the community	333	1	5	3,92	1,165	-1,012	,134	0,274	,267
	Categories of developmental programmes to be broadcasted more on	329	1	5	4,24	,907	-1,264	,134	1,760	,268
	Level of satisfaction with languages Forte FM broadcasts using	328	1	5	4,41	1,013	-1,861	,135	2,860	,268
	Other languages Forte FM should broadcast using	329	1	3	1,88	,608	,065	,134	-,353	,268
iii) To determine the extent to which the community participates in programming and management of Forte FM	Frequency of participation in Forte FM developmental programmes	334	1	5	2,32	1,223	,557	,133	-0,698	,266
	Community participation in programming	334	1	5	1,76	1,022	2,047	,133	5,179	,266
	Community participation in management aspects of Forte FM	334	1	4	1,08	,412	6,650	,133	48,144	,266
iv) To determine the challenges that hinders Forte FM from playing its role of facilitating community development	Challenges hindering participation in Forte FM developmental programmes	333	1	5	2,53	1,234	,526	,134	,017	,266
	Ways of motivating people to participate in Forte FM developmental programmes	333	1	5	3,77	1,257	-,750	,134	-,343	,266

Source: Author Field Data 2017

The data for this study is assumed to be fit for further statistical analysis because the study constructs are normally distributed as shown in table 4.12 above.

4.3.5 Measurement Scale analysis

According to Al-Sheheri (2012), to ensure that research instruments used for data collection in a study such as questionnaires had internal consistency and stability, there is need to evaluate their reliability and validity. Giannakos *et al.*, (2014) argue that internal consistency relates to the extent to which the responses of the participants are dependable and steady across the construct variables of a single data gathering instrument. Therefore, the measurement scales used for assessing the study objectives namely developmental programmes aired by Forte FM, community participation in programming and management and community's perception on the contribution of Forte FM in facilitating community development were tested for reliability.

4.3.5.1 Reliability analysis: Estimating internal consistency

There is need for performing reliability analysis before beginning with any advanced statistical analysis. Hair *et al.*, (2014) argues that it is impossible to have any validity associated with the scores of the scales without performing reliability analysis. To measure the reliability of study constructs, this study adopted Hair *et al.*, (2014), four-point-Likert scale as a rule of thumb. The scale is shown in Table 4.13;

Table 4.13: Four-point Likert-scale for measuring Cronbach Alpha coefficient

Cronbach coefficient	Level of reliability
Below 0.50	low-reliability
0.50 and below 0.70	high-moderate-reliability which is acceptable
0.70 and below 0.90	high-reliability
0.90 to 1.0	excellent-reliability

Source: Hair *et al.*, (2014)

Table 4.13 shows that Cronbach alphas below 0.50 have low-reliability, and anything from 0.50 to below 1.0 is accepted. Nadi *et al.*, (2012:103) recommends that “all Cronbach alpha values that are any values below 0.50 are unacceptable and should be discarded and those above 0.50 are acceptable, hence they should be regarded

as a true indicator of convergence”. The reliability tests for this study are shown in Table 4.14;

Table 4.14 Cronbach Alpha Reliability results for study variable constructs

Targeted research objectives	Variable construct	Number of items	Cronbach Alpha	Overall comment based on Hair et.al. (2014) four degrees of reliability
i) To establish developmental programmes that Forte FM broadcasts	Listenership to Forte FM developmental programmes	15	0.873	High-Reliability
ii) To determine the perceptions of the community on the Contribution of Forte FM in facilitating development	Forte FM programmes that play an important role in facilitating community development	15	0.980	Excellent Reliability
	Categories of developmental programmes to be broadcasted more on	9	0.818	High Reliability
iii) To determine the extent to which the community participates in programming and management of Forte FM	Frequency of participation in Forte FM developmental programmes	15	0.944	Excellent Reliability
	Community participation in programming	9	0.763	High Reliability
	Participation in management aspects of Forte FM	4	0.618	High-moderate-reliability
iv) To determine challenges that hinders Forte FM from playing its role of facilitating community development.	Challenges hindering participation in programming	9	0.553	High-moderate-reliability
	Ways of motivating people to participate in programming and management.	3	0.919	Excellent Reliability

Source: Authors Field Data, 2017

Table 4.14 presents the reliability results for this study measurement constructs. The Cronbach alphas ranges from 0.553 (high-moderate reliability) to 0.980 (excellent reliability), and they are above the recommended value of 0.50 and above, (Hair *et al.*, 2014; Nadi *et al.*, 2012). Therefore, the study constructs are reliable and they indicate proper internal construct-reliability.

4.3.6 Validity Analysis: Exploratory Factor Analysis

Construct validity is defined as the appropriateness of a measurement instrument in ensuring that it is effectively measuring a particular construct(s) being investigated, (Mohamad, *et al.*, 2015; Weiner, 2007). Comrey & Lee, (1992) cited in Yong & Pearce (2013:80) states that the “recommended sample size is at least 300 participants, and the variables that are subjected to factor analysis each should have at least 5 to 10 observations.” Thus, exploratory factor analysis was considered suitable for this study given that the returned, usable responses were 334 and it is above the recommended size of 300 participants. Therefore, to verify the validity of the study constructs used to measure the research objectives of this study, exploratory factor analysis (EFA) was performed utilizing Principal Axis Factoring (PAF) with varimax rotation method. In this analysis, EFA was defined as an orderly simplification of interrelated measures. To determine the number and nature of factors that accounted for the covariation between variables, this study utilized EFA as a theory generating procedure rather than theory testing procedure.

The researcher started by presenting the research objectives, constructs and questionnaire statements and sample supporting reference to validate the research instruments as presented in table 4.14 before conducting EFA.

Table 4.15 Validity of research instrument (questionnaire) used for data collection

Targeted research objectives	Constructs	Study constructs measuring research objectives	Sample supporting references
i) To establish developmental programmes that Forte FM broadcasts	Listenership to Forte FM developmental programmes	How often do you listen to the following developmental programmes that Forte FM broadcast?	Tembo, (2010)
		Ezolimo	Forte FM, (2016)
		Iyothulwa Imithwalo	
		Ezenkolo	
		Yizani sakhe	
		Community calender	
		Incokobuciko	
		Ezakwantu	
		Sondlangezwi	
		Hamba vhangeli	
		Hearts of space	
		Inchibi Lempiliso	
		GCIS	
		Walking with Jesus	
		Breaking the dust	
Bizz hub			
	Languages Forte FM broadcasts using	In what languages does Forte FM broadcast the above programmes?	Tembo, (2010)
ii) To determine the perceptions of the community on the contribution of Forte FM in facilitating	Forte FM Programmes that play an important role in developing the community	To what extend do you agree or disagree that the following programmes that Forte FM broadcast play an important role in developing the community?	
		Ezolimo	Forte FM, (2016)

development		Iyothulwa Imithwalo	
		Ezenkolo	
		Yizani sakhe	
		Community calender	
		Incokobuciko	
		Ezakwantu	
		Sondlangezwi	
		Hamba vhangeli	
		Hearts of space	
		Inchibi Lempiliso	
		GCIS	
		Walking with Jesus	
		Breaking the dust	
		Bizz hub	
	Contribution of programmes to community development	<i>In your own words, can you explain how any of the following programmes contributes to community development?</i>	
		Ezolimo	
		Iyothulwa Imithwalo	
		Ezenkolo	
		Yizani sakhe	
		Community calender	
		Incokobuciko	
		Ezakwantu	
		Sondlangezwi	
		Hamba vhangeli	
		Hearts of space	
		Inchibi Lempiliso	
		GCIS	
		Walking with Jesus	
		Breaking the dust	
		Bizz hub	
			Forte FM, (2016)
	Categories of developmental programmes to be broadcasted more on	<i>In addition to the programmes aired by Forte FM, which of the following categories of developmental programmes would you like to have more programmes on?</i>	Tembo, (2010)
		Health	
		Safety and security	
		Gender issues	
		Cultural programmes	
		Sports	
		Local news	
		International news	
		Business	
		Agriculture	
			Tembo,(2010)
	Level of satisfaction with languages used by Forte FM when broadcasting	To what extend are you satisfied by the languages used by Forte FM when broadcasting?	
	Other languages that Forte FM should broadcast in	Which other language do you prefer that Forte FM should broadcast in?	
iii) To determine the extent to which the community participates in programming and management of Forte FM	Frequency of community participation in Forte FM developmental programmes	<i>How often do you participate in the following developmental programmes that Forte FM broadcasts?</i>	
		Ezolimo	
		Iyothulwa Imithwalo	
		Ezenkolo	
		Yizani sakhe	
		Community calender	
		Incokobuciko	
		Ezakwantu	
		Sondlangezwi	
		Hamba vhangeli	
		Hearts of space	
		Inchibi Lempiliso	
		GCIS	
		Walking with Jesus	
	Breaking the dust		
Bizz hub			
			Forte FM, (2016)
Community participation in	<i>How often do you participate in programming through the following ways?</i>		

	programming	In call in programs	Tembo, (2010) Fröhlich, <i>et al</i> , (2012)	
		As presenters		
		As guests in talk shows		
		Musicians		
		As local reporters		
		As experts		
		As editors/producers		
		Social networks (facebook, whatsapp, twitter and others)		
	Participation in management aspects of Forte FM	How often do you participate in the following management aspects of Forte FM?		Fröhlich, <i>et al</i> , (2012)
		Budgeting		
		Program policy		
		Fundraising		
		Staff recruitment		
iv) To determine the challenges that hinders Forte FM from playing its role of facilitating community development	Challenges that hinders participation	To what extent do you agree or disagree that the following challenges hinders Forte FM from playing its role of facilitating community development?	Fröhlich, <i>et al</i> , (2012)	
		Lack of funds by Forte FM to support participation		
		The stations lack capacity to organise		
		Time that programmes are aired		
		Language barrier		
		Lack of resources (for example lack of airtime to call in)		
		Lack of interest in programming		
		Lack of interest in management		
	Ways of motivating people to participate in Forte FM programming	To what extent do you agree or disagree that if Forte FM uses the following ways you will be motivated to participate in development programmes they broadcast?		
		Competitions		
		Road shows		
		Giving T-shirts		

Source: Author, 2017

Table 4.15 presents the set of questionnaire variables that were used to achieve the research objectives for this study. The table also shows the sample supporting references where the researcher adopted the questionnaire items to validate the adopted research instruments.

4.3.6.1 Validity analysis- Community participation in programming and management of Forte FM

In this section EFA was performed as dimension reduction procedure to determine the simplest structure of the ways in which the community participates in programming and management aspects of Forte FM.

4.3.6.1.1 Ways of participation used by the community

EFA was performed to determine the underlying structure of the variables used to determine the ways used by the public when participating in the developmental

programmes broadcasted by Forte FM. Table 4.15 shows the KMO and Bartlett's test results after performing an EFA.

Table 4.16 KMO and Bartlett's Test for ways of participation used by the community

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	915.298
	df	36
	Sig.	.000

Source: Author Field Data, 2017

An EFA was performed on the 9 items indicating the ways used by the community when participating in programming by Forte FM. Table 4.16 shows that the KMO statistic was 0.86 which is above the recommended 0.5 cut off-value. The table shows that the Bartlett's test of sphericity was ($X^2 = 915.298$) and highly significantly at, $p < .001$, an indication that correlations between items were sufficient enough to conduct FA. The results of the FA are presented in Table 4.17

Table 4.17: Rotated Factor Matrix for ways of participation used by the community

	Factor	
	1	2
local reporter	.888	
musician	.837	
editor/producer	.606	
guests in talk shows	.521	
expert	.477	
presenter	.427	
Call-in		.641
social networks		.462
letter		.376
Eigenvalues	3.533	1.364
% Variance	39.257	15.152
Cumulative %	39.257	54.409

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.

Source: Author Field Data, 2017

Table 4.17 shows that 2 factors were retained and had eigenvalues greater than one with factor 1 (3.533) and factor 2 (1.364). These 2 factors combined had a cumulative variance of 54.4%, leaving 45.6% of other ways the public can use to

participate unexplained for. The extracted factors were named and described as shown in Table, 4.18.

Table 4.18: Factor description

Factor No.	Name of factor	% of variance	Factor description
1	Special guests	39%	Factor 1 consisted of participation methods such as presenters, guest in talk shows, musicians, local reporters, editors with factor loadings ranging from 0.427 to 0.888.
2	General public	15%	Factor 2 comprised of call in, social networks and letters, with factor loadings of 0.376, 0.462 and 0.641.

Source: Author Field Data, 2017

According to Yong & Pearce, (2013), “naming of factors is more of an ‘art’ as there are no rules for naming factors, except to give names that best represent the variables within the factors.” The extracted factors shown in Table 4.17 were named as follows, factor 1 (special guests) and factor 2 (general public). This shows that the various methods or ways of participation used by the community in participating in programming can be categorized broadly into special guests and as general public member of the community.

4.3.6.1.2 Factor analysis- Community participation in management aspects of Forte FM

EFA was conducted on the variables defining community involvement in management of Forte FM to determine key aspects of management, “rather than having to consider too many variables that may be trivial” (Yong & Pearce, 2013) and affect the effectiveness of subsequent analysis. The results are presented in Table 4.19.

Table 4.19: KMO and Bartlett's Test for community participation in management aspects of Forte FM

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.548
Bartlett's Test of Sphericity	Approx. Chi-Square	247.535
	df	3
	Sig.	.000

Source: Author Field Data, 2017

The results in table 4.19 indicate that the KMO measure of sampling adequacy had a value of 0.548 and it is above the recommended cut off value of 0.5. The Bartlett’s test of sphericity result was ($\chi^2=247.535$) and there was a patterned relationship

among the variables to be included in subsequent analysis ($p < 0.001$). Therefore, it was appropriate to conduct FA on management aspects of Forte FM. The results of the FA are shown in Table 4.20.

Table 4.20: Factor Matrix for community participation in management aspects of Forte FM

	Factor 1
budgeting	.860
staff recruitment	.752
program policy	.361
Eigenvalues	1.866
% Variance	62.197

Extraction Method: Principal Axis Factoring.

Source: Author Field Data, 2017

Table 4.20 shows that all the remaining variables measuring management aspects of Forte FM after 1 variable was removed due to low correlations, underlies one factor. This factor had eigenvalue of 1.866 and a variance of (62.2%), leaving (37,8%) accounted for by other management aspects not indicated in this study. Therefore, variables such as budgeting, staff recruitment and program policy measures and management aspects of Forte FM.

4.3.6.2 Factor analysis- Challenges that hinder effective participation of the community

Factor analysis was conducted to place the various challenges that hinders effective community participation into meaningful categories that are fewer and easier to interpret. The KMO results of the EFA analysis are shown in table 4.21.

Table 4.21: KMO and Bartlett's Test for challenges that hinders Forte FM from playing its role of facilitating community development

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.533
Bartlett's Test of Sphericity	Approx. Chi-Square	451.223
	df	21
	Sig.	.000

Source: Author Field Data, 2017

The results in table 4.21 indicate that the KMO measure of sampling adequacy is 0.533 which is above the recommended cut off value of 0.5. The Bartlett's test of

sphericity result was ($\chi^2=451.223$) and there was a patterned relationship among the variables ($p < 0.001$). Therefore, it was suitable to conduct FA on the challenges that hinder Forte FM from effectively playing its role of facilitating community development. The results of the FA are shown in Table 4.22.

Table 4.22: Rotated Factor Matrix for challenges that hinders Forte FM from playing its role of facilitating community development scale

	Factor	
	1	2
insufficient funds to support participation	.777	
lack of resources	.610	
the station lack capacity to organise	.505	
the time that the programmes are aired	.383	
weak radio signals		
lack of interest in programming		.892
lack of interest in management		.754
Eigenvalues	2.096	1.631
%Variance	29.937	23.306
Cumulative %	29.937	53.243

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.

Source: Author Field Data, 2017

Table 4.22 indicates the 2 factors that were retained and the factor loadings of the variables on each factor. The factors had factor loadings that are greater than the recommended cut-off value of 0.3. These 2 factors had eigenvalues of factor 1 (2.096) and factor 2 (1.631) and a cumulative variance of (53.24%). This, leaves (46.76%) variance as other unexplained challenges that hinder Forte FM from playing its role of facilitating community development. These factors and their names as well as the description of each are presented in Table 4.23.

Table 4.23 Factor description

Factor No.	Name of factor	% of variance	Factor description
1	Institutional challenges	29%	Factor 1 consisted of participation methods such as insufficient funds to support participation, lack of resources, the station lack capacity to organise with factor loadings ranging from 0.427 to 0.888.
2	Lack of interest by the community	23%	Factor 2 comprised 2 variables namely lack interest in programming and lack of interest in management aspects of Forte FM, with factor loadings of 0.892, and 0.754 respectively.

Source: Author Field Data, 2017

Table 4.23 shows that the extracted factors were named as follows factor 1 (institutional challenges) and factor 2 (lack of interest by the community). Thus, this study identified that challenges hindering effective community participation are institutional challenges and also lack of interest by the community in participating.

4.3.6.2.1 Ways of motivating community participation

EFA was performed on the items that were used to measure the community views on the ways that are used to motivate them to participate in programming. Through EFA a correlation coefficients matrix was calculated for the 3 items used to measure ways of motivating the community to participate and the results are presented in table 4.24.

Table 4.24 Correlation Matrix for ways of motivating community participation

		competitions	road shows	giving t.shirts
Correlation	competitions	1.000		
	Road shows	.838	1.000	
	Giving T-shirts	.675	.864	1.000

a. Determinant = .073

Source: Author Field Data, 2017

Yong & Pearce (2013) recommends that to proceed with factor analysis there is need to check “if there is a patterned relationship amongst our variables by referring to the Correlation matrix”. It is suggested that variables with correlations below 0.3 should be discarded. In this study, the results presented in Table 4.24 shows that the correlations coefficients between the items are greater than 0.3 an indication of patterned relationships amongst the variables.

Furthermore, Yong & Pearce (2013) suggest that, “as a follow-up, check if the determinant score is above the rule of thumb of .00001 as this indicates an absence of multicollinearity.” Thus, the results presented in Table 4.24 indicate the absence of multicollinearity as the determinant value is 0.073 which is above the recommended value of 0.00001. The EFA, KMO results for the ways of motivating community participation are presented in Table 4.25

Table 4.25: KMO and Bartlett's Test for ways of motivating community participation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	864.043
	df	3
	Sig.	.000

Source: Author Field Data, 2017

Table 4.25 results shows that there is a patterned relationship between the variables ($p < 0.001$) and KMO measure of sampling adequacy is 0.644 which is above the recommended cut-off value of 0.5. Therefore, it was suitable to perform an EFA and the results are presented in Table 4.26.

Table 4.26: Factor Matrix for ways of motivating community participation

	Factor 1
road shows	.982
giving T-shirts	.857
competitions	.830
Eigenvalues	2.587
%Variance	86.245
Cumulative %	86.245

Extraction Method: Principal Axis Factoring.

Source: Author Field Data, 2017

The results presented in Table 4.26 indicates that all the three variables used to measure ways of motivating community participation have practical significance with factor loadings greater than the recommended cut-off point of 0.3 for this study. The results show that there is only one factor with eigenvalue of 2.587 and variance of 86.2% in explaining ways of motivating community participation.

4.3.7 Regression analysis

The study conducted a regression analysis to determine the methods of participation used by the community and the specific challenges that are hindering Forte FM from playing its role of facilitating community development.

4.3.7.1 Community participation in programming

This study set out to identify the ways that are used by the community to participate in programming. Multiple regression analysis was chosen as the suitable statistical procedure for identifying the most significant participation methods used by the community and their unique contribution.

This study computed the 15 developmental programmes broadcasted and used them to measure participation level of the community and to create a single construct duped Community Level of Participation (CLP) as a proxy measure for participation of the community members. This is because such a construct tries to indicate the level of community participation in programming. This implies that a higher score would mean there is higher level of community participation and a lower score mean poor levels of participation by the community.

To assess the goodness of fit, the study adopted the R^2 measure in the regression model to discover the magnitude of disparities in the participants' response variables. The results for this analysis are presented in Table 4.27.

Table 4.27: Model summary for ways of community participation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.554 ^a	.307	.303	.710	.307	73.476	2	331	.000

a. Predictors: (Constant), general public, special guest

Source: Author Field Data, 2017

Table 4.27 shows multiple correlation coefficient $R = 0.554$, an indication of a strong correlation between the level of community and those predicted by the regression model. Our R^2 for this model is 0.307, which means that the ways of community participation identified in this study explains about 30.7% of the level of community participation in programming. ANOVA was used to confirm that ways of community participation influence their level of participation and the results are presented in Table 4.28.

Table 4.28 ANOVA test for ways of community participation

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.158	2	37.079	73.476	.000 ^b
	Residual	167.037	331	.505		
	Total	241.195	333			

a. Dependent Variable: Community Level of Participation (CLP), b. Predictors: (Constant), general public, special guest

Source: Author Field Data, 2017

Results of the ANOVA test for ways of community participation presented in Table 4.28 confirms that the model best fit, and could predict a better outcome than using mean with ratio improvement reached $F=73.476$ and significance value 0.001 ($p < .05$).

Table 4.28: Multiple regression coefficients for ways of community participation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.350	.039		60.460	.000
	special guest	-.096	.039	-.113	-2.473	.014
	general public	.462	.039	.543	11.867	.000

a. Dependent Variable: Community Level of Participation (CLP)

Source: Author Field Data, 2017

Table 4.29 shows the multiple regression coefficients providing necessary information to predict the level of community participation based on the ways of community participation and as well as to determine whether ways of community participation contributes significantly to the model. The results show that participating as a special guest was found to be negatively ($\beta = -0.096$) influencing the level of community participation. Such an association was found to be significant at $p < 0.1$ (P value = 0.014). These results suggest that participating as a special guest is an important way of participation. However, it does not increase the overall level of community participation in programming because not everyone is afforded the opportunity to be a special guest except for only a few individuals, experts and

others who are invited to participate. Hence, it does not mean an increased level of community participation.

Participation as a general public was found to be positively (0.462) influencing the level of community participation. Such an association was found to be significant at $p < 0.05$ ($p = 0.000$). These results suggest that the level of public participation in the programming can be increased if more community members participate through the use of social networks, call-in programmes and writing letters to Forte FM. Furthermore, to complement these findings descriptive statistics in this study indicated that listeners do participate in the form of call-in, social networks and letters.

4.3.7.2 Regression analysis: challenges hindering Forte FM from playing its role of facilitating community development

This study set out to identify the challenges hindering Forte FM from effectively playing its role of facilitating community development. There are various factors that hinder community radio stations from facilitating community development. Multiple regression analysis was chosen as the suitable statistical procedure to determine the unique contribution of these challenges in hindering community radio stations from facilitating community development. The construct, Community Level of Participation (CLP) was used as a proxy measure (dependent variable), because it tries to indicate the level of community participation in programming given the various challenges being faced. Table 4.30 shows the multiple regression analysis model summaries for challenges hindering Forte FM from playing its role of facilitating community development. The table presents the R (multiple correlation coefficient), R^2 (coefficient of determination), and the adjusted R-squared.

Table 4.30: Model summary for challenges hindering Forte FM from facilitating community development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.551 ^a	.304	.300	.712	.304	71.879	2	329	.000

a. Predictors: (Constant), Lack of interest by the public, Institutional challenges. b. Dependent Variable: Community Level of Participation (CLP)

Source: Author Field Data, 2017

The results presented in Table 4.30 indicates that "R Square" column shows that R² value is 0.304, thus challenges hindering Forte FM from facilitating community development explains 30.4% of the variability of community levels of participation. To confirm the models best fit in predicting a better outcome than using mean ANOVA was used. Table 4.31 presents the outcomes of the ANOVA test.

Table 4.31 ANOVA for challenges hindering community participation

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.780	2	36.390	71.879	.000 ^b
	Residual	166.563	329	.506		
	Total	239.343	331			

a. Dependent Variable: Community Level of Participation (CLP), b. Predictors: (Constant), Lack of interest by the public, Institutional challenges

Source: Author field data, 2017

The results in Table 4.31 shows that challenges that hinder Forte FM from playing its role of facilitating community development are statistically significant to predict the levels of community participation, $F(2, 329) = 71.879, p < .0005$. Thus, the results confirm that the overall regression model is a best fit for the data than using mean. The outcome of the coefficients for challenges hindering community participation are presented in Table 4.32

Table 4.32 Coefficients for challenges hindering community participation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.355	.039		60.297	.000
	Institutional challenges	.468	.039	.551	11.972	.000
	Lack of interest by the public	-.026	.039	-.030	-.655	.513

a. Dependent Variable: Community Level of Participation (CLP)

Source: Author Field Data, 2017

The results presented in Table 4.32 shows the Unstandardized Coefficients which indicate how much level of community participation varies with each given different challenge when all other challenges that hinder facilitation of community development are held constant. Thus, the unstandardized coefficient for institutional challenges faced by Forte FM ($\beta=0.468$) means that an increase in institutional

challenges such as lack of resources, lack of capacity, shortage of funds and many others, will increasingly affect the level of community participation in programming. This association was found to be significant at $p < 0.05$ (P value = 0.0005). Literature supports that institutional challenges faced by community radios hinders them from achieving their role of facilitating community development and some stations are shutting down (Muswede, 2009; Simmering & Fairbarn, 2009; NCRF, 2015). This clearly indicates low levels of community participation are attributed to the fact that Forte FM as an institution is not creating platforms, strategies, processes and mechanisms to foster and encourage the community to participate.

However, the unstandardized coefficient for lack of interest by the members of the public ($\beta = -0.026$) means that if there is an increase of the members of the public that lacks interest in participating in programming and management, there will be a decrease of their level of participation in programming and management of Forte FM. Such an association was found not to be significant $p > 0.5$ (P value = 0.513). In addition, the descriptive statistics also indicated that lack of interest by some of the community members in participation in programming is not considered a major challenge. Therefore, differences between institutions will always exist but the radio station has to find its way around and continue playing its role of facilitating community development.

In summary, a multiple regression analysis was performed to determine how these two variables, 'institutional challenges and lack of interest by the public' influence the level of community participation. The results presented shows that these variables are statistically significant in influencing the level of community participation $F(2, 329) = 71.879$, $p < .0005$, $R^2 = 0.304$. The variable, institutional challenge was found to be statistically significant in influencing the level of community participation, $p < .05$. However, the variable lack of interest by other members of the public was found statistically to be insignificant in influencing the overall level of community participation, $p > 0.513$.

4.3.7.3 Regression analysis: Ways of motivating community participation in programming and management of Forte FM

The researcher assumed that there are various strategies that community radio stations can employ to motivate the community to participate in programming and

management aspects. This study conducted regression analysis to determine if methods of motivating community participation are important and their unique contribution to increasing the levels of community participation in programming and management of Forte FM. The correlations are presented in table 4.33.

Table 4.33: Correlations matrix for ways to motivate community participation in programming and management of Forte FM

Variables		Community Level of Participation (CLP)	Ways to Motivate Community Participation
Community Level of Participation (CLP)	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	334	
Ways to Motivate Community Participation	Pearson Correlation	.500**	1
	Sig. (2-tailed)	.000	
	N	334	334

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author Field Data, 2017

Table 4.33 shows the correlation matrix that was computed to depict the relationship between level of community participation in programming of Forte FM programmes and the ways that can be used to motivate the community to participate more. The table shows positive correlation with the value of r, (.500) significant at 0.01 (2-tailed).

Table 4.34 shows the multiple regression analysis model summary for the ways to motivate community participation in programming and management of Forte FM. The table presents the R (multiple correlation coefficient), R²(coefficient of determination), and the adjusted R-squared.

Table 4.34: Model Summary for ways to motivate community participation in programming and management of Forte FM

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.500 ^a	.250	.248	.738	.250	110.648	1	332	.000

a. Predictors: (Constant), Motivate Participation

Source: Author Field Data, 2017

The results presented in Table 4.33 indicate that "R Square" column shows that R² value is 0.250, thus ways to motivate community participation in programming and

management of Forte FM explains 25% of the variability of community levels of participation. To confirm the models best fit in predicting a better outcome than using mean, ANOVA was used. Table 4.35 presents the outcomes of the ANOVA test.

Table 4.35: ANOVA for ways to motivate community participation in programming and management of Forte FM

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.291	1	60.291	110.648	.000
	Residual	180.904	332	.545		
	Total	241.195	333			

a. Dependent Variable: Community Level of Participation (CLP), Predictors: (Constant), Ways to motivate community participation

Source: Author Field Data, 2017

The results in Table 4.35 show that ways to motivate community participation in programming and management of Forte FM was statistically significant in predicting the levels of community participation, $F(110, 648)$, $p < .0005$. Thus, the results confirm that the overall regression model is a best fit for the data than using mean. The outcome of the coefficients for ways to motivate community participation in programming and management of Forte FM are presented in Table 4.36.

Table 4.36: Coefficients for ways to motivate community participation in programming and management of Forte FM

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.986	.136		7.255	.000
Ways to motivate community participation	.363	.034	.500	10.519	.000

a. Dependent Variable: Community Level of Participation (CLP)

Source: Author Field Data, 2017

The results presented in Table 4.36 shows the Unstandardized Coefficients which indicate how much level of community participation varies with given ways that motivate community participation in programming and management of Forte FM are held constant. Thus, the unstandardized coefficient for ways to motivate community participation in programming and management of Forte FM ($\beta=0.363$) means that an increase in ways to motivate community participation such as competitions, road

shows and giving away t-shirts, will increase the level of community participation in programming and management aspects of the station. This association was found to be significant at $p < 0.05$ (P value = 0.0005). This clearly indicates that to increase community participation in programming and management of Forte FM the station should adopt strategies such as competitions, road shows and giving t-shirts.

4.4 Chapter summary

This chapter focused on data analysis, presentation and interpretation of findings on the contribution of Forte FM to the development of Alice. This chapter was divided into two sections; the first section dealt with qualitative data and the second section dealt with quantitative data. Data analysis was guided by the study objectives. Qualitative data was analysed using thematic analysis and coded into different themes. Quantitative data analyses focused on descriptive analysis of respondents' demographics, places where respondents listen to Forte FM, descriptive analysis for study measurement constructs and community perceptions on the contribution of Forte FM in facilitating community development.

5. CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter summarises the key findings of the study and provides recommendations and conclusions. This study assessed the role of Forte FM in facilitating the development of Alice. The following were the objectives of the study; to establish the developmental programmes that Forte FM broadcasts, secondly, to determine the perceptions of the community on the role of Forte FM in facilitating development, thirdly, to determine the extent to which the community participates in programming and management of Forte FM and lastly, to determine the challenges that hinders Forte FM from fulfilling its role of facilitating community development. The target population for this study was Forte FM personnel and audience from Alice community.

This study was conducted from 2016 to early 2017 using Forte FM, a community radio station as case study. Forte FM is situated at the University of Fort Hare, located in Alice town in the Eastern Cape Province in South Africa. A mixed method research design was employed to achieve the set-out study objectives. The researcher conducted structured interviews with four Forte FM personnel and distributed 375 questionnaires to Alice residents who listen to Forte FM. Purposive sampling technique was applied to select key informants for interviews. Both purposive and convenience techniques were used to select respondents of questionnaires. Thematic analysis was used to analyse qualitative data gathered through interviews. Statistical Packages for Social Sciences (SPSS) version 23 and was used to analyse quantitative data in the form of descriptive and inferential statistics such as regression analysis. The data was presented in the form of tables, graphs and pie charts generated using both SPSS and Ms Excel.

5.2 Summary of research findings

This section summarises the findings of the research as follows;

5.2.1 The developmental programmes that Forte FM broadcasts

The study set-out to establish the developmental programmes that Forte FM broadcasts. The developmental programmes that Forte FM broadcasts includes the

following; *Ezolimo, Iyothulwa imithwalo, Ezonkolo, Yizani Sakhe, Community calendar, Incoko Buciko, Ezakwantu, Sondlangenzi, Hearts of space, Incibi lempiliso, Breaking the dust and Business buzz*. These programmes were broadly categorized as religious and cultural, agricultural, societal challenges, economic development and entertainment developmental programmes. Most of the developmental programmes that Forte FM broadcasts are considered as religious and cultural programmes (8 out of 15). However, the programmes listed above are not the only developmental programmes that the station broadcasts.

5.2.2 The perceptions of the community on the contribution of Forte FM in facilitating development

The study sought to determine the perceptions of the community with regards to the contribution of Forte FM in facilitating development. The community perceptions in this case were those of listeners, referred to as respondents and also Forte FM personnel referred to as participants who were interviewed by the researcher. The findings show that the respondents 'agree' (mean ≈ 4.00), that all programmes aired by Forte FM contribute to facilitating community development. Furthermore, the findings also shows that the respondents 'agree' that Forte FM need to broadcast more programmes to enhance community development on health issues, safety and security, gender, culture, sports, local news, international news, business and agriculture (mean ≈ 4.00).

The interviews with Forte FM personnel indicated that the station evolved from being a campus based radio station to being a community radio station to better position its role of facilitating community development. The radio station also changed its frequency to increase its geographical coverage to enhance its role of facilitating community development. The vision of Forte FM shows that the radio station contributes to the well-being of the community through its unifying role that brings the community together, acts as a platform for dialogue and exchange of ideas. Forte FM personnel indicated that the station facilitates community development by ensuring that any challenges lodged by the community are followed up until they are resolved. For instance, the results indicate that there are many schools with a shortage of teachers and the station takes responsibility to make calls to educational

departments to the district and to the provincial offices until a teacher is appointed this in turn play a significant role towards community development.

In addition, the station broadcasts agricultural, educational and health related information that is important for the community's well-being. There are programmes such as *Yizani Sakhe* which deals with different health issues, *Masifundisane* and *Law focus* which are both informative and educational. The station also facilitates community development by promoting cultural development through programming and broadcasting in local language, which is Xhosa and broadcasts cultural programmes like *Ezonkolo* and *Ezakwantu* whereby audiences share their beliefs, values and norms for hence the community is able to learn about their culture and religion. Moreover, the station also facilitates community development by promoting local artists during shows like *Breaking the dust* and *Afternoon drive*. This contributes to development because these artists depend on the success of their music careers to provide for their families. Thus, the findings indicate that Forte FM facilitates development of Alice.

5.2.3 The extent to which the community participates in programming and management of Forte FM

The study was set out to determine the extent to which the community participates in programming and management of Forte FM. The results indicate that Forte FM involve the community in programming through call-in and other social media platforms like Facebook and WhatsApp. The study results reveal that the respondents '*sometimes*' participate in Forte FM programming through call-in and social networks (mean =30, SD=1.580; mean=2.81, SD=1.595), as well as writing letters, (mean=1.61, SD=1.003). The respondents '*rarely*' participate in Forte FM programming as presenters, guests in talk shows, musicians, local reporters, experts or editors (mean <2.0). Furthermore, the findings indicate that the respondents "*sometimes*" participate in the following developmental programmes aired by Forte FM; *Ezolimo* (mean=3.26; SD 1525), *Breaking the dust* (mean=2.65; 1.454) and *Business buzz* (mean 2.69; SD=1.491). Furthermore, the results show that respondents '*rarely*' participate in some of the developmental programmes aired by Forte FM.

The study further revealed that various methods or ways of participation used by the community to participate in programming can be categorized broadly into special guests and as general public member of the community. The results show that participating as a special guest was found to be negatively ($\beta = -0.096$) influencing the level of community participation. Such an association was found to be significant at $p < 0.1$ (P value = 0.014). Contrary to this, participation as a general public was found to be positively (0.462) influencing the level of community participation. Such an association was found to be significant at $p < 0.05$ ($p = 0.000$). These results suggest that the level of public participation in the programming can be increased if more community members participate in the form of social networks, call-in programmes and letters to Forte FM.

The findings highlight that the community is involved in management of the station through a representation in the board. The board which is made of community members and is responsible for selecting the station manager. The manager is then given the authority or responsibility of selecting the other required staff members for the smooth running of the station. The participants stated that the board members are elected annually so as to give many people an opportunity to manage the station. On the other hand, findings show the audience shows that the respondents 'never' directly participate in the management aspects of Forte FM such as budgeting, program policy, fundraising and staff recruitment (mean ≈ 1.0).

The study show that the respondents 'agree' that having competitions, road shows and giving away t-shirts motivate the community in participating in programming and management aspects of Forte FM (mean ≈ 4.00). Furthermore, from the regression analysis was performed and the results indicate unstandardised coefficient for ways to motivate community participation in programming and management of Forte FM WAS ($\beta = 0.363$) meaning that an increase in ways to motivate community participation such as competitions, road shows and giving away t-shirts, will increase the level of community participation in programming and management aspects of the station. This association was found to be significant at $p < 0.05$ (P value = 0.0005). Therefore, the station needs to strategise on competitions, road shows and t-shirts to promote community participation in programming and management of Forte FM.

5.2.4 Challenges that hinder Forte FM from playing its role of facilitating community development

The study sought to determine the challenges that hinder Forte FM from playing its role of facilitating community development. The results show that the station is faced with many challenges which include shortage of funds; NGO's influencing programming, lack of resources, lack of community interest in participation and restrictions in programming.

The participants stated that the station does not receive enough funding from the key funders of community media such as the DoC and MDDA. The results also show that sourcing for financial resources to cover operational expenditures for the station has resulted in negative influence on Forte FM programming. The personnel indicated that outside funders such as Churches and NGO's buy slots and in the end the station had to change its programming to accommodate them since it needs operational funds. Earlier in this chapter it was outlined that out of the 15-sample programmes used in this study the majority (8 or 53%) were cultural and religious programmes.

The findings show that the station face challenges in involving the communities in programming because they do not have enough resources. The participants also stated that the other challenge is that some of the community members are not interested in participating in programming and management of the station. For instance, they stated that both Raymond Mhlaba Municipality and the agriculture department at UFH is not keen to participate. The participants also stated that censorship and restrictions are some of the challenges faced by the station and hence limiting their democratic role. The results show that the station is restricted from portraying the government negatively because it is the main source of funds for the station. This limits the sharing of information needed in a democratic society.

In addition, the findings show that the respondents '*agree*' that poor levels of community participation in programming and management aspects of Forte FM is attributed to insufficient funds to support community participation (mean=3.80, SD=1.440). On the other hand, the respondents were '*neutral*' on weather poor participation is attributed to the station lacking capacity to organise, lack of resources

and weak radio signals (mean \approx 3.00). Furthermore, the respondents indicated that they '*disagree*' that poor levels of participation by the community is a result of the time the programmes are aired, language barrier, lack of interest in programming, lack of interest in management and cultural restrictions (mean \approx 2.00).

In addition, challenges hindering effective community participation were broadly categorised as institutional challenges faced by Forte FM and lack of interest by the community in participating. Furthermore, a multiple regression analysis was performed to determine how these two variables, 'institutional challenges and lack of interest by the public influences the level of community participation. The results presented shows that these variables were statistically significant in influencing the level of community participation $F(2, 329) = 71.879, p < .0005, R^2 = 0.304$. The variable, institutional challenges was found to be statistically significant in influencing the level of community participation, $p < .05$. However, the variable lack of interest by other members of the public was statistically insignificant in influencing the overall level of community participation, $p > 0.513$. Thus, the findings indicate that the station is faced with many challenges that hinder Forte FM from playing its role of facilitating community development.

5.3 Conclusions

This section provides the conclusions from the study with respect to the research objectives.

5.3.1 The developmental programmes that Forte FM broadcasts

The conclusion that can be drawn from the findings is that there are no specific programmes that are meant to facilitate the development of Alice. Almost all programmes have a special role to play in community development. The station broadcasts programmes that are community driven, in that they educate and entertain the community. All these programmes facilitate the development of Alice in different ways. These programmes can be broadly categorized as religious and cultural, agricultural, societal challenges, economic development and entertainment developmental programmes. Most of the programmes that Forte FM broadcasts are religious and cultural programmes.

5.3.2 The perceptions of the community on the contribution of Forte FM in facilitating development

In conclusion, Forte FM plays a pivotal role in facilitating development of Alice. It can be factually concluded that the respondents 'agree' that all programmes broadcasted by Forte FM facilitates community development. The station contributes to development in various ways which include providing the community with agricultural information, health information, promoting local culture, equipping the community with skills, promote local artists and sports personnel, educating the community through its educational programmes. Thus, one can conclude that both listeners and Forte FM employees perceive the station as playing a developmental role.

However, the respondent stated that there is need for Forte FM to broadcast more programmes to enhance community development on health issues, safety and security, gender, culture, sports, local news, international news, business and agriculture. Despite this, the majority of the respondents are extremely satisfied with Forte FM broadcasting language which is Xhosa. However, other respondents indicated that they would prefer that Forte FM also broadcast more in English to accommodate non-Xhosa speakers.

5.3.3 The extent to which the community participates in programming and management of Forte FM

Conclusively, the community participates in programming of Forte FM to a lesser extent. The respondents 'sometimes' participate in the following developmental programmes broadcasted by Forte FM; *Ezolimo*, *Breaking the dust*, *Business buzz* and they 'rarely' participate in some of the developmental programmes broadcasted by Forte FM. The study revealed that that the respondents 'sometimes' participate in Forte FM programming through call-in and social networks and writing letters. The respondents 'rarely' participate in Forte FM programming as presenters, guests in talk shows, musicians, local reporters, experts or editors. Forte FM personnel do not involve the listeners in production and this is attributed due to lack of resources and tight operational schedules. The community therefore is not involved in all aspects of programming. The community should be involved in production of programmes and not only as commentators when programmes are on air.

The findings show that community ‘never’ directly participate in the management aspects of Forte FM such as budgeting, program policy, fundraising and staff recruitment. This shows that the station does not involve the community fully. Although the community is involved in management of the station through a board which is elected annually by the community themselves. This is not enough to satisfy the requirements of participation as postulated by UNESCO approach to development which stresses that the community should have access to the station, participate in programming and manage the station. The station has not yet reached level 7 of community participation as suggested by Day’s (2009) framework for audience participation in mass media. The station is still on level 5 which is not very different from the forms of participation in other media such as public and commercial broadcasters.

5.3.4 Challenges that hinder Forte FM from playing its role of facilitating development

The conclusion that can be drawn from the findings is that Forte FM is faced with many challenges that hinder the station from fulfilling its mandate of facilitating community development. The station is faced with many challenges which include shortage of funds; NGO’s influencing programming, lack of resources, lack of community interest in participation and restrictions in programming. The main challenge that the station faces is of lack of financial resources. The station does not have sustainable ways to generate income to cover its expenditure. Although the station is faced with many challenges, it fulfils its role of facilitating the development of Alice community. This study should be a lesson for other community radio stations; they should ensure that they fulfil their mandate regardless of circumstances.

5.5 Recommendations

This section outlines the recommendations drawn from the research conclusions.

5.5.1 Broadcast more developmental programmes

The study recommends that although the station broadcasts more diverse programmes that are developmental, there is need to improve on the content that is

included in the programmes. Although they have many developmental programmes, there is need for the station to focus on one aspect in each programme than to focus on all aspects in one programme. The station should include more agricultural programmes.

5.5.2 Stimulate people's participation in programming

The study also recommends the station to have competitions, road shows and giving away branded items such as t-shirts and calendars to motivate the community in participating in programming and management aspects of Forte FM. The station should also have a fun club that has a committee which meet regularly to discuss programming challenges and also bring in new ideas to the station.

5.5.3 Establishing mechanisms to involve the community in management of the station

The study recommends that Forte FM should have other mechanisms besides empowering the community to participate in management through the board. For instance, the station can create a programming committee that oversees the programming by deciding the content of the programmes. This increases the number of people involved in management of the station and at the same time can enhance programming.

5.5.4 Sustainable ways to can generate more revenue

The study recommends that Forte FM should lobby members of the community to make donations to the station since the station belongs to the community. The stations should consider starting income generating projects so that they gain more income to cover operational costs.

5.6 Areas for future research

There are many areas that need further research as far as the roles that community radio play in development considering that there is still inadequate literature in this area of study. Therefore, a similar research study can be carried on a broader scale, to compare the role that both community and public broadcasting play in facilitating

community development. This can provide a more detailed analysis of the role of media in development in South Africa.

5.7 Chapter summary

This chapter started by providing a summary of the findings of the research focusing on the objectives of the study. The chapter also provided conclusions on the objectives and provided recommendations that will help Forte FM to improve its programming since the station does not have the capacity to conduct independent audience research. Lastly, the study proposed areas for future research on the role of media in facilitating community development in South Africa.

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APPENDIX 1: RAOSOFT SAMPLE SIZE CALCULATOR



Sample size calculator

What margin of error can you accept? %
5% is a common choice

What confidence level do you need? %
Typical choices are 90%, 95%, or 99%

What is the population size?
If you don't know, use 20000

What is the response distribution? %
Leave this as 50%

Your recommended sample size is **375**

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer *yes*, while 10% answer *no*, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer *yes* would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Online surveys with **Vovici** have completion rates of 66%!

Alternate scenarios

With a sample size of	<input type="text" value="100"/>	<input type="text" value="200"/>	<input type="text" value="300"/>	With a confidence level of	<input type="text" value="90"/>	<input type="text" value="95"/>	<input type="text" value="99"/>
Your margin of error would be	9.77%	6.88%	5.60%	Your sample size would need to be	266	375	636

Save effort, save time. **Conduct your survey online with Vovici.**

More information

If 50% of all the people in a population of 20000 people drink coffee in the morning, and if you were repeat the survey of 377 people ("Did you drink coffee this morning?") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered "Yes".

The remaining 5% of the time, or for 1 in 20 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

When you survey a sample of the population, you don't know that you've found the correct answer, but you do know that there's a 95% chance that you're within the margin of error of the correct answer.

Try changing your sample size and watch what happens to the *alternate scenarios*. That tells you what happens if you don't use the recommended sample size, and how M.O.E and confidence level (that 95%) are related.

To learn more if you're a beginner, read **Basic Statistics: A Modern Approach** and **The Cartoon Guide to Statistics**. Otherwise, look at the **more advanced books**.

In terms of the numbers you selected above, the sample size n and margin of error E are given by

$$x = Z^2 \frac{r(100-r)}{100}$$

$$n = N \frac{x}{(N-1)E^2 + x}$$

<http://www.raosoft.com/samplesize.html>

1/2

$$E = \text{Sqrt}[(N - n) \times r / n(N-1)]$$

where N is the population size, r is the fraction of responses that you are interested in, and $Z(c/100)$ is the critical value for the confidence level c .

If you'd like to see how we perform the calculation, view the page source. This calculation is based on the Normal distribution, and assumes you have more than about 30 samples.

About **Response distribution**: If you ask a random sample of 10 people if they like donuts, and 9 of them say, "Yes", then the prediction that you make about the general population is different than it would be if 5 had said, "Yes", and 5 had said, "No". Setting the response distribution to 50% is the most conservative assumption. So just leave it at 50% unless you know what you're doing. The sample size calculator computes the critical value for the normal distribution. Wikipedia has good articles on statistics.

How do you like this web page? Good as-is Could be even better

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APPENDIX 2: INTERVIEW SCHEDULE

Interview Guide: *Interview guide for the programs manager, a news anchor, a volunteer and a presenter of Forte FM*

Section A: Introduction (Information about the station)

1. When was the station established?
2. Why was the station established?
3. What is the mission and vision statements of your station?
4. Who is the legal owner of this station?
5. What are your licensing conditions? N: B A policy document
6. How many hours do you broadcast per day?
7. Which areas does your broadcast footprint covers?
8. What languages do you broadcast in?
9. Which community does the station serve?
10. Where does the funding come from?

Section B: Developmental programmes broadcast by Forte FM

1. What are the developmental programmes that are currently broadcasted by Forte FM?
2. How did you come up with those programmes and why?
3. What other developmental programmes do you intend to broadcast in future?
4. How does such programmes facilitate development?
5. What development initiatives has this station brought in the community?
6. Do you have awareness campaigns?
7. Do you have sponsored developed programmes from NGO's or government?
8. Why do they sponsor those programmes?

Section C: Community participation for development

1. From the list of the programmes above, to what extent does the community participate in the production of these programmes?
2. Is the community involved in managing the station and if so how, if not, why?
3. Are there any mechanisms in place to involve the community in management of the station?
4. In what ways does the station offer the community a platform for debate of local issues?
3. Are you involved in any community projects?
4. Do you have listenership clubs or fan clubs?
5. In what ways does the station stimulate people's participation in programming?
6. What are your sources of news?
7. What are the challenges that you face in terms of involving the community.
8. What challenges hinders the station from playing its role in facilitating development?
9. What are your other sources of revenue from apart from the government?

Section D: Programmes that Forte FM broadcasts

Programmes	Description
Ezolimo	
Iyothulwa imithwalo	
Ezonkolo	
Yizani Sakhe	
Community calendar	
Incoko Buciko	
Ezakwantu	
Sondlangenzi	
Hambavhangeli	
Hearts of space	
Incibi lempiliso	
Special programme, GCIS	
Walking with Jesus	

Breaking the dust	
Business Buzz /Bizzhub	
Breakfast show	
One touch	
Law focus	
Ezimidlalo	
Timiti	
Pyjama jam	
Ezingabuniyo	
Cool zone	
Raggae sounds	
Lopha Ngophindwa	
Sikhona isisombululo	
Kungaqhuma kubasiwe	
Gospel show	
Masidumise	
Little angels	
BNGs	
Jazz show	
Makuse	
Time machine	
Let's go shopping	
Ronta	
Train	
Sports show	
Afternoon drive	
Masifundisane	
Ziyawa beats	

APPENDIX 3: CONSENT FORM



University of Fort Hare
Together in Excellence

Ethics Research Confidentiality and Informed Consent Form

Please note:

This form is to be completed by the researcher(s) as well as by the interviewee before the commencement of the research. Copies of the signed form must be filed and kept on record (To be adapted for individual circumstances/needs)

I, Mawokomayi Betina, a Masters student in the Department of Communication at the University of Fort Hare is conducting a research entitled "Assessing the role of community radio stations in community development: A case study of Forte FM in the Eastern Cape". I am carrying out this research to assess how Forte FM contribute to the development of Alice.

Please understand that you are not being forced to take part in this study and the choice on whether to participate or not is solely up to you. If you decide not to take part in this survey, you will not be affected in any way. If you decide to participate and in the end, decide not to continue answering the questionnaire, there will also be no penalties and you will NOT be prejudiced in ANY way. Confidentiality will be observed professionally.

I will not be recording your name anywhere on the questionnaire and no one will be able to link you to the answers you give. Only the researchers will have access to the unlinked information. The information will remain confidential and there will be no "come-backs" from the answers you give. If possible, once I have completed this study, I will try to inform you of what the results are and discuss my findings and proposals around the research and what this means to the community at large.

INFORMED CONSENT

I hereby agree to participate in research entitled "Assessing the role of community radio stations in community development: A case study of Forte FM in the Eastern Cape"

I understand that I am participating freely and without being forced in any way to do so.

I also understand that I can stop this interview at any point should I not want to continue and that this decision will not in any way affect me negatively.

I understand that this is a research project whose purpose is not necessarily to benefit me personally.

I have received the telephone number of a person to contact should I need to speak about any issues which may arise in this interview.

I understand that this consent form will not be linked to the questionnaire, and that my answers will remain confidential.

I understand that if possible, feedback will be given to my community on the results of the completed research.

.....
Signature of participant

Date:.....

I hereby agree to the tape recording of my participation in the study

.....
Signature of participant

Date:.....

APPENDIX 4: QUESTIONNAIRE



University of Fort Hare
Together in Excellence

Questionnaire
Number.....

QUESTIONNAIRE

My name is Mawokomayi Betina, a Masters of Social science (Communication) student in the Faculty of Human and Social sciences at University of Fort Hare. I am undertaking a research entitled “**Assessing the role of community radio stations in development: A case study of Forte FM in Eastern Cape**”. This study is being conducted because it is a requirement to complete a Master of Social science degree in Communication. I humbly request, for your objective assistance by completing this questionnaire. Your responses will be solely used for academic purposes only and information collected will be treated with utmost confidentiality.

Instruction: Please complete the following questions by ticking or cross on your response.

SECTION A: RESPONDENTS PROFILE

1. Gender 1 male 2 female
2. Age 1 15-25 2 26-35 3 36-45 4 46-55 5 56 +
3. Highest qualification 1 Matric and below 2 Diploma/Certificate 3 Degree 4 Postgraduate
4. Employment status 1 unemployed 2 employed 3 self employed
5. If you are employed, indicate your employment sector,

1	Agriculture			2	Mining and quarrying		
3	Manufacturing			4	Utilities (Electricity, gas & water supply)		
5	Construction			6	Informal traders		
7	Cooperatives and SMME's			8	Wholesale and Retail trade		
9	Transport, storage and communication			10	Finance and other businesses services		
11	Government and Community services			12	Other, please specify		

6. Which of the following gadgets do you often use when listening to radio?

1	Cellular phone			2	Tablet			3	Radio set			4	Other, specify		
---	----------------	--	--	---	--------	--	--	---	-----------	--	--	---	----------------	--	--

7. Where do you listen to radio most often?

1	At home			2	At work			3	Car/taxi/buses			4	Other, specify		
---	---------	--	--	---	---------	--	--	---	----------------	--	--	---	----------------	--	--

8. How many hours on average per day do you spend listening to Forte FM?

1	Less than 1hr per day			2	1-2 hrs per day			3	3-4 hrs per day			4	More than 4hrs per day		
---	-----------------------	--	--	---	-----------------	--	--	---	-----------------	--	--	---	------------------------	--	--

SECTION B: DEVELOPMENTAL PROGRAMMES THAT FORTE FM BROADCASTS

NB: Use the following scale to answer the question 9.

1=never	2=rarely	3=sometimes	4=often	5=Always
---------	----------	-------------	---------	----------

9. How often do you listen to the following developmental programmes that Forte FM broadcast?

1	Ezolimo	1	2	3	4	5
2	Iyothulwa Imithwalo	1	2	3	4	5
3	Ezenkolo	1	2	3	4	5
4	Yizani sakhe	1	2	3	4	5
5	Community calendar	1	2	3	4	5
6	Incokobuciko	1	2	3	4	5
7	Ezakwantu	1	2	3	4	5
8	Sondlangenzi	1	2	3	4	5
9	Hamba vhangeli	1	2	3	4	5
10	Hearts of space	1	2	3	4	5
11	Inchibi Lempiliso	1	2	3	4	5
12	GCIS	1	2	3	4	5
13	Walking with Jesus	1	2	3	4	5
14	Breaking the dust	1	2	3	4	5
15	Business buzz	1	2	3	4	5
16	Other (specify)	1	2	3	4	5

10. In what languages does Forte FM broadcast the above programmes?

1	Xhosa	2	Afrikaans	3	English	4	Others specify.....
---	-------	---	-----------	---	---------	---	---------------------

SECTION C: PERCEPTIONS OF LISTENERS ON THE CONTRIBUTION OF FORTE FM IN FACILITATING DEVELOPMENT

Use the following scale to answer question 18 and 19.

1=strongly disagree	2=disagree	3=neutral	4=agree	5=strongly agree
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11. To what extent do you agree or disagree that the following programmes that Forte FM broadcast play an important role in developing in the community?

1	Ezolimo	1	2	3	4	5
2	Iyothulwa Imithwalo	1	2	3	4	5
3	Ezenkolo	1	2	3	4	5
4	Yizani sakhe	1	2	3	4	5
5	Community calendar	1	2	3	4	5
6	Incokobuciko	1	2	3	4	5
7	Ezakwantu	1	2	3	4	5
8	Sondlangenzi	1	2	3	4	5
9	Hamba vhangeli	1	2	3	4	5
10	Hearts of space	1	2	3	4	5
11	Inchibi Lempiliso	1	2	3	4	5
12	GCIS	1	2	3	4	5
13	Walking with Jesus	1	2	3	4	5
14	Breaking the dust	1	2	3	4	5
15	Bizz hub	1	2	3	4	5
16	Other (specify)	1	2	3	4	5

12. In your own words can you explain how any of the following programmes contributes to improving your lives?

List of programmes	How the programmes contribute to community development
1 Ezolimo	
2 Iyothulwa Imithwalo	
3 Ezenkolo	

4	Yizani sakhe	
5	Community calender	
6	Incokobuciko	
7	Ezakwantu	
8	Sondlangezwi	
9	Hamba vhangeli	
10	Hearts of space	
11	Inchibi Lempiliso	
12	GCIS	
13	Walking with Jesus	
14	Breaking the dust	
15	Bizz hub	
16	Other (specify)	

Use the following scale to answer question 23.

1=strongly agree	2=disagree	3=neutral	4=agree	5=strongly agree
------------------	------------	-----------	---------	------------------

13. In addition to the programmes aired by Forte FM, which of the following categories of developmental programmes would you like to have more programmes on?

1	Health	1	2	3	4	5
2	Safety and security	1	2	3	4	5
3	Gender issues	1	2	3	4	5
4	Cultural programmes	1	2	3	4	5
5	Sports	1	2	3	4	5
6	Local news	1	2	3	4	5
7	International news	1	2	3	4	5
8	Business	1	2	3	4	5
9	Agriculture	1	2	3	4	5
10	Others, specify	1	2	3	4	5

14. To what extend are you satisfied by the languages used by Forte FM when broadcasting?

1= not at all satisfied	2=Slightly satisfied	3= moderately satisfied	4=very satisfied	5=Extremely satisfied
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15. Which other language do you prefer Forte FM to broadcast in?

1 Xhosa	2 Afrikaans	3 English	4 Others specify
---------	-------------	-----------	------------------

SECTION D: COMMUNITY PARTICIPATION IN PROGRAMMING AND MANAGEMENT OF FORTE FM.

Use the following scale to answer questions 11, 12 and 13

1=never	2=rarely	3=sometimes	4=often	5=Always
---------	----------	-------------	---------	----------

16. How often do you participate in the following developmental programmes on Forte FM?

1	Ezolimo	1	2	3	4	5
2	Iyothulwa Imithwalo	1	2	3	4	5
3	Ezenkolo	1	2	3	4	5
4	Yizani sakhe	1	2	3	4	5
5	Community calender	1	2	3	4	5
6	Incokobuciko	1	2	3	4	5
7	Ezakwantu	1	2	3	4	5
8	Sondlangezwi	1	2	3	4	5
9	Hamba vhangeli	1	2	3	4	5
10	Hearts of space	1	2	3	4	5
11	Inchibi Lempiliso	1	2	3	4	5
12	GCIS	1	2	3	4	5

13	Walking with Jesus	1	2	3	4	5
14	Breaking the dust	1	2	3	4	5
15	Business buzz	1	2	3	4	5
16	Other (specify)	1	2	3	4	5

17. How often do you participate in programming through the following ways?

1	In call in programs	1	2	3	4	5
2	As presenters	1	2	3	4	5
3	As guests in talk shows	1	2	3	4	5
4	Musicians	1	2	3	4	5
5	As local reporters	1	2	3	4	5
6	As experts	1	2	3	4	5
7	As editors/producers	1	2	3	4	5
8	Social networks (Facebook, WhatsApp, Twitter and others)	1	2	3	4	5
9	Letters	1	2	3	4	5
10	Others (specify)	1	2	3	4	5

18. How often do you participate in the following management aspects of Forte FM?

1	Budgeting	1	2	3	4	5
2	Program policy	1	2	3	4	5
3	Fundraising	1	2	3	4	5
4	Staff recruitment	1	2	3	4	5
5	Others (specify)	1	2	3	4	5

19. If you do not participate in programming, state your reasons

.....

SECTION E: CHALLENGES THAT HINDER FORTE FM FROM PLAYING ITS ROLE OF FACILITATING COMMUNITY DEVELOPMENT

Use the following scale to answer questions 20 and 21

1=strongly disagree	2=disagree	3=neutral	4=agree	5=strongly agree
---------------------	------------	-----------	---------	------------------

20. To what extent do you agree or disagree that the following programmes that Forte FM broadcast play an important role in developing the community?

1	Lack of funds by Forte FM to support participation	1	2	3	4	5
2	The stations lack capacity to organise	1	2	3	4	5
3	Time that programmes are aired	1	2	3	4	5
4	Language barrier	1	2	3	4	5
5	Lack of resources (for example lack of airtime to call in)	1	2	3	4	5
6	Lack of interest in programming	1	2	3	4	5
7	Lack of interest in management	1	2	3	4	5
8	Cultural restrictions	1	2	3	4	5
9	Weak radio signals	1	2	3	4	5
10	Others (specify)	1	2	3	4	5

21. To what extent do you agree or disagree that Forte FM uses the following ways to motivate you to participate in programming?

1	Competitions	1	2	3	4	5
2	Road shows	1	2	3	4	5
3	Giving T-shirts	1	2	3	4	5

22. What other ways does Forte FM use to encourage the community to participate in developmental programmes.....

THANK YOU FOR PARTICIPATION.

APPENDIX 5: TRANSCRIPT 1 SAMPLE

Interview Transcript 1: *Interview with the Programmes Manager and a Presenter of Forte FM*

P- Participant

I-Interviewer

P.1- Programmes manager

P. 2- Presenter

I: When was, the station established and why?

P.1: It first started as a campus radio station and then it evolved from being a campus radio station starting from 2008. So, before 2008 it was a campus radio station, I can't be precise with the year but as from 2008, it started to be a community radio station broadcasting for approximately for 18hrs at that time because at 12 they had to close.

From there, in 2008, they were given a frequency if you could check with other campus radio stations, most of them operate underneath internet and so forth they are not given a proper line of transmitters...the frequency so Forte FM managed to get a frequency of 100.6 by ICASA... so we were broadcasting on 100.6 from 2008 and 2009.

I: Why did it evolve from being a campus radio to a community radio?

P.1: Now the reason why it evolved from a campus radio station to a community radio station, it was simply because of the start of this thing the gentlemen who started this thing... Mr Luthando and Ms Mdazana were all from around and they have seen the need for a radio station to evolve to become a community radio station. Their initiative grew until they managed to so, from 2008 we have been broadcasting live until now.

But 2011, simply because our footprint was a bit small because we were covering only Alice and Fort Beaufort we couldn't reach middle drift, and as radio station which was dealing with issues of Nkonkobe municipality by then, we needed to reach further towns and all the surroundings. So, we applied for a beta frequency a beta coverage...for a beta footprint so that we could save the purpose of the community that we claim that they are ours.

So, in 2011 we got a frequency moving from 100.6 to 88.2 with a massive footprint covering the whole spectrum of Amathole district and surrounding areas, Buffalo Metropolitan Municipality Amathole consist of 6 municipalities.

Initially, some of the practicals of communication department were done here but it was via internet so lots of practice they were doing it here. After training it ended there, but the radio develops skills and much better for a job path.

APPENDIX 8: ETHICAL CLEARANCE LETTER



University of Fort Hare
Together in Excellence

ETHICAL CLEARANCE CERTIFICATE REC-270710-028-RA Level 01

Certificate Reference Number: OSU311SMAW01

Project title: **Assessing the role of community radio stations in community development: A case study of Forte FM in the Eastern Cape.**

Nature of Project: Masters in Communication

Principal Researcher: Betina Mawokomayi

Supervisor: Dr O.O Osunkunle
Co-supervisor: N/A

On behalf of the University of Fort Hare's Research Ethics Committee (UREC) I hereby give ethical approval in respect of the undertakings contained in the above-mentioned project and research instrument(s). Should any other instruments be used, these require separate authorization. The Researcher may therefore commence with the research as from the date of this certificate, using the reference number indicated above.

Please note that the UREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the document
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research

The Principal Researcher must report to the UREC in the prescribed format, where applicable, annually, and at the end of the project, in respect of ethical compliance.

Special conditions: Research that includes children as per the official regulations of the act must take the following into account:

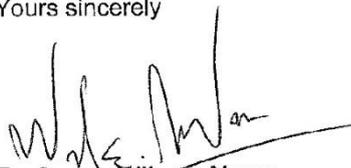
Note: The UREC is aware of the provisions of s71 of the National Health Act 61 of 2003 and that matters pertaining to obtaining the Minister's consent are under discussion and remain unresolved. Nonetheless, as was decided at a meeting between the National Health Research Ethics Committee and stakeholders on 6 June 2013, university ethics committees may continue to grant ethical clearance for research involving children without the Minister's consent, provided that the prescripts of the previous rules have been met. This certificate is granted in terms of this agreement.

The UREC retains the right to

- Withdraw or amend this Ethical Clearance Certificate if
 - Any unethical principal or practices are revealed or suspected
 - Relevant information has been withheld or misrepresented
 - Regulatory changes of whatsoever nature so require
 - The conditions contained in the Certificate have not been adhered to
- Request access to any information or data at any time during the course or after completion of the project.
- In addition to the need to comply with the highest level of ethical conduct principle investigators must report back annually as an evaluation and monitoring mechanism on the progress being made by the research. Such a report must be sent to the Dean of Research's office

The Ethics Committee wished you well in your research.

Yours sincerely



Professor Wilson Akpan
Acting Dean of Research

02 December 2016

APPENDIX 9: REQUEST FOR PERMISSION TO INTERVIEW FORTE FM PERSONNEL

Miss Mawokomayi, B
University of Fort Hare
Faculty of Social and Human Sciences
Department of Communication
Private Bag X1314
Alice, 5700

3 October 2016

The Station Manager
Forte FM
University of Fort Hare
Private Bag X1314
Alice, 5700

To whom it may concern,

RE: REQUEST FOR PERMISSION TO CONDUCT INTERVIEWS AT FORTE FM

I am a Master of Social Science (Communication) student at the University of Fort Hare under the department of Communication. I am conducting a research entitled “**Assessing the role of community radio stations in community development: A case study of Forte FM in the Eastern Cape**”. I kindly request your permission to conduct interviews with key informants at Forte FM which includes the station manager, the programmes manager, and presenters. The interviews will be recorded and they are to be carried out only once. I kindly request access to Forte FM institutional documents. This will greatly assist me to understand more about the background and future plans of Forte FM station and its contribution to community development for the purpose of this study.

I am looking forward to a positive response. If you require more information, you can email me at 201608375@ufh.ac.za

Supervisor: Prof O. Osunkunle

Yours faithfully,

Mawokomayi Betina.

APPENDIX 10: TURN IT IN REPORT

Assessing the role of community radio stations in community development: A case study of Forte FM in the Eastern Cape

ORIGINALITY REPORT

% **8**

SIMILARITY INDEX

% **6**

INTERNET SOURCES

% **3**

PUBLICATIONS

% **1**

STUDENT PAPERS

PRIMARY SOURCES

1	ccms.ukzn.ac.za Internet Source	% 1
2	ul.netd.ac.za Internet Source	% 1
3	uir.unisa.ac.za Internet Source	<% 1
4	Submitted to University of Hull Student Paper	<% 1
5	ifrnd.org Internet Source	<% 1
6	www.ros.hw.ac.uk Internet Source	<% 1
7	eprints.mdx.ac.uk Internet Source	<% 1
8	Submitted to University of Leicester Student Paper	<% 1
9	Choudhury, Payel Sen. "MEDIA IN DEVELOPMENT COMMUNICATION", Global Media Journal: Indian Edition, 2011.	<% 1