

# The Benefits Communities Derive From Participating In Community Programming At Simli And Pad Radio Stations

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*Abstract: This research investigated the benefits communities derive from participating in community programming at Simli and PAD radio stations of the Northern region of Ghana. Participatory communication and the uses and gratification theories were used for the study. Qualitative case study was used for the research and data gathering was conducted through in-depth interviews, focus group discussions and document analysis. The study reveals that programming such as community affairs, farmer's time, community development and maternal mortality has given voice to the community members to discuss and find solutions to problems affecting them. It has also economically improved their livelihoods through skills acquisition, improve agronomic practices and health conditions of the people. This study also discovered that through the listeners clubs, community radio has created convenient interactivity among the people and addresses their social and psychological needs thereby creating friendliness among them. The study concludes that the benefits communities derive from participating in community programming has heighten their interest in participating in community radio programmes.*

**Keywords:** Benefits, derived, participating, community and programming.

## I. INTRODUCTION

Radio still remains the most popular means of communication among large number of populations in Sub-Saharan Africa. It is equally an important means for communication that is intended to trigger development. "For more than fifty years radio has been the most appealing tool for participatory communication and development. It is without doubt the communication tool most widely spread throughout the world and has always been the ideal medium for change" (Gumucio-Dagron, 2001: p. 12). However, Karikari (1999) argues that the Sub-region has seen an increasing number of communication media including community radio but what was not clear according to him is whether or not these upsurges in the communication and technological environment has anything positive for development. He observed that there is a stark absence of communities' participation in the processes of seeking change. The popular voices from the communities in the democratic

transition process are at best mute. The quest of this paper is to explore what benefits communities have derived from participating in community radio programming at Simli and PAD.

Community radio though is a new phenomenon in the country it has come to complement the role of the existing public and commercial radio stations operating in the country's pluralistic media landscape, its recent upsurge especially in the Northern parts of the country gives enough room for scholarship to investigate and delve deeper on the programming of such rural and community media. Such investigations however late in coming will serve not only as a prove of the important role radio plays in the socio-economic development of developing countries such as Ghana but also will galvanise interest among academic communities to contribute their quota aimed at improving the status-quo.

Reminiscing on the important role radio has played in the history of Ghana, the National Media Commission (NMC) in its policy document indicates that radio was introduced in the

country in the 1935 as part of the colonial administration's strategy of communicating and sending radio signals to the colonies in an easy and fast manner. Since Ghana was then under colonial rule, many of the people who benefited significantly from the introduction of radio, were the colonial masters and the first class citizens who were mostly the civil servants domiciled in the cities of Cape Coast and Greater Accra.

According to the NMC, community media must be established in rural and community areas where people are economically deprived and socially excluded from participating in national affairs. Such community media must be not-for-profit, non-sectarian that is to say not for any religious and faith-based organization where it could be used to foment troubles and chaos in the country. The policy also states clearly and in an unprecedented manner that community media must not also be partisan. This implies that community media is not exclusive to any political party or political groupings but must be independent politically and economically to ensure that the needs of the rural communities were better addressed without rancour. The NMC policy document is explicit that 80 % of the programmes of community radio must originate from the community members and its target audience and recommends more of local music to be played on community media than foreign ones.

Community radio is a medium that creates the opportunity for exchange and sharing of information that is not discriminatory to information spread and dissemination through broadcasting to the needs of specific segment of the population and additionally do 'narrowcasting' through its programming to specific audience needs. The medium occupies an important vacuum left by the mass media in which self-expression and access to information to all persons in society is not guaranteed. Community radio has also been seen as opportunity for job creation and skills building for local populace and also serves to improve agricultural productivity in rural communities (Frazer & Estrada, 2001 as cited in Whaites, 2005).

Community radio which is an aspect of mass media has not been in operation for too long in Ghana. The first community radio in Ghana according to UNSECO sources is Radio Ada which was established in 1999 in the Volta region. Radio Peace FM is another example of a community radio established at Winneba in the Central Region almost the same period as Radio Ada. Both stations have successfully used community media for development purposes in their respective places of operation. Radio Peace was officially authorised in August 1996 as a Community Radio station, Radio Peace 88.9 MH-Z FM, was registered in April 1997. Test transmission began on the 1st of July 1999 and round the clock broadcasting started on the 1st of September 1999.

## II. LITERATURE REVIEW

Chapman et al. (2003) in studying rural radio in agricultural extension: the example of radio programmes produced in local languages on soil and water conservation in Ghana realised that rural or community radio has a very

powerful influence in farming. The study which used both quantitative and qualitative approaches in studying the phenomena was carried out in six districts in the Upper East and Northern Regions of Ghana. Semi-structured interviews were used to collect data from the respondents. A baseline study was carried before the programme was aired in March 2001 in the respective regions. In June 2003 when the programme was being aired, the second study and third were carried on the same target audience. The results of the pre-test, post-test studies were compared and in the final analysis, it was proven that radio has a positive effect on the audience since almost all those who listened to the programmes broadcast, adopted the methodology on their farms. This indicates that Radio programmes have tremendous benefits to farmers who listen to specific programmes that address their needs.

Chapman et al. (2003) also revealed that the respondents who were farmers generally liked radio programmes that address their needs especially drama and group discussion issues. Farmers' understanding of soil and water conservation practices, agro-forestry and organic manure, were improved after listening to the broadcast pieces within the period of the study. The researchers underscored that if similar programmes were to be transmitted regularly, such programmes could be used as an educational tool, especially in the area of agro-forestry, where the respondents stated that they lack adequate knowledge and information on the issues involved.

This study also revealed that farmers had resolved to reduce bush burning after listening to education on bush burning. The research increased the farmers' resolve to reduce this practice on their own farms and in the immediate environment because they had been educated enough to appreciate the negative consequences of bush burning. It therefore goes to say that farmers gained a lot of education and information through radio programmes thus confirming scholar's arguments that radio has a profound attitudinal change in the lives of its listeners (Karikari, 2009).

It is imperative to point out that as far as this research was concerned; the radio programmes that were aired were well received because of the target audience and the programmes content. The content of the programmes broadcast had substantial benefits in the livelihoods of the people and was targeting some farming communities whose major occupation is farming. The format used in broadcasting the programmes was another factor which attracted many listeners. The use of the local language or vernacular also gave the programme a popular appeal. Chapman et al (2003) therefore recommended the need for radio programmers to consider timing, sustainability and continuity in radio programming in order to draw the attention of targeted audience of any radio broadcast. The logic behind these suggestions is that the type of programmes must be designed towards the needs of a particular audience and the timing must also be taken into consideration to ensure that the target audiences have the time to listen to the programmes broadcast.

Whaites (2005) carried out an exploratory study on the inventory of rural FM radio stations in Sub-Sahara Africa with Ghana being the case study which was conducted as a thesis in fulfillment of a Master of Science degree. The study was conducted between 2004 and 2005 across various radio

stations in the country since Ghana was used as a case study in the Sub-region. The research looked at the levels of rural radio programming and participation of listeners and community members and focused on three sectors which were; community, commercial and GBC as state media.

The study identified that there were no comprehensive study on the subject matter in Ghana as of the time of the study and that there were no complete listing of rural media available too but the study identified 52 rural and operational FM stations and their transmission ranges at the time of the study. It noted that rural media had the highest level of development programming and participation in the country with the Ghana Broadcasting Corporation (GBC) having the highest number of rural FM stations. The study recognised the varied definitions of rural radio and maintained that community radio was not for profit media outlets which are run by, for the people and about the community in which they operate explaining that the definition distinguishes community radio from the commercial and public-service stations such as the GBC. It also recognised rural radio as a participatory medium that provides rural development programming on weekly basis to several communities irrespective of their location.

Whaites study adopted both qualitative and quantitative approach and by so doing the study achieved triangulation thus giving the research credibility, validity and reliability. On the qualitative approach, Whaites employed semi-structured interviews, key-informant interviews and observations as means of data collection. Sampling was randomly conducted and stratified geographically with three regional GBC stations, three community stations and three commercial stations.

On the quantitative approach, the researcher adopted two data collection procedures which included a survey and a Geographic Information System (GIS) mapping technology. The survey collection process was used to collect programme times and baseline which were administered verbally with the reason of gaining higher responses. Using the GIS method of data collection, the researcher indicates that it is a method for system management and analysis and display of geographic knowledge using information sets such as maps, globes, data models and among others. "GIS was used to map the stations creating a visual representation of the research", Whaites (2005:49), explaining that GIS mapping stores knowledge which can be used for many purposes as to suggestions and also for hypotheses and problem formulation.

Findings from Whaites study indicated that there were 52 operational rural FM stations in the country with the GBC having the highest number of rural radio stations because it has stations in each of the ten regions of Ghana. Out of the total, seven of the stations were community radio, five were campus and 32 were commercial radio stations. The GBC stations had the largest presence across the country and the community stations having the least of broadcast time. Findings also revealed that GBC stations had the highest number of staff and identified the commercial stations as advertising reliant. Community stations had varied funding sources including international donor support, volunteers, local donations and advertising.

Whaites indicated that participation in the radio programmes took various forms and that for the commercial

radio stations, participation took the form of phone-ins that allowed listeners to contribute or ask questions regarding the programme on air. Another form of participation was viewed from the community radio perspective where audience members are involved in developing the programmes by taking the needs and concerns of the people into consideration and delivery of the programmes on air. This aspect of participation according to the researcher was the highest form of participation because it gives the community members the opportunity to make inputs into programmes and evaluate programmes on air.

Whaites made some recommendations for further research on rural and community radio in Ghana and the sub-region and other recommendations for the state but the significant one for the state was that since the medium is still significant and indispensable in information flow and exchange of knowledge and culture, much investments must be devoted to community radio and avoiding annual licensing fees to nominal amounts to ensure the maintenance of the frequency. Government should devote funds to commercial stations to enable them undertake rural programming to the benefit of rural dwellers. For further research, Whaites recommended the need for examination of the perception of community members about different radio stations and their programming and topics they are willing to address without sponsorship. Additionally, scholars were recommended to examine commercial radio stations' role on rural development programming including types and topics of programmes broadcast and among other recommendations.

Tyali (2012) investigated the beneficiary community's participation in HIV/AIDS communication through community radio station using radio X-K, located at Platfontein in Durban, South Africa as the case study. The study which is in partial fulfillment for a master degree at the University of KwaZulu-Natal adopted the qualitative approach as the research method where the design was a single case of studying X-K FM's beneficiary communities and made analysis of their perceptions and participation in HIV/AIDS messages broadcast at the station. The research which used interviews, notes and documents as data collection procedures, collected data from the community members (8), the radio station manager (one) and two radio producers consisting of a total of 11 interviewees. The interviews were purposively sampled according to the researcher so that adequate data could be collected.

Tyali (2012) states that the research objectives were to understand the practice of community participation in designing HIV/AIDS communication strategy at X-K FM, to assess the audience's understanding in participating in HIV/AIDS message contents and evaluate any policy that regulates participation in such contents. Quoting Mefalopulos, the study investigated whether there was a two-way flow of information from the audience of the X-K FM and the implementers of the HIV/AIDS programme at Durban, South Africa. The results of the study were thematically analysed using Nvivo software; a software that enables qualitative data to be coded, categorise and analysed in research. Quoting Saldana (2009), the researcher indicated that thematic analysis enables data to be related as illustrative examples to support the findings or the interpretations.

Tyali (2012) indicates that the X-K FM has very cordial relationship with the Platfontein community where the community radio is located.

The station is not playing only a broadcasting role but it is facilitating a community development role through strategic partnerships. This also suggests that a vital partnership has not only been created with different NGOs and government departments, but that the station is forging a vital partnership with its immediate constituency: the people of Platfontein. However, there is an area of concern when it comes to how X-K FM continues to have its relationship with its community. Difficulties pertaining to direct access to the station premises were noted by the study participants.

The researcher concluded that participatory communication could occur at the micro, meso and macro levels simultaneously as a form of discourse in the public sphere which is capable of being supported, strengthened or weakened.

### III. METHODOLOGY

The approach to this study is qualitative. The study adopts a case study approach. In this direction, the study of the two community radio stations, how they operate in terms of programmes and how listeners or citizens participate in the programmes of the community radio are matters of studying situations in-depth. The case study employed here enabled the researcher to adequately investigate whether community members of Dalun and Damongo participate in the community radio stations found in their areas and if they do, what motivates them to participate or not to participate in programmes aired or broadcast in these community radio stations.

The population for this research is the community radio stations operating in the Northern region out of which two community radio stations were sampled using purposive sampling technique. According to the NCA (2015), the country has a population of 63 community radio stations. The Northern region has 12 community radio stations as of March 2015. Since this study adopted a case study as a methodology, purposively selecting two radio stations in the Northern region is not only ideal but scientific in orientation.

PAD community radio and Simli radio were purposively sampled out of the 12 community radio stations in the region. Merriam (2002) indicates that purposive sampling as a non-probability sampling procedure enables phenomena to be understood from the participant's perspective. It is a type of sampling convenient for qualitative case study research. It enables researchers to select respondents or sites through which the researcher can obtain 'information rich' and relevant to the subject under study. Purposive sampling enables the researcher "to select a sample from which the most can be learned", (Merriam, 2002:12). Creswell and Clark (2011, as cited in Palinkas et al. 2013) pointed out that purposive sampling involves identifying and selecting individuals or group of individuals who are knowledgeable about a particular topic and have experiences that can enhance the interest of the research.

Kumekpor (2002: p. 138) states that "In purposive sampling, the units of the sample are selected not by a random procedure, but they are intentionally picked for study because of their characteristics or because they satisfy certain qualities which are not randomly distributed in the universe, but they are typical or they exhibit most of the characteristics of interest to the study". In this study, the researcher adopted the purposive sampling because of the respondent's level and depth of knowledge in the subject under study. The selection of the two managers of the two radio stations as respondents was based on their knowledge and experience in the operation and management of community radio stations. They conduct day to day administrative and journalistic duties for the two radio stations and have dossier of information relating to their place of work. Additionally, the documentations and all necessary information relating to the two radio stations are in their custody and are therefore the best respondents with adequate characteristics to provide the researcher with the needed information.

Besides the community radio station managers, the listeners clubs were equally purposively selected as respondents since the managers of the stations recommended one of the clubs from each of the stations. There exist twenty-five listeners clubs in each of the two communities purposely established by the community radio stations. The managers of the stations were told the researcher was adopting purposive sampling as a procedure to gain adequate knowledge from the respondents hence their views collected. "Where it is known that certain individual units, by their very characteristic, will provide more and better information on a particular subject than a randomly-select unit, then such units are purposefully picked up for study" (Kumekpor, 2002: p. 138).

This research purposively selected Simli and PAD radios for in-depth study. Simli and PAD community radios are located in Dalun and Damongo respectively. While Simli radio is located in the Kumbungu district, PAD radio is located in the West Gonja district both in the Northern region. Simli radio started broadcasting half daily in 2007 through a relay link through Radio Savannah, a GBC regional radio station based in Tamale. Simli radio was established through a Danish International Development Agency (DANIDA) project that was being implemented in Dalun at the time.

PAD and Simli radio were purposively selected for this research because Simli radio was the first community radio station to have been established in the Northern Region and has not seen much academic research since its establishment in 2007.

Data for this research was collected using in-depth interviews, documentations and focus group discussions. The data was collected from respondents in Dalun in the Kumbungu district and Damongo in the West Gonja district both of the Northern region between June, 2015 and May, 2016. The principal researcher collected all the data from the field with some assistance from a research assistant, who volunteered his services and was trained on data collection procedures. This research assistant assisted during focus group discussions at Dalun where some of the respondents co-switched English and Daghanli. During transcription of same audio, the research assistant helped in translation of the audio recordings. This was later analysed by the principal researcher

to make meaning of the data collected. Baxter and Jack (2008) state that in a case study, data can be collected using multiple sources and then converging into the analysis process rather than handled individually. "Each data source is one piece of the 'puzzle', with each piece contributing to the researcher's understanding of the whole phenomenon.

#### IV. FINDINGS

In assessing the benefits in participating in community radio programming of Simli and PAD community radios, there was a strong indication that people in these communities see radio as an integral tool in their daily lives and as such devote time to listen, get informed, entertained and participate in whichever capacity in the programming of these stations. This has affected quality of their lives positively to the extent that radio broadcasting is synonymous with the truth. People depend so much on radio to the extent that any information that they hear must be confirmed by radio before they believe it. It was revealed through the research that many of the people have positively changed their attitudes from a traditional belief to a more modern attitude where the influence of the modern system through radio had changed many of their lifestyles. The initial notion of radio being a complex tool has been refined to radio being "a friend" to the residents such that all their problems are brought to the radio stations for discussion and redress.

Due to the positive effect radio plays in their lives, their views about gender have equally changed from negative to more acceptable positive views about gender issues. Gender perspectives are very significant issues on community radio to the extent that both stations have specific programmes on gender where issues affecting women are discussed. Women are given the opportunity to air out their challenges and views about societal issues. This implies that they participate in community decision making through community radio. In this direction, a special condition has been created for stakeholders to cure the negative perceptions associated with the opposite sex especially in an agrarian society such as these two communities without attacking the sensibilities of the people.

The idea of discussing gender issues in predominantly traditional communities is because of the need to change people's mind-set about gender issues through radio. They are made to condition their minds that radio broadcast is intended to assist them positively hence they associating themselves positively with any radio broadcast. Gender issues have been one of the major concerns of the Ghana Community Radio Network (GCRN), a body that the Simli and PAD radios belong to. It is a body that many community radio operators in the country belong to. The GCRN has instructed all its members (Community radio operators) to regard gender issues as one of the most important component when designing their programmes and as a result, many homes are developing positively towards a modern and sustainable family-hood where the rights of both sexes are respected. Household chores are not left in the hands of the women alone but a shared responsibility for both sexes. Such an expensive intervention has improved women attendance to ante-natal care while accusation of witchcraft has drastically reduced.

Gender violence has minimised in those communities because of education by the community radio stations at the same time giving economic advantage to women to own homes, farms and also to engage in any economic venture of their choice. Despite the significance community radio attaches to gender issues by Simli and PAD, it was revealed by management of these stations that female staffing was a major problem to come by. The reasons given for low number of female staffs are that many of the female do not want to do volunteering jobs at the community radio stations. Another reason assigned to the fewer female numbers in the community radio stations was that females or women at the community level feel shy hosting radio programmes because of the type of society they find themselves. This implies younger girls in those communities will find it difficult getting role models in media practice in the rural communities.

#### V. DISCUSSIONS

##### A. COMMUNITY AFFAIRS

*Community affairs* is one of the programmes broadcast at PAD radio. It is an educative programme that has been running on the station since its inception in 2011. This programme is the mother of all programmes on the PAD community radio station. Community Affairs seeks to address issues relating to human and community development to ensure total development and empowerment of all the listeners of the station. Due to its significance, a lot of people across the length and breadth of Gonjaland have recommended it to their friends, families and loved ones for listenership. The statement below is what the manager for PAD radio has to say about the programme;

Sometimes, people will come to our radio station with their marital problems and narrate to us about the difficulties they are going through but we instead put the issue out to the public domain for a discussion without making the identities of the persons involved known. Many people will make their suggestions on that problem and based on that the person concerned could advise himself or herself on the solutions proffered.

This programme which discusses almost everything affecting the community for possible redress has helped solved marital problems, relationships and also promoted and enriched the culture and tradition of the people living in and around West Gonja. It is this programme that attracts a lot of participation at PAD radio and because of that, the phone-in segment attracts traffic since almost every listener wants to participate in the discussions. The content of the programme makes community radio quite relevant because it addressed issues that directly affect its listeners and that is what community radio is meant to do as the UNESCO definition of community radio explains it all. "A community radio station is one that is operated: in the community, for the community, about the community and by the community. The community can be territorial or geographical - a township, village, district or an Island. It can also be a group of people with common interests, who are not necessarily living in one defined territory" (UNESCO, 2015).

What makes *Community affairs* more interesting is that the problem of the day is introduced by the moderator and followed by phone-in segment to help find answers and solutions to the problem presented. When the phone-lines are opened, community members are given the opportunity to share their views of the topic being introduced and at the end of the day; they help find solutions to a community problem. Sometimes a panel is constituted to discuss the problem of the day and when this is done, it is largely done by experts especially when the problem introduced is a technical one. After the panels of experts have extensively discussed the topic or problem of the day, a 10-minute phone-in segment is given to the community members to also participate in the discussion.

The manager of PAD community radio identified some challenges the station went through during one of the series on *Community affairs* programme. "Recently, the programme faced some resistance from the traditional authorities when activities of the Fulani herdsmen were discussed and the chiefs felt that the programme was inciting residents against Chiefs and the Fulani herdsmen". The misunderstanding relating to that incident has been resolved since and the programme comes on air from Monday to Fridays, each morning.

#### B. FARMERS TIME

*Farmer's Time* is one of the many programmes on Simli radio. The programme is christened "Kupuribasaha" in Dagbani and literally means farmers time. This programme also has a sponsorship component from Farm Radio International, a non-governmental organization which has been assisting and educating farmers on the best farming practices using radio. It seeks to draw farmer's attention to new farming technologies that will protect the environment due to climate change, increase food production and improve household living standards. This programme which is listened to by many farmers is broadcast twice a week for an hour. The panel is usually constituted by Agricultural Extension Officers and some of the farmers who have been educated about the programme. The farmers are sometimes randomly selected from farmers who regularly participate in that programme. In some occasions, the station contacts Damongo Farmers Association to select one of their members to constitute the panel for the programme. There is also phone-in segment to allow farmers listening from various locations to contribute to the programme through the phone-in segment thus achieving the participatory agenda of community radio.

Gumucio-Dagron (2001) saw communication and participation as the same concept and indicates that people can be dynamic actors and actively participate in the process of social change and in control of the communication tools (community radio) and contents rather than people perceived as passive receivers of information and behavioural instructions. In effect, people are not passive receivers but active actors. Participatory communication enables people to take decisions about their future through a process of dialogue and democratic participation in planning communication activities; rather than the top-down approach associated with traditional forms of communication and campaigns. In *Farmers Time*, farmers and technocrats meet on one platform

to share ideas and learn from each other on best farming practices which could be adopted to salvage the ecology and increase food production.

#### C. COMMUNITY DEVELOPMENT

This programme is broadcast on Simli radio from Monday to Friday each week from 7pm to 8pm and it is all about development and issues affecting a particular community at a given time. The one hour broadcast is devoted to issues affecting the social, economic, health and the political wellbeing of the people in the catchment area of Simli radio. Community members are very much involved in the broadcast of this programme since the issues are picked from the community level. The manageress of Simli community radio explains further about the nature of the programme as; "we make sure that we visit the various communities and pick up a topic for discussion and we know that the politicians and other stakeholders listen to this programme and as such they take action immediately to address the problems discussed on community development".

The concerns of the community members are usually pre-recorded and aired on Simli community radio. During the broadcast, the host of the programme alerts the state agency responsible for the issues raised at the community forum and they have to prepare and provide answers to the problems identified. The hosts sometimes give live interviews to the duty bearers concerned and then open the phone lines for community members to also participate by asking questions relating to development of the area. On some of the occasions, the duty bearers are invited to the studio of the station to provide answers to some of the questions begging answers, especially relating to developmental challenges. Stakeholders such as the District Chief Executive and other political figures, District Health Director, District Education Director, District Director of Agriculture and many others have been to the studios of Simli FM on a number of occasions.

This programme gives the people the opportunity to use the media to address their developmental challenges which is in line with the Uses and Gratification theory. In this theory, the media audiences are not passive receivers but active consumers of media content since they dictate what they can use the media for and not what the media can do for them. According to Ruggiero (2000), the question that remained the same for Uses and Gratification theory is that "Why do people become involved in one particular type of mediated communication or another and what gratification do they receive from it?". Ruggiero suggested the need for uses and gratification scholars to expand current theoretical models to include concepts such as interactivity, demassification, hypertextuality, asynchronicity and interpersonal form of mediated communication. The community members of Dalun use the media through *community development* programme to address their development challenges. This is done through the use of Simli radio to interact with development implementers to find solutions to their development needs.

#### D. MATERNAL MORTALITY

*Maternal Mortality* as a programme on Simli radio is a collaborative programme between the Ghana Health Service and Simli community radio with sponsorship from the United Nations Children Fund (UNICEF). The programme among others aims at reducing maternal and infant mortality. Pregnant women and other women from the community are usually invited to be part of the panelists who include health workers to discuss factors that result in increase in maternal mortalities and remedies to address them. As the discussions begin, women in the community listen and are given the opportunity to share their stories relating to the subject matter. This is intended to serve as a precautionary measure for women who are likely to fall victims. This makes the programme both interactive and participatory.

According to the manageress of Simli radio, the station sometimes moves to the community level to discuss the issues involved with the women. When that is done, many of the women are able to share their emotional stories which is pre-recorded and later broadcast for the listening audience to take lessons. She emphasised that; "We do bring nurses and other health personnel to educate women on their health. We sometimes organize community forums as well to reach directly to the people to educate them on their health.

*Maternal mortality* programme is in tune with the arguments put forward by White (2007) that community radio enhances the use and build the capacity of community people to enable marginalised communities and groups to generate and share their knowledge and experiences, to participate in discourse and decision-making at every level. It also enables them to develop the richness of their culture, and to strengthen their communities as part of the national and global family. This is achievable through the use of Simli community radio which is an effective participatory tool. Radio according to Manyozo (2009) has borne a huge share of development responsibility and this responsibility is achievable because the medium is flexible and readily understood and therefore efficient in executing development needs of all segments of the citizenry. Through the discussions on radio, many lives have been saved through education without which some of the pregnant women might have lost their lives.

#### VI. CONCLUSION

Community members gain great satisfaction for using community radio. They gain psychological, emotional, economic and social gratification and that improves their livelihood. The psychological gratification is derived from the expression of being recognised and using the tool. The expression, "I never thought I was important" following the use of radio is an indication of being psychologically satisfied. Radio reduces stress and gives people relief after they experience problems in their communities. They simply tune in to the radio and listen to their favourite programmes and laugh off the problems they were going through. Social gratification is sought through the interactivity community

members share through exchange of conversations on radio. Some gain social gratification at the listener's club level where groups of people are grouped to listen to radio and participate through phone-in segments. Through such participations, some become friends and can share ideas and problems together as well as network for mutual benefit. Through listeners clubs, some women at Dalun have formed groups and access credit facilities from financial institutions and this has invariably improved their economic conditions.

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