

**THE CONTRIBUTION OF RADIO STATIONS IN RAISING HIV/AIDS
AWARENESS: THE CASE OF CLOUDS FM RADIO IN DODOMA CITY,
TANZANIA.**

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**DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF ARTS IN MASS
COMMUNICATION OF THE OPEN UNIVERSITY OF TANZANIA**

2019

CERTIFICATION

The undersigned certifies that he has read and here by recommends for acceptance by the Open University of Tanzania a dissertation entitled, **the contribution of radio stations in raising HIV/AIDS awareness: The case of Clouds FM Radio in Dodoma City, Tanzania.** In partial fulfillment of the requirements for the award of Degree of Masters of Arts in Mass Communication.



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Date: 20th July 2019

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Signature

Date

DEDICATION

For my lovely Mother and Friend, Anitha. You're my first role model and the Role Model of all times. Thank you.

LIST OF ABBREVIATIONS OR ACRONYMS

AD/ADS	Advertisement/Advertisements
AIDS	Acquired Immune deficiency syndrome
ARVs	Antiretroviral
CCM	Chama cha Mapinduzi
Edutainment	Education and entertainment
EJET	Excellence in Journalism Awards Tanzania
	Elderly and Children
FM	Frequency Modulation
HIV	Human Immunodeficiency Virus
MoHCDEC	Ministry of Health, Community Development, Gender,
NAPC	National AIDS Program
NGOS	Nongovernmental organisations
PLH	People living with HIV/AIDS.
TACAIDS	Tanzania Commission for AIDS
TB	Tuberculosis
TBC	Tanzania Broadcasting Cooperation
TEF	Tanzania Editors Forum
TV	Television
UN	United Nations
UNESCO	United Nations Education, Scientific and Cultural Organization.
WHO	World Health Organization

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, creator of the earth, universe and everything for His showers of blessings throughout my life and in my research work. I am nothing and nobody without him, I thank him for good people he brought to me and as through them this work was successful done. I would like to express my deep and sincere gratitude to my research supervisor, Dr. Albert Tibaijuka, for providing invaluable guidance throughout this research. He was supportive to me tirelessly. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he has offered me throughout my study.

I am extremely grateful and thankful to the department of journalism and media studies at the Open University of Tanzania. Mr. Bujo Ambosisye, Dr. Libe Chonya, and Mr. Vicent Mpepo you really helped me to make to the pick. The transition of profession from education to mass communication had its challenges, thanks to lecturers Hon. Dr. Damas Ndumbaro, Manning Yusuph, Miss Kaanaeli Kaale, Dr. Samwel Mwafisu and Miss Kahenga Dachi as head of Department of Journalism and Media Studies. Again, thanks to Clouds Media and late Rugemalila Mutahaba, may his soul be honored eternal life. Dodoma Media College's management and the Diploma students of 2018 contributed a lot in accomplishing this study hence it is unfair if I could not mention them here. I thank my friend Michael Jackson and my sister Evodia Mbele for encouragement and editorial support. More thanks should go to TACAIDS for supportive ideas provided through its public relation office.

Also I express my thanks to my family members, my grandparents Innocent Mbele and Evodia Komba, my uncle John Mbele, my aunts Christina Kimath and Gisela

Mbele, my brothers John Sigalla and Innocent Mbele, my sisters and friends Pulkeria Massawe, Neema Massawe, Restituta Kimath, Evodia Mbele, Rehema, Lulu Lwahamu, Happy, and Prislá Otaru, without forgetting my lovely young brothers and friends, Francis Mbele, Festo Kawonga, Fredrick Mbele (Shukuru) and Daniel Igolegwa. I recognize and appreciate the support and motivations of my friends Sylvester K. Mbunda, Michael Nyakiriga Wambura Mwendwa Kawea, Consolata Philemon and all my classmates, Neema Msangi, Lillian Henrico and Praxeda Mtani.

ABSTRACT

Thirty-three years since the first report of HIV/AIDS positive person in Tanzania and eighteen years since establishment of the first Tanzania Commission for AIDS HIV/AIDS is still a big challenge. The pushing up factors for the study is the result 2017 survey by the Ministry of Health which reported the decrease of HIV and AIDS national wise by 3%, from 7% in 2007 to 4% in 2017 (MoHCDEC, 2016/17), but the statistics is higher for ten regions including Dodoma which had 5% of infections in 2016/17 while in 2007 the prevalence of the epidemic was 2.9%. This study therefore, aimed to determine the contribution of radio stations toward raising HIV/AIDS awareness because of the increase of HIV/AIDS prevalence. The specific objectives of the study were to determine ways which are used by radio stations especially Clouds FM to raise HIV/AIDS awareness, to assess the contribution of radio stations and to assess HIV/AIDS information which is disseminated by radio stations. Data was collected through interviews and document reviews, analysis of the data was done qualitatively through coding process. The researcher developed transcript of the data, then categorization according to the themes was done. The sample size of the study was 29 respondents, including 20 radio listeners, Social workers, 2 people who live with HIV/AIDS, one from TEF and TACAIDS. Though majority of respondents agreed that radio is a crucial tool in raising HIV/AIDS awareness but they were unsatisfactory with the role of radio stations in raising HIV/AIDS awareness. The results show little HIV/AIDS news is disseminated with radio stations, little to make changes. The study recommends that there should be a good rapport between radio stations, and other HIV/AIDS stakeholders.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

HIV continues to be a global public health issue which affects all sectors of development negatively. The World Health Organisation claims that more than 35 million live with it. In the year 2016, 1.0 million people died from HIV-related causes globally. Also there were approximately 36.7 million people living with HIV at the end of 2016 with 1.8 million people becoming newly infected in 2016 globally. According to the WHO, Africa is the most affected region; with 25.6 million people living with HIV in 2016. The African region also account for almost two thirds of the global total of new HIV infections (World Health Organisation, 2018). This means developing countries like Tanzania spend billions of shillings which could be used for development project instead the fund goes in health sector specifically HIV and AIDS issues.

According to the United Nations Education, Scientific and Cultural Organisation, the earliest reported case of the Acquired Immune Deficiency Syndrome was in the United States of America (USA) in 1981. As the result United Nation immediately recognized and accepted the existence of new challenge. Since then, medical experts, researchers, social scientists, psychologists, and recently the media have been galvanized in efforts aimed at preventing and managing the disease (Centers for Control and Prevention, 2001). For Africa, specifically Tanzania this has been termed as the greatest medical challenge in recent decades; while a cure remains

elusive, the delicate and fragile social, economic and political context presents peculiar obstacles in the prevention and management of HIV/AIDS.

The first cases of HIV and AIDS patients in Tanzania were reported from Ndolange Hospital in the Kagera region in November 1983. Initial observation of AIDS cases as reported in Kagera pointed out that the early cases were among adults of both sexes (men and women) who were involved in cross-border trade, the war, commercial sex workers and truck drivers involved (National Aids Control Program, 2014). Population groups indeed, accelerated HIV transmission to other parts of Tanzania country; starting with urban centres and then to the rural areas.

NACP traces the origin of AIDS identification with different perspective as at the beginning of its existence, the name for the epidemic was "Juliana" and others coined it as "Slimö". The disease was nicknamed "Juliana" after the label on clothes fashionable at that time among prosperous businessmen and women, imported from neighboring country. The early stages of campaigns against the disease relayed in approving to the citizens that HIV/AIDS is real and not myth, also use of the threats on the messages of HIV/AIDS were more common (NACP, 2005).

Combating HIV/AIDS, malaria, and other diseases was one of the eight Millennium Goals signed by all 191 UN member states by the year 2000, who agreed to try to achieve by the year 2015. The United Nations Millennium Declaration, signed in September 2000 committed world leaders to combat poverty, hunger, disease, illiteracy, environmental degradation, and discrimination against women (UNDP,

2018). Despite the fact that, statistics show that HIV/AIDS infections fell by almost 40 percent (since 2000) as one of the great achievement of Millennium Goals, in 2012 United Nations came up with 17 sustainable goals in which Good health and wellbeing was one of the goal which compliment eradication of disease in Millennium goal. This shows that HIV and AIDS is still a challenge.

In response to HIV/AIDS the government of Tanzania started official national campaign against the disease. In the year 2000 TACAIDS was first established by the announcement made by the third President of Tanzania, Hon. Benjamin William Mkapa on 1 December 2000 (TACAIDS, 2008). The same year HIV/AIDS was announced as *“National disaster”*. In 2007, the government came with an Act to provide for prevention, treatment, care, support and control of HIV and AIDS, for promotion of public health in relation to HIV and AIDS; for providing appropriate treatment, care and support using available resources to people living with or at risk of HIV and AIDS. The government also established partnership with media and non-governmental organizations like religious organizations and non-profit organizations which deal with the fight against HIV and AIDS with the aim of achieving the goal of combating HIV and AIDS for 90 percent by the year 2020. The government is doing this all to achieve the global goal of ending HIV and AIDS in 2030 (Prevention and Control Act, 2008).

According to the Ministry of Health there is a ray of hope that Tanzania is doing good job in combating HIV/AIDS. A survey which was done in 2016 and 2017 show that HIV prevalence in Tanzania is estimated at 4.7 percent while according to 2003

and 2004 UNAIDS it was 7 percent (Tanzania HIV Impact Survey 2016-2017). This implies that, the percentage of people living with HIV/AIDS national wise has dropped while there are ten regions which statistics show the percentage of people living with HIV/AIDS has dramatically risen up. Some of the regions are Dodoma for example it was 2.9 percent, now it is 5 percent, Tanga was 2.4 percent now is 5 percent, Mwanza from 2.4 percent to 7.2 percent.

In May 2018 when the minister of healthy Ummy Mwalimu was answering the question of Member of Parliament who wanted to know the reasons behind the rates of HIV increased in some regions, Honorable Ummy Mwalimu insisted the need of doing research of the facts which lead to the increase of spread of HIV and AIDS in the areas like Dodoma and Tanga. She also reminded the public to take self HIV and AIDS testing in order to know their healthy statues (Daily News, 2018). In achieving the goal of ending HIV and AIDS media specifically radio stations are very important partners as they act as a link between the governmental actors and non-governmental actors (NGOSs) in the fight against HIV and AIDS.

HIV/AIDS is still a major challenge which suffocates development's initiatives of many developing countries like Tanzania as it weakens the manpower of those countries. Kofi Annan, the former United Nation Secretary gave strong encouragement as he says "When you are working to combat a disastrous and growing emergency, you should use every tool at your disposal. HIV/AIDS is the worst epidemic human has ever faced. It has spread further, faster and with more catastrophic long-term effects than any other disease. Its impact has become a

devastating obstacle to development. Broadcast media have tremendous reach and influence, particularly with young people, who represent the future and who are the key to any successful fight against HIV/AIDS. We must seek to engage these powerful organizations as full partners in the fight to halt HIV/AIDS through awareness, prevention, and education. In implementing his ideas by action, Kofi Annan worked close with media people's initiatives which underline the importance of media in raising HIV/AIDS awareness. Also Dr. Annan deftly used his convening power for good. When he learned that less than 30% of people had knowledge of HIV, he brought together media leaders and helped to launch the Global Media AIDS Initiative. As a result, hundreds of hours of AIDS awareness programme were run by public and private media companies around the world. Dr. Annan even appeared with an HIV-positive Sesame Street character, which helped to reduce stigma and discrimination against children affected by HIV (UNAIDS, 2018).

Globally, United Nations through UNAIDS and the anti HIV/AIDS community implement the goal of ending HIV/AIDS epidemic by 2030. One crucial part of this plan is to bring HIV treatment to all who need it. The 90-90-90 is the core part of this plan which Tanzania is implementing too with the supervision of the ministry of Health, social welfare and gender. The 90-90-90's aim by 2020, 90% of people will know their HIV status, by 2020, 90% of all people with diagnosed HIV infection will receive sustained antiretroviral therapy and by 2020, 90% of all people receiving antiretroviral therapy will have viral suppression (www.unaids.org).

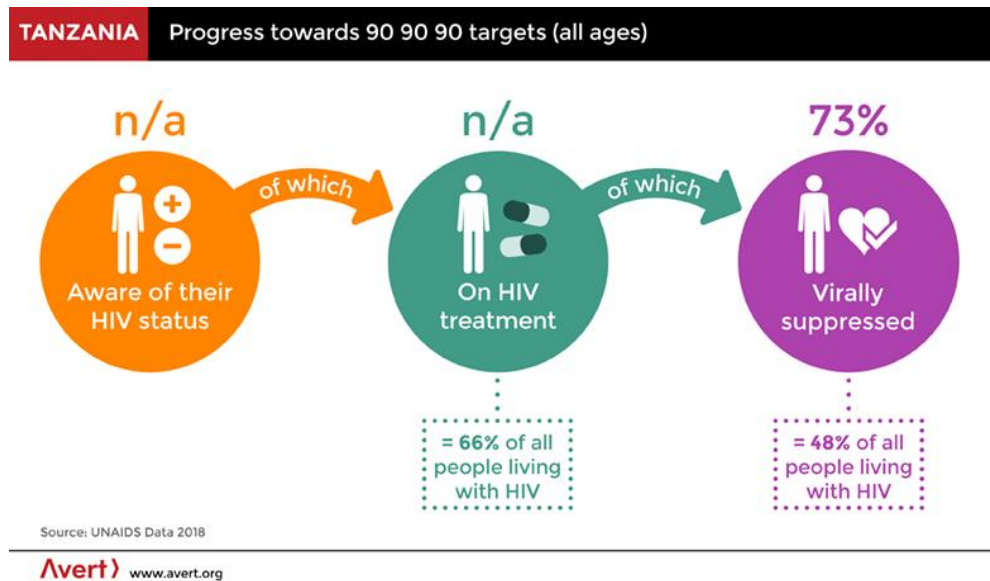


Figure 1.1: Progress Towards 90- 90 -90 Targets (All Ages)

Verma (2016) clarifies that the concept of 90-90-90 was introduced by the United Nations programme on HIV/AIDS as a set of goals. The idea is that by 2020, 90 percent of people who are diagnosed will be on antiretroviral treatment and 90 percent of viral treatment and 90 percent of those receive antiretroviral will be virally suppressed. Also according to Verma(2016), Viral suppression is when a person's viral load-or the amount of virus in an HIV-positive's blood- is reduced to an undetectable level. The strategy is an attempt to get the HIV epidemic under control and is based on the principal of universal testing and treating. The main purpose of the UNAIDS to come with the strategy is to achieve an AIDS-free generation by 90 percent by 2020 and zero percent by 2030.

Information is power: the well informed society can end HIV and AIDS. In Tanzania according to national census of 2012, 65 percent of Tanzanians are youth, that means

those are the ones making the most of media audience, and according to HIV and AIDS survey of 2016, youth ranging the age of 15-49, are more affected with the disease (National Bureau of Statistics, 2012 and HIV/AIDS Survey of 2016). The statistics of NBS rose the concern if media like radio really care their audiences by giving them not only entertainment, news, education but HIV and AIDS messages about testing, treatment and prevention.

According to ASI (2014), in Dodoma region, young people are particularly vulnerable to Human Immunodeficiency Virus (HIV) infection because of risky sexual behaviour, drug abuse and lack of access to HIV/AIDS information and preventive services. The study recommended on jointly multidisciplinary efforts from all stakeholders such as governmental and non-governmental organizations are required to overcome challenges of HIV/AIDS. The study mentioned lack of access to HIV/AIDS information and preventive services as one of the reason of increasing HIV/AIDS infection hence encourage jointly multidisciplinary efforts from all stakeholders including radio stations. Therefore, the fight of eradicating HIV/AIDS depend more in awareness of the people toward the particular disease, this means how knowledgeable they are about the transmission, prevention and treatment of the disease.

According to Farm International as cited by Levine (2011); a charitable organization which supports local radio in Africa, Radio is the easiest, cheapest and the most popular medium in reaching the big audience at once. It can play great role in raising awareness. Thus this Study aimed at assessing the contribution of Radio Stations in

raising HIV/AIDS awareness in Dodoma city with case study of Clouds FM Radio as one of the popular radio in Dodoma city.

1.1 Statement of the Problem

From the year 2007 to 2018 the city of Dodoma has been flourished with many radio stations. The lists of local Radio Stations found in Dodoma City include religious Radio stations Mwangaza FM Radio owned by Roman Catholic Church and Uzima Radio of Pentecostal church. Other stations are Dodoma FM, Kifimbo FM, Nyemo FM, Impact FM, Rasi FM, ABM Radio, Maisha FM, and A FM Radio stations. Radio One, Free Africa Radio, E FM, Uhuru FM, Magic FM, Capital Radio and Clouds FM also make the list of national radio stations which operate in Dodoma city. Despite the mushrooming of the radio stations in Dodoma city which viewed as important instrument in the fight against HIV/AIDS, the challenge of lacking HIV/AIDS awareness mentioned by Asi (2014) still exist as indicated by the rise up the number of people living with HIV/AIDS.

According to HIV/AIDS survey of 2016/17, Dodoma is among the ten regions with high rates of people living with HIV/AIDS, as 5 percent were HIV positive in 2016 if compared to 2.9 percent of 2007 Survey. Also Tanzania Media environment study of 2011 highlight that 83 percent of the people of Tanzania depend on radio station as source of information and news, this is an indicator of the need of checking the effectiveness of mushrooming radio stations in raising HIV/AIDS awareness in the city like Dodoma. Having mushrooms of radio stations but still there is increase of HIV/AIDS prevalence for more than two times within just ten years. Radio Clouds

FM is among of those radio stations accessed in Dodoma City and all big cities of Tanzania with youth of 14-44 years as core listeners which according to TACAIDS HIV/AIDS prevalence is the most affected age (Tanzania Media Environment, 2011). According GeoPoll report of the year 2015, 2016, 2017 and 2018, Clouds FM has highest rate of listeners in Tanzania followed with TBC Taifa, Free Africa Radio and Radio One. This raised the concern of assessing the contribution of Radio Clouds M in raising HIV/AIDS awareness in Dodoma city.

1.2 Purpose of the Study

According to Lengaki, librarians at National Aids Control Programme (NACP), there are about 200 institutions in Tanzania dealing with HIV/AIDS related issues. But among all media remain the mother of all institutions as for any institution to have a guarantee of great achievement need the support of media (NACP, 2018). The study aimed at assessing the contribution of Tanzania radio stations specifically Radio Clouds FM toward the achievement of 2020 strategy and 2030 global plan of eradicating HIV/AIDS.

1.2.1 Objective of the Study

The main objective of the study is to assess the contribution of radio stations in raising HIV/ AIDS awareness in Dodoma city.

1.2.2 Specific Objectives

As Radio Clouds has been identified by Geopoll as the stations with the highest rates in 2015, 2016, 2017 while Intermedia (2011) study show that Clouds FM is more

listened with people aged 14 to 44 and 83 percent of people depend on radio stations as source of news and information, the following are the specific objectives of the study:

- i) To assess the information of HIV/AIDS disseminated through Clouds FM Radio in Dodoma City.
- ii) To assess the contribution of Radio Clouds FM in raising HIV/AIDS awareness in Dodoma City.
- iii) To determine ways used by Radio Clouds FM to inform its Dodoma city audience about HIV/AIDS.

1.3.1 Research Questions

- i. Which ways does Clouds FM use to inform the public of Dodoma about HIV/AIDS?
- ii. How Radio Clouds FM contributes in raising HIV/AIDS awareness in Dodoma City?
- iii. Which HIV/AIDS information is disseminated through Radio Clouds FM in Dodoma city?

1.3.2 General Research Question

What is the contribution of radio stations in raising HIV/AIDS awareness?

1.4 Significance of the Study

The study might help the government to come up with the strategic plan of combating HIV/AIDS through media, specifically radio stations. The study might act

as the mirror for radio and other media since it explains how the radio stations involve in fighting HIV and AIDS. The study might bring the government, non-governmental organizations, the public and the media together in seeking the best way to act positively and cooperatively toward HIV/AIDS awareness and curbing. The study might motivate journalists in coverage of more stories relating with HIV/AIDS issues hence to increase the awareness of the epidemic. The result of the study might give the government and NGOs which fight with the disease the proper way of using media especially radio stations. The study can be used as the sources for academic study for contemporary researchers and also it can help the government to change the rules and laws which guide media so as to give them more freedom on reporting and discussing health issues. Furthermore, as the fifth government of Tanzania proclaims its government to be the government of industrial revolution and industrial revolution needs manpower, the study will awake media and the government to do more HIV/AIDS campaign so as to get healthier manpower for industrialization.

1.5 Area of the Study

The study was conducted in Dodoma city; whereby men, women, youths, elders and HIV/AIDS stakeholders like journalists and social workers were the respondents of the study. The statistics of ministry of Health in 2017 which reported that Dodoma, Iringa, Mbeya, Njombe, Tanga, Mwanza and Tabora are among the regions with increasing infections of HIV/AIDS raised the interest for this study. Also, the fact that Dodoma is the Capital City with mushroom of local radios influenced the selection of the region too so as to check if those radios have any impact.

Dodoma is now the capital of Tanzania with people from different backgrounds. Large number of people from other regions of Tanzania is relocating to Dodoma for administrative issues, business, studies and so forth. On the other hand, there is suspicion that during big political meeting like parliament or those of ruling party (CCM) the city experience the presence of prostitutes (involving in commercial sex). Dodoma is bordered with Iringa and Njombe to Southern parts regions where there is highest prevalence of HIV/AIDS; therefore, it was better to conduct the study in order to assess the efforts which radio stations employ in raising HIV/AIDS awareness.

Furthermore, Dodoma as the Capital City of Tanzania also needs to be the core area of HIV/AIDS campaigns as Dodoma is now the face of the country. The health of its people can reflect the health statues in other part of Tanzania.

1.5.1 Limitations

In conducting this study, there were some challenges which acted as a barrier toward achieving the goal of the study. These include: the reluctance of some respondents in participating in study, illiteracy of some respondents, lack of understanding of HIV/AIDS issues to some radio listeners, some taboos which hinder people to talk about love affairs and sex with strangers as the spread of HIV/AIDS has something to do with sexual intercourse, and the financial resources was another challenge during the study. In order to overcome the above challenges, in occasion where respondents were unsuccessful convinced, the respondents were changed. Interviews method was used with more clarification in order to solve the challenges of illiteracy of some

respondents. Also Kiswahili was used for some respondents who did not understand English. The issue of taboos was solved by giving good introduction of the study and by considering the ethics of research. Financial challenges were solved by using simple and cheap research tools like exercise books, pencils, making calls and walking instead of using transport.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter, present the literature reviews related to the study conducted in different parts of the world. The aim of presenting the reviews is to obtain broader insights of what had already documented so far by different writers or researchers on the studies relating to media and HIV/AIDS. Also this chapter contains the conceptual definitions, theoretical analysis, empirical analysis and conceptual framework. Theories relate to this study are also clarified in this chapter. The theories selected with regard to relevance of the study are: Agenda Setting Theory and Framing Theory.

2.1 Key Terms Definitions.

According to Cambridge English Dictionary, Contribution means to make something successful. Also Oxford Advanced learner dictionary (2010), describe the word contribution as an action or services that help to cause or increase something. In this study contribution is referred as the role played by radio stations toward curbing of HIV/AIDS. For the meaning of this study, contribution is any positive effects or initiative done by radio stations like Cloud FM with the end result of the public to be aware with HIV/AIDS.

Also according to health24.com the online source of health information, AIDS stand for Acquired Immune Deficiency Syndrome. Immune refers to the body's natural inherent ability to defend itself against infection and disease. Immune deficiency refers to the fact that the body's immune system has been weakened so that it can no

longer defend itself against passing infections. A syndrome is a medical term which refers to a set or collection of specific signs and symptoms that occur together and that are characteristic of a particular pathological condition.

According to Oxford Advanced Learner's Dictionary (2015) radio means the activity of broadcasting programme for people to listen to the programs that are broadcast. Also is defined as the piece of equipment, for example on ship or planes, for sending and receiving radio signals. In short, radio is the broadcasting station of different programs.

Radio station refers to a set of equipment necessary to carry on communication via waves. Generally, it is a receiver or transmitter, an antenna, and some smaller equipment to operate them. Radio stations play a vital role in communication technology as they are heavily relied on to transfer data and information across the world.

According to Oxford Student's Dictionary (2015), awareness means to know that something happen, exists and it's important. Also it is defined as the quality or state of being aware: or having knowledge and understanding that something is happening or exists. For this study, be aware with HIV/AIDS issues involve the understanding of the transmission, prevention, treatment of the disease. Again awareness of the people on HIV/AIDS involves the knowledge of the people on different matters relating with HIV/AIDS like stigma, TB, prevalence of the disease, traditions and customs relating with HIV/AIDS spread, and behaviors fostering the spreading of the disease. Raising HIV/AIDS awareness is the process of enabling people to have

accurate understanding of the modes of transmission, treatment and prevention strategies of HIV/AIDS, (Bankole and Mabejekoje, 2008). In regard to this, Radio stations are expected to play a major role in the provision of information to promote awareness leading to behaviour change among the resident of Dodoma. Journalists' knowledge and perception about the disease influences their ability in performing this role.

HIV/AIDS counseling means providing information and advice about the disease. Pre-test counseling means providing information and advice about the disease before the test. Post-test counseling provides an opportunity for those who test HIV-negative to learn how to protect themselves from future infection, and advises those who test HIV-positive to maintain their health and how to avoid transmitting the virus to others (Communication Division of UNESCO, 2000).

The definition of Entertainment-Education has not remained stable since. In 1999, Singhal and Rogers(1999) defined Entertainment-Education as "the process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience knowledge about an educational issue, create favourable attitudes, and change overt behavior," the same scholars repeat this definition almost verbatim in 2004: "the process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience members' knowledge about an educational issue, create favourable attitudes, shift social norms, and change overt behaviour". The change of definition

as time goes on means still more creativity may be done in Radio Stations like Clouds hence raise HIV/AIDS through edutainment. Example the programme may encompass poems, free style competitions in HIV/AIDS topics and opera soaps.

2.2 Origin of Radio

According to Wyman (2008), radio is the first device to allow mass communication. It has enabled information to be transferred far and wide, not only nationally wide but internationally as well. The development of radio began in 1893 with Nikolai Tesla's demonstration of wireless radio communication in St. Louis, Missouri. His work laid the foundation for those later scientists who worked to perfect the radio used currently. The early uses of the radio were mainly for maintaining contact between ships out a sea.

However, this initial radio was unable to transmit speech, and instead sent Mores code messages back and forth between ships and stations on the land. During time of distress, a sinking ship would use a radio massaged nearby vessels and stations on the land to ask for aid. The changes began to be witnessed during the First World War both sides used the radio to relay messages to troops and top officials as well as people not on the battle front.

At the end of the war, President Woodrow Wilson's Fourteen Points was sent to Germany via use of the radio. After the war's end, with the growth of radio receivers, broadcasting began in Europe and The United states. Following the Second World War the radio turned into its more recognisable for music entertainment while in Tanzania the first radio was established with British colonialists for the purpose of

providing social education, easier transfer of information and for propaganda purpose (Wyman, 2008).

Juma and Mpepo (2018) comment that, the history of radio stations in Tanzania by then Tanganyika began during colonial era especially after Second World War. Colonial regime used radio as an instrument for colonial propaganda in the colonies like Tanganyika. The first radio station in Tanganyika by the time was Sauti ya Dar es Salaam were established on 1st July 1951. In 1956 the name of the radio changed to Tanganyika Broadcasting Corporation. Again after independence in 1965 it changed to Radio Tanzania Dar Es Salaam by the government. Currently the radio is called TBC Taifa. Radio Clouds and other radio like Free Africa, Radio one, Kiss FM, Times, East Africa Radio, Radio Tumaini which was the first private radio came as the result liberalization media sector in 1990s.

2.3 The Role of Radio Stations

In order to know how and where radio can stand in fighting HIV/AIDS, it is better to analyse the functions of radio. Many people think that the most important function of the radio should be education supported this view with the fact that it is the cheapest mass communication channel. The following are functions of radio according Dr. Kuyucu (2016) and other different scholars:

"News" and "information" function, it is not a function specific to the radio; it applies to all mass media channels. Many people pay attention in radio for the aim of getting news and information. The good example and evidence of this is the high rating of listeners during news time in many of Tanzania radios and televisions.

Therefore News is the main objective or reason of existence for the mass media. Method and technique of getting news underwent some developments and changes in parallel with the social development. Particularly rapid developments encountered in the communication technology carried methods used for getting news to the highest level in terms of both scope and speed. Radio technology provided the opportunity to make news heard instantly even in the remotest corners of the country thanks to the airwaves (Aziz, 2012:73). In time of HIV/AIDS like which Tanzania is passing through, the radio involvement in supporting anti-HIV/AIDS campaigns should include frequent covering of HIV/AIDS stories and news which aim to raise awareness.

Propaganda Function of the Radio: Propaganda is another function of the radio that can be considered within the scope the news function. Propaganda described as imposing an idea, attitude and behaviour to an individual, group or the entire society by using certain techniques and methods (Kuyucu, 2016:228). It is something between news and education functions. Media, an important actor of the political communication, is used frequently by political powers for spreading and multiplying the effect of political messages. Particularly the radio has been used frequently. Radio maintained its dominance in propaganda until the start of television broadcasting. It is obviously that many of successful Political campaigns, health campaigns, behavior change campaigns, Road safety campaigns, good governance campaigns had backup of radio stations. For stance, currently radio stations are playing good role of propagandist in the campaign of the Dodoma to become the capital city and the city of Tanzania, in National television there is even a special

program of the campaign called "Safari ya Dodoma" (The journey to Dodoma). The fight against HIV/AIDS in the city will have great positive impact if get the same backups which political and administrative issues get from media, specifically radio.

Education Function of Radio: The purpose of education is to make individuals attain new forms of behaviours they never had before and make them stop with the unacceptable behaviours. There are two types of education- formal and informal. Informal education is provided within the family, as a result of apprentice-master relationship or within the friend groups.

Formal education encompasses the systematic and planned activities carried out in schools. As a mass media channel, radio can also be used for education (MEB, 2007; 8). The most important function of the radio is education function after the news function. The prevalence of HIV/AIDS in Tanzania and Dodoma specifically tells the need of studying the contribution of radio stations in raising HIV/AIDS awareness in Dodoma City, because HIV/AIDS can easily be controlled if people are well educated and have enough information about the epidemic. Radio as the cheapest type of media which can reach large number of people can play a great role of bringing change in the society specifically in Dodoma if there will be many radio programs which provide HIV/AIDS education.

Radio's Function of Promoting Goods and Services: The function of promoting goods and services is particularly important for radio stations that were founded for commercial purposes like Clouds FM radio station, East Africa Radio, A FM and E FM radio. According to Aziz (2013:94), in consideration of the fact that private

radios pursue the aim of generating profits, advertisement revenues represent the sole income source of private radios. This function forming a substantial part of advertising exists for the purpose of promoting goods and services and increasing the sales.

However, indirect promotions are made through indirect promotional statements used in the programs even in the stations that do not give place to advertising. For example, a hit song that will be performed in a concert is played and then an announcement is made saying "this song will be performed in the concert this evening" and an indirect advertisement of the concert is made (Aziz, 2013: 94). From this role of radios in promoting Goods and services radio stations like Clouds FM and others which are profit and non-profit oriented can influence great change to the public if they will directly and indirectly promote the services of free test and ARVø which provided in hospitals and health centres. This may highly contribute in reaching 90-90-90 strategy which aim at testing HIV status for 90 percent of Dodoma residents by 2020.

Entertainment Function of the Radio: Radio has an entertainment function that allows people to spend enjoyable time. This function offers entertainment service to individual in the cheapest way possible. In addition, it is important in terms of motivating towards cultural programs. Therefore, slogans have been generated such as "educating while entertaining" or "entertaining while education". People feel the need of entertainment in order to get away from the tiring and stressing rhythm of their busy daily life. Entertainment in big cities is an activity based on time and

financial power; therefore, mass media channels can satisfy this need of people. Radio offers an opportunity to listen to the performance of many singers that can be seen under financially challenging conditions in the entertainment venues (MEB, 2007; 11). Radio Cloud FM which is very popular in playing music can play crucial role in raising HIV/AIDS awareness if the entertainment goes together with the education about HIV/AIDS. Educating while entertaining do not mean only playing educative songs or educative Opera Soaps but also means using entertainment programme for education. The host of the music program can play good songs at the same time sharing the tips on how one can protect himself or self from HIV/AIDS. On the other hand messages include those of songs with the HIV/AIDS message or content treatment in the way that people hear about HIV/AIDS.

Buren (2011) explores the how music is playing an integral role in HIV/AIDS interventions and social change in Nairobi, Kenya by speaking out things which accelerate the HIV/AIDS prevalence but seemed difficult to discuss them. Taboos, myth about HIV/AIDS and condoms uses being among of those issues addressed through music in Nairobi. The same role of music in raising HIV/AIDS awareness can be applied in Dodoma city, Tanzania. Radio Clouds FM value entertainment to big extent; it is like one of the core value or objective of the stations as many people specifically youths prefer entertainment to other programs songs with HIV/AIDS messages need to be encouraged.

Playing songs like Kosa la Marehemu by Rap Group Uswahilini Matola, which aimed to raise awareness of HIV and AIDS awareness is one way of entertaining

while educating. In 1990s and 2000s use of songs, opera soap like *Twende na wakati* were most used, radio stations played those songs frequently and people got awareness. Songs like *Usinitenge* by Professor Jay carrying the message of stopping stigmatization, *Alikufa kwa ngoma* by Mwana FA and Jay Dee talked about HIV/AIDS activist who died by the disease, ToT Choir under late John Komba came with famous song *Mgeni* (stranger) the song tells how dangerous the disease is. During those times music was the important component used by Radio stations to raise awareness. Therefore, for the aim of assessing the contribution of Radio Clouds FM in raising HIV/AIDS awareness is incomplete without considering the role of music.

According to (Vivian2003) almost all mass media have an entertainment component, although no medium is wholly entertainment. The power of entertainment is very high to if turned to educating the community. From this concept is where it come entertainment for education. Providing education while entertaining at the same time is the technique which is very important in Tanzania context when it comes to HIV/AIDS awareness campaigns.

Musicians like Remmy Ongala played a great role in raising HIV/AIDS awareness from its beginning. Remmy Ongala in 1980s composed a song called *Mambo kwa Socks*, sample of the lyrics were: *my dear brothers and sisters please listen to my song, the world is at war between people and AIDS. So if you want play football don't play without socks otherwise you will kill yourself*. Socks were the figurative language which means condoms.

Thus, when he says, playing football with socks he means using condoms during intercourse. Though the songs were banned by the government, the main intention of the songs was to raise awareness to people that there is HIV/AIDS, the epidemic without cure hence encouraging people to use condom while having sex and have one only one partner. The song raised the awareness to many people though it was banned; giving air time for songs like this is one of the roles of radio stations like Clouds FM to raise awareness.

According to Barz (2006) songs are often implemented in disease prevention programs to effectively communicate various messages of HIV/AIDS and there are indications of this success in various parts of Africa. The success story of Uganda shows evidence of extensive use of music, poems and dance to increase awareness and behavior change in the communities. This also is the same in Tanzania where in raising HIV/AIDS awareness rap and Rn B songs, Dance music, traditional music played crucial role. Even in the campaigns to eradicate FGM in regions like Mara, Dodoma, Manyara and Arusha modern and traditional music played significant role. Some initiatives come from women's groups that perform songs, dances and poems about the importance of getting tested for HIV and to change behavior.

Additionally, there are many documented beneficial effects of using songs and music as elements in communicating messages about health issues. Apart from the basic facts and HIV-related behavior encouraged by the songs, they also function as therapy for those that suffer from the disease because "even if they are in pain they will get some life back if there is music." (Barz, 2006, p. 59). Thus taking

educative music and songs on air in radio Clouds might have great impact in raising HIV/AIDS.

Concerning the potential of using music and songs to shape the HIV/AIDS discourse in Tanzania, Bastien (2009) states: "Failure to recognize the importance of oral traditions in Africa and the potential of music and song for stimulating social and behavior change would represent a missed opportunity in HIV prevention strategies" (p. 1357). This statement entails the important role of Radio Stations like Clouds FM in raising HIV/AIDS awareness because uses of music and songs can have great impact in raising HIV/AIDS when radio stations participate actively in playing music with the HIV/AIDS message. Radio can support the campaigns HIV/AIDS awareness through songs and music as it helps the message to reach many people at once.

On radio's Function of Promoting Goods and Services: The function of promoting goods and services is particularly important for radio stations that were founded for commercial purposes like Clouds Fm Radio. In consideration of the fact that private radios pursue the aim of generating profits, advertisement revenues represent the sole income source of private radios. This function forming a substantial part of advertising exists for the purpose of promoting goods and services and increasing the sales.

However, indirect promotions are made through indirect promotional statements used in the programs even in the stations that do not give place to advertising. For example, a hit song that will be performed in a concert is played and then an

announcement is made saying "this song will be performed in the concert this evening" and an indirect advertisement of the concert is made (Aziz, 2013: 94). From the function of radio to promote goods and services Radio had duty to inform the people about free health services like free testing of HIV/AIDS in public health centers and hospitals. In doing so the goal of reaching 90 percent for test by 2020 could be reached. Also HIV/AIDS advertisements fall in the same category cooperation between TACAIDS, Ministry of health and nongovernmental organizations with radio stations through preparing special programs and airing program relating with HIV/AIDS awareness is paramount. The radio stations have to be occupied with many special programs and ads from anti HIV/AIDS stakeholders.

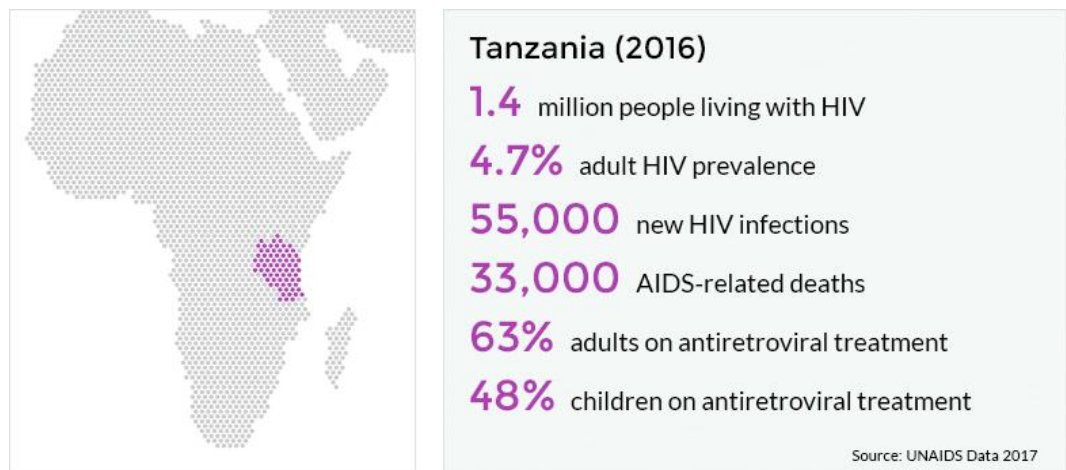


Figure 2.1: HIV/AIDS prevalence in Tanzania.

2.4 HIV and AIDS in Tanzania

According to UNAIDS and Ministry of Health, Community Development, Gender, Elderly and Children (2017), there are 1.4 million of people who live with

HIV/AIDS in Tanzania, also the prevalence of the disease to the adult people is 4.7 percent, while 55,000 people are newly HIV/AIDS infections and Tanzania has 33,000 records of AIDS related deaths. The data shows that still more efforts need to be done in raising HIV/AIDS awareness to the public in order to achieve 90-90-90 strategy successfully as currently only 63 percent of adult are in antiretroviral treatments where the target is to reach 90 percent by 2020. These raise the desire of determining and assess the contribution of every stakeholders of anti HIV/AIDS in Tanzania particularly in Dodoma city.

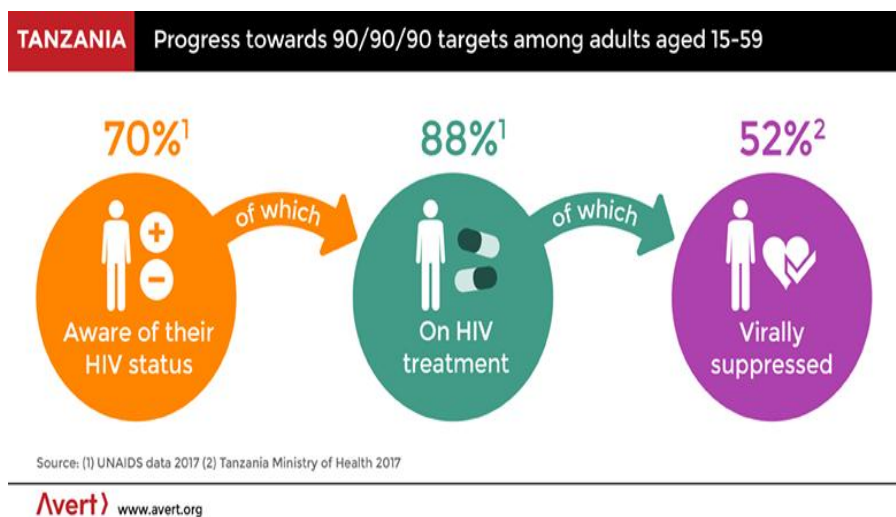


Figure 2.2: source Ministry of Health, Tanzania.

2.5 Tanzania Progress Toward Achieving 90/90/90 Global Plan

The United Nations through the AIDS agency is implementing the 90/90/90 plan which ends in 2020. Tanzania, as one of the members of the United Nations affected by the epidemic, is implementing the plan too. By 2020, the 90-90-90 strategy plans to have 90 percent of people who are aware of their health status through testing, 90 percent who are in treatment and virally suppressed for 90 percent. Until now when

is nearly one year remains 70 percent are aware of their status, 88 are on treatment and virally suppressed for 52 percent only. Media remain key stakeholders for all steps toward achieving 90/90/90 strategy and toward total elimination of the disease by 2030. UNAIDS (2016) explain the concept of 90-90-90 strategy as "90-90-90" strategy calls for 90% of HIV-infected individuals to be diagnosed by 2020, 90% of whom will be on anti-retroviral therapy (ART) and 90% of whom will achieve sustained virologic suppression. Reaching these targets by 2020 will reduce the HIV epidemic to a low-level endemic disease by 2030.

2.6 Empirical Considerations Review

For the past twenty-five years, the health sector in Tanzania has concentrated on creating public consciousness on HIV and AIDS as well as providing services for prevention, care, treatment and support. Recently, educational programs on HIV and AIDS through mass media have reached 48 percent of men and 62 percent of women among the adult population (THMIS, 2012). These efforts have unquestionably lead to raised levels of HIV and AIDS general knowledge/awareness to over 90% in the adult population (DHS, 2010; THMIS, 2012).

According to UNESCO (2014) data, in Tanzania 83 per cent of citizens depend on radio for getting information and news hence radio have power and golden chance to change the attitudes, thinking and behavior of its audience positively and negatively depending on how frequently HIV/AIDS contents are aired. Dodoma region with the increase of HIV/AIDS from 2.9 to 5 percent means that, the prevalence of the disease in the region is 5:100; there are five people living with HIV/AIDS in every 100

people. This is situation in the region which has 10 local radio stations, has access to more than ten national radio stations Clouds Fm Radio being among of them which according to studies and statistics like that of BizTech Africa in 2014, 2015, 2016 and Geopoll of 2017 show that Clouds Fm is dominant radio station with the highest rating.

Adam and Harford (1999:23) in the handbook titled, *Radio and HIV/AIDS: Making a difference*, they give emphasize of radio use in fighting the disease, ðexactly how many radio receivers there are in developing countries is a matter of debate, but international agencies seem to agree on one statistics: in the least developed countries, there are ten times as many radios as televisions. Radio is not a medium that health educators can afford to ignore, or regard as marginal. They need to use it as a vital resource, but with a professional approachö. The statistics rise concern and emphasize that media specifically radio is the crucial tool in eradicating HIV and AIDS. On the other hand, for regions like Njombe, Iringa, Mbeya, Dodoma, Tanga and Mwanza where the percent of people living with HIV and AIDS have increased, the question of how effective radio stations are in prevention and control of HIV and AIDS in those regions need to be answered.

According to UNESCO (2013) 83 per cent of Tanzania said they depend on radios in getting news and information. This makes radio to be the leading source of information in Tanzania as still majority of Tanzania do not have electricity service radio, being the good compliment of television as it is cheap and do not need electricity for use. On the other hand, the increase of people owning mobile phones increase the radio listeners as most of handsets have radio program hence listen to

radio whenever they are. This also proves that Radio stations are the most crucial channel to carry HIV/AIDS campaigns for this nation. In addition, it can be predicted that the abandoning of radio stations in prevention and control of the disease in regions like Dodoma might be one of the cause the infection to increase two times.

Broadcast, print media and new media have a critical role to play in HIV prevention in Africa, and much investment has been made in HIV awareness and education through the media. But with the reference of survey done by Kaiser Family Foundation and South African Broadcasting Corporation in 2006, the results found that still many people especially youth who do not think of themselves as personally at risk of HIV infection, and misconceptions about the transmission, prevention, and treatment of HIV and AIDS still exist (Kaiser Family Foundation, 2006). The gap of information found in Kaiser Family and South African Broadcasting Corporation survey may also exist in Tanzania especially in region like Dodoma where the rate of infection has increased almost two times, and this has something to say about ways or techniques and radio contents which radio use in raising HIV/AIDS awareness.

Community Radio stations can be agents of change and can impact on the paradigm shift in the fight against HIV/AIDS as has been happening in India (UNESCO, India 2011, p.5). The United Nation organization regards India as one of the country having good progress in curbing HIV/AIDS with the support of Radio stations. In Tanzania's region like Dodoma city community radio, regional radio and national radio can be the agents of change like in India if there will be more programs of HIV/AIDS. The Radio programme which guarantee provision of news, important

fact about facts about HIV/AIDS, and testimonies of people living with HIV/AIDS. The NTV Channel and the radio station Echo of Moscow (Gazprom) have also ensured that the virus has received widespread coverage and been kept near the top of the news agenda, whether through medical news programmes, reports about the epidemic, radio call-ins or studio discussions. Dodoma City with more ten of local radio stations has good position of raising HIV/AIDS if the stations act like Radio Echo act. Ensuring the accurate and constant flow of HIV/AIDS information through radio stations makes the public aware with the epidemic.

Even in this age of digital communication radio remains a powerful force to confront the health and social challenges posed by HIV/AIDS, but that there is much scope for improving programming. Local broadcasters and HIV/AIDS workers make the best use of radio to communicate information, ideas, concepts, attitudes and skills relevant to coping with HIV/AIDS and limiting its spread. The successful fight against HIV/AIDS needs active radio programs, well informed and trained broadcasters also well-equipped HIV/workers. The Minister for Health, Community Development, Gender, Elders and Children, Ms Ummu Mwalimu, told the National Assembly on May 31, 2018 that HIV prevalence infections were on the increase particularly in Dodoma, Tanga and Mwanza regions, but immediate measures are in place to reduce the rate. She said her ministry as well as other partners is currently trying to unearth reasons why HIV prevalence infections are on the increase in the mentioned regions. Ms Mwalimu made the remark while responding to a supplementary question fielded to her ministry by Mtambile Member of Parliament (MP - CUF), Mr. Masoud Khatib Salum, who wanted to know the steps the

government, was taking to contain high HIV/AIDS infection rates in Dodoma Region and other parts of the country (Daily News, 2018, May).

According Ms. Ummu Mwalimu the reason of the increasing infection in the mentioned regions Dodoma being among of them is unknown and still the government and its partners are trying to find out the reasons behind the scenario, this rise the concern of assessing contribution of media specifically radio in prevention of HIV and AIDS in the country specifically Dodoma City. Dodoma is the region with access of mushrooms of media, radio being the most media as the increase of people who live with HIV and AIDS can be the result of lacking information and news related with prevention, transmission and people living with HIV.

The result of the study may help to give a clue of the attitude of the media toward HIV and AIDS, the government and non-government may utilize radio hence increase of HIV and AIDS awareness in the regions, Dodoma. Also as the survey show that citizens of 15-49 ages to 49 who the manpower are the most affected with HIV it put endanger development of the country to achieve industrialization goal as the working force are in danger hence need studies which will come with the solution to rescue.

The radio is the heart and power of changes. According to UNESCO, the media shape attitudes and influence national agendas for good or for ill; it educates or misinforms; it investigates or ignores malpractice; and it raises or ignores questions of cultural values that lie behind the epidemic. More than any other disease, AIDS is

driven by a combination of social factors, including inequality, stigmatisation and ignorance (UNESCO, 2013). Whether or not they actively seek to do so, the media either fuel the epidemic through sensationalism and poor or unethical reporting, or help to restrain it by promoting information, understanding and behaviour change.

2.7 Research Gap

According to Ngwanakilala (1981), in a country where there is disease, poverty and ignorance, it will be catastrophic if the mass media were left on their own to print and broadcast as pleased in the name of the Western so called freedom of the press, disregarding national pressing needs. Thirty years of fighting HIV/AIDS in Tanzania a lot of strategies have been done by the government, non-governmental organizations, politicians, community leaders, media and religious leaders. Many of researchers agree that HIV/AIDS is epidemics which can be curbed through the means of emphasizing education which raise awareness to the citizens, and most researchers consider the use of media specifically radio as the cheapest means of raising awareness.

However, HIV/AIDS is still a threat to many developing countries including Tanzania while lack of awareness remains to be the main cause mentioned by many researchers (Tanzania HIV/AIDS Survey, 2016-2018). Therefore, there is a gap of knowledge of how radio can be used advantageous with journalists, government and nongovernmental organization in eradicating it. In order for the radio stations like Clouds FM to be active in HIV/AIDS awareness campaigns hence cover the HIV/AIDS awareness gap, this study will assess the contribution of radio stations in raising HIV/AIDS in Dodoma City.

2.8 Theories.

Solomon (2006) states that consistency is one of the key important features for behavioral campaign to be successful, the intended audience must receive structured message frequently through various source of information. Again how the message is composed make a great sense in achieving the goal of campaign. Therefore, HIV/AIDS campaigns need both aspects in order to serve the majority from HIV/AIDS disaster. The two theories of media which seemed relevance with the study is Agenda setting theory and Framing theory. In curbing HIV/AIDS radio stations need to relay on agenda setting theory and framing theory in Advertisements, News and uses of edutainment. Framing theory deals with how the message is framed and Agenda setting how the message is consistently aired.

2.8.1 Agenda setting theory.

Agenda setting theory is the theory of mass communication which describes a very powerful influence of the media-the ability to tell what issues are important. As far as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs investigated presidential campaigns in 1968, 1972 and 1976(From Mc Combs data, 2007-2011). Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Using social responsibility approach is one way of stopping HIV/AIDS through Agenda setting theory. Radio air programs which inform the public about the transmission, cure, prevention and the effects of the disease also as the same time giving statistical figure on areas, sex, marital statues affected more with the disease relay on agenda setting theory.

Two basis assumptions underlie most research on agenda setting: (1) the press and the media do not report reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. Therefore, application of agenda setting theory in reporting HIV and AIDS issues could increase awareness of the public. Giving HIV and AIDS issues importance means the act of radio to prefer reporting news, Ads, topics and information which relate with certain HIV and AIDS topics. When media delay reporting HIV/AIDS issues people forget about the presence of the disease and assume it does not exist anymore or it is not dangerous like before. In the state where HIV/AIDS is the national disaster for two decades that sense of national disaster has to be seen in media by setting agenda of HIV/AIDS through preparing special programs or entertainment with education. Using agenda setting means media rejecting to give the audience chance to forget about HIV/AIDS.

This theory is related to the study because putting HIV/AIDS issues or topics frequently in radio programs ensure the public with adequate information of the diseases. Different way can be used to apply the theory, example through entertainment program like songs which give HIV/AIDS education. Drama also can be another way of setting HIV/AIDS agenda, on the other hand airing HIV/AIDS advertisements, sponsoring HIV/AIDS campaigns and concerts of government and non-government organizations. Discussing various topics of HIV/AIDS uses of ARVs, Condoms in talk show program will increase the awareness.

Twende na Wakati aired with radio Tanzania (TBC Taifa) in 1990~~ø~~s was the first program of radio which take HIV/AIDS issues seriously, where it was in drama

form. At the time Tanzania had few radio stations hence many people acquire health education through the program, in currently have programs like this in each radio is very crucial also playing songs which carry HIV/AIDS message is part of agenda setting theory in stopping the disease.

The connection of Agenda setting theory with this study is from the role of radio presenters as filters of what to be covered, reported and content treatment. This means radio presenter can affect how the community think and perceive different phenomena like HIV/AIDS disease. Radio presenter can direct the audience how to think about any phenomena. Application of agenda setting theory in radio can be assessed with types of information media disseminate to the audience.

2.8.2 Framing Theory

Framing, as a theory of mass communication, refers to how the media packages and presents information to the public. According to the theory, the media highlights certain events and then places them within a particular context to encourage or discourage certain interpretations. In this way, the media exercises a selective influence over how people view reality. Anthropologist Gregory Bateson is credited with first positing the theory in 1972. Framing analysis is important because it makes clear that the identification of the particular patterns of the representations within the informative narratives can potentially influence the way the phenomena are perceived by a large number of audiences (Valeda, 2002) by promoting a particular angle of definition, causal interpretation, and moral evaluation and/ or treatment recommendation (Entman, 1993, 52).

The framing theory application in prevention and controlling of HIV/AIDS involve application of the Sensationalist approach. The sensationalist approach on media is how media report issues about HIV/AIDS with aim of creating threatens or attention or intimidation on the public about the phenomena. Reporting HIV/AIDS in framing theory point of view, media highlight the HIV/AIDS issues so that the public will be aware always and take care of the scenario.

Media like radio stations can minimize or miximise the perception of the public on how HIV/AIDS is dangerous or not dangerous depending on the framing of the information they disseminate. The angle which media stand on reporting HIV/AIDS normally develops the attitude of the public toward the disease Application of Framing theory is crucial in the fight against HIV/AIDS because it can develop positive or negative attitude in prevention and controlling of it. The thinking of journalists is the thinking of the public as normally the public the consumer of media ideas hence the media need to stand in the positive side so as to feed the public proper messages in a proper way. In framing theory even songs which played in radio stations carry the message of telling the audience that HIV/AIDS is really and it kills.

For example, the Hip Pop song Kosa la Marehemu by Uswahilini Matola, Starehe by Ferouz were one of the songs awaked up many people in 2000s. The songs carry the message of awake through threats. The application of framing theory is relating with this study and crucial in constructing one stand toward HIV/AIDS as there those who do not believe that really the disease exist hence they don't bother themselves to

change sexual behavior. Other people do believe HIV/AIDS exist but they do not believe in if condoms can be a protection, in this group also involve of religious people. Having HIV/programs which will involve religious people explaining their stand on prevention of the disease is one way of shaping ideas of the public through Framing Theory.

2.8.3 Conceptual framework

Conceptual framework is generally recognized as the coherent ideas or concepts that organized and presented in a manner that, facilitate easy communication (Kipilyango, 2012).

2.8.4 Independent variables

Education has been identified as a common social vaccine against contracting HIV, resulting in the more educated less likely to be infected. Accurate information of health risks suggests a negative linear relationship between years of education and HIV infection rate. The independent variable of the study will be education. Independent variables are those factors influencing the dependent variable or the expected result to happen.

2.8.5 Intermediate variables

Intermediate variables of the study include HIV/AIDS report/News, Advertisements and Edutainment. These are factors stand in between of dependent variables and independent variables of the study. Simply intermediate variables of the study are ways which radio use in educating the public about HIV/AIDS.

2.8.6 Dependent Variables.

The dependant variable of the study is HIV/AIDS awareness in testing, treatment and prevention. For the public to be aware it depends with other factors which are independent variables of the study.

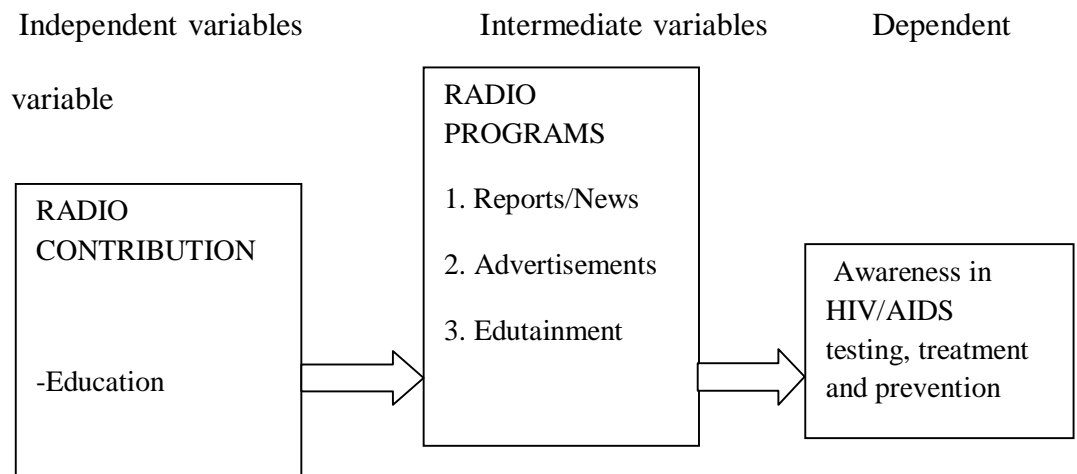


Figure 2.3: The conceptual frame work of contribution of radio stations in raising HIV/AIDS awareness, source by researcher.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Pertinent issues discussed in this section include the research design, the study area. Sampling unit/population sample and sampling methods/techniques, sample size, a description of instruments or tools used to collect data, the measurement of variable and the methods to be used in analyzing data (Mugenda, 1999). The result discussion is a clarification of data into more comprehensive form with scholarly skills to make the data more advantageous for the media, social workers, government and academies of media. Hence, in order to determine the contribution of radio stations in raising HIV/AIDS awareness in Dodoma city, multiple approaches was applied to fulfill the proposed objectives of the study.

This chapter outlines the methods that were used in this study. It presents the overall research design, area of the study, population, sample size of the study, sampling techniques used to select respondents, nature of the study, data collection techniques that were used to collect relevant information and data analysis. The study used qualitative approach (method) in investigating and analysing the data for the purpose of assessing the contribution of Radio Clouds in raising HIV/AIDS awareness in Dodoma city.

According to Vaismoradi *et al* (2016) qualitative research is defined as a group of approaches for the collection and analysis of data aims to provide an in-depth, social-contextual and detailed description and interpretation of the research topic. It covers

a broad range of approaches with a wide variation in concepts, assumptions and analytic rules. Despite this variation all qualitative methodologies contribute to description and interpretation of complex phenomena, developing and revising understanding rather than purely verifying earlier conclusions of theories.

3.1 Research Paradigm

A research paradigm is “the set of common beliefs and agreements shared between scientists about how problems should be understood and addressed” (Kuhn, 1962). Also Kuhn first used the word paradigm to mean a philosophical way of thinking. The word paradigm has its etymology in Greek where it means pattern. In educational research the term paradigm is used to describe a researcher’s “worldview” (Mackenzie and Knipe, 2006). This worldview is the perspective, or thinking, or school of thought, or set of shared beliefs, that informs the meaning or interpretation of research data. Or, as Lather (1986) explains, a research paradigm inherently reflects the researcher’s beliefs about the world that s/he lives in and wants to live in. It also constitutes the abstract beliefs and principles that shape how a researcher sees the world, and how s/he interprets and acts within that world.

Positivist Paradigm was first proposed by a French philosopher, Auguste Comte (1798 ó 1857), the Positivist paradigm defines a worldview to research, which is grounded in what is known in research methods as the scientific method of investigation. Comte (1856) postulated that experimentation, observation and reason based on experience ought to be the basis for understanding human behaviour, and therefore, the only legitimate means of extending knowledge and human

understanding. In its pure form, the scientific method, involves a process of experimentation that is used to explore observations and answer questions. It is used to search for cause and effect relationships in nature. It is chosen as the preferred worldview for research, which tries to interpret observations in terms of facts or measurable entities (Fadhel, 2002). Research located in this paradigm relies on deductive logic, formulation of hypotheses, testing those hypotheses, offering operational definitions and mathematical equations, calculations, extrapolations and expressions, to derive conclusions. It aims to provide explanations and to make predictions based on measurable outcomes.

Another research paradigm is the Interpretivist Paradigm/Constructivist Paradigm. The central endeavour of the Interpretivist paradigm is to understand the subjective world of human experience (Guba & Lincoln, 1989). This approach makes an effort to -get into the head of the subjects being studiedø so to speak, and to understand and interpret what the subject is thinking or the meaning s/he is making of the context. Every effort is made to try to understand the viewpoint of the subject being observed, rather than the viewpoint of the observer.

Emphasis is placed on understanding the individual and their interpretation of the world around them. Hence, the key tenet of the Interpretivist paradigm is that reality is socially constructed (Bogdan & Biklen, 1998). This is why sometimes this paradigm has been called the Constructivist paradigm. In this paradigm, theory does not precede research but follows it so that it is grounded on the data generated by the research act. Hence, when following this paradigm, data are gathered and analysed in a manner consistent with grounded theory (Strauss & Corbin, 1990).

3.2 Research Design

According to Chilisa and Kuwalish(1997), particular paradigms of the study may be associated with certain methodologies. For example, a positivistic paradigm typically assumes a quantitative methodology, while a constructivist or interpretative paradigm typically utilizes a qualitative methodology. From those scholars ideas the selection of Interpretivist paradigm for this study is due to the fact this study want to explain the phenomenon qualitatively. The respondents have to explain the position of radio stations in raising HIV/AIDS awareness and also explain their standing toward the epidemic.

3.3 Area of the study

The Research was conducted in Dodoma City which has 37 wards and the total population of the area is 410956, among of them 199487 are men while 211469 people are women. The region is bordered with Arusha, Morogoro, Iringa, Njombe, Manyara and Singida region. Dodoma is located at the central part of Tanzania, since 1974 the city was designated national capital of Tanzania. The city is located about 480 km west from the Indian Ocean in the center of the country. The official move of the government offices from Dar Es Salaam to Dodoma was officially made in 2017 by president John Pombe Magufuli hence increased the population but also the interaction of different people who come for administrative, political, business and conferences has put the city in danger of HIV/AIDS. Furthermore, city is located in the junction of long vehicles which go to Southern highland via Iringa, Northern part via Singida and Manyara, Lake Zone regions via Singida and East Regia via Morogoro. On other hand the report of Intermedia (2010) that Dodoma is the third

region among the leading region which use radio as source of information, coming after Dar es Salaam and Pwani.



Figure 3.1: Map of Dodoma

Source: One Planate

3.4 Sample size.

Qualitative sample sizes should be large enough to obtain enough data to sufficiently describe the phenomenon of interest and address the research questions. The goal of qualitative researchers should be the attainment of saturation. Saturation occurs when adding more participants to the study does not result in additional perspective or information. Glaser and Strauss (1967) recommended the concept of saturation for achieving an appropriate sample size in qualitative studies. Other guidelines have also been recommended. Also for phenomenological studies, Creswell (1998) recommends 5

to 25 while on another hand Morse (1994) suggests at least six. These recommendations helped the researcher to estimate how many participants are needed for the study, but ultimately, the required numbers of participants consider or depend on when saturation is reached.

With the suggestions of mentioned scholars on numbers of participants by nature of the study and by point of saturation, the sample size of the study is 29 respondents, where by 3 people were from media industry specifically radio presenters in Clouds FM, Program Director, and Public relation officer at Clouds FM. Other 2 respondents were people who live with HIV/AIDS. Again there were two respondents of the study who for many years works with Caritas organization, Pro-life and Faraja Trust, he is also volunteering in raising HIV/AIDS awareness in Dodoma City or social worker for people who live with HIV/AIDS in Dodoma City. General Secretary of Tanzania Editors Forum (TEF) was also the participant of the study. Public relation officer of TACAIDS also made the total of 29 respondents of the study. Then 20 respondents for the study were radio Clouds FM Radio listeners of age between 15-49 and from both sexes.

3.5 Sampling Techniques

The study used non-probability sampling technique, more specifically, purposive sampling. Chand (2000) defines purposive sampling as when certain units in universe are purposively selected it is called purposive sampling. Here the units selected are representation of the universe. The researcher by exercising good judgment and strategy should pick the cases to be included in the sample. Purposive sampling was done by a researcher to select respondents who listen to Radio Clouds

FM. These respondents were in the ages of between 15 and 49. Also as selective, or subjective, sampling, this technique relies on the judgment of the researcher when choosing who to ask to participate. Researchers may implicitly thus choose a "representative" sample to suit their needs, or specifically approach individuals with certain characteristics.

This approach is often used by media when canvassing the public for opinions and in qualitative research (Barrat and Shantikumar, 2018). Purposive sampling is very effective in qualitative research as it serves time and cost also it has advantage of performing whilst resulting in a range of responses (Particularly useful in qualitative research). Therefore, the researcher used purposive sampling because it is qualitative study and as the best technique of getting respondents with special characteristics like Respondent from Tanzania Editors Forum, People who live with HIV/AIDS and social workers who were needed to balance the study.

Purposive or judgmental sampling was used intentionally to ensure that there is gender balancing in collecting information, information acquired from selected respondents, but also to ensure respondents are in the age of the study which is 15-49 years. Non-probability also used to determine respondents who listen to the radio frequently, specifically Clouds FM in Dodoma city. The researcher considered only respondents who can meet the objective of the study. Respondents were asked if radio stations are one of their sources of the daily source of information before collecting data from them. Listening Clouds FM was the crucial selecting factor for respondents of the study. This was done to ensure provision of accurate data which correspond with the subject.

3.6 Methods of Data Collection

For the purpose of achieving the goal of this study accurately, the most data collection techniques which were used are interviews for collecting primary data and documents like articles, journals, reports and previous dissertations and files, policy reviews were used to collect secondary data when necessary in order to get relevant information.

3.6.1 Primary Data Collection

Bryman and Bell (2007) state that primary data is information that the researcher gathers on his own, for instance by using interviews and questionnaires. Therefore, primary data are direct data collected by the researcher from the field of the study and for the case of this study primary data were most considered. For the case of this study primary data was collected directly from the respondents of the study through interviews.

3.6.2 Interview

Personal interviews were conducted through face to face interviews and when necessary telephone interviews conducted. Telephone interviews were mostly used in conducting interview with journalists, radio presenters and anti HIV/AIDS stakeholders. The reason of using telephone interviews was to solve the challenges of distance when some of the important respondents were very far. The form of interview was in-depth interview guided by unstructured questions for the aim of acquiring correct and detailed data from respondents also for the flexibility in collection of data.

3.6.3 Secondary Data

Bryman and Bell (2007) defined secondary data as the data such as literature, documents and articles that are collected by other researchers. The secondary data were obtained from TACAIDS, NGOS and media report on health, HIV/AIDS Prevention Act being among of those documents. Secondary data also involved the policies and regulation of different organizations for the case of the present study it involved media and HIV/AIDS policies.

3.7.4 Documentary Review

This method might also be useful since a greater part of the researcher's data were retrieved from documentary source. Some of important data were taken from official documents such as books, journals, internet, and in-house prints of policies. These data were taken from Clouds and A FM radio management; others were taken from media reports on arising HIV/AIDS. The researcher therefore used multiple techniques to retrieve enough data for better and scientific analysis of the problem and objectives posed in the current study.

All documents were aimed at reflecting and acquiring the truth about the contribution of radio stations in raising HIV/AIDS awareness. The HIV survey of 2016/2017 was one of the major documents reviewed by the researcher to get data relating with the study.

3.8 Checklist

Checklist is a valuable tool to confirm the essential elements of qualitative study for emergent scholars and beyond (Frels *et al*, 2011). It facilitated to remind the

researcher on the key areas which are needed to be reviewed to organize the study. Key aspects were presented in the check list to control and organize data collection exercise. The major aspects covered by checklist are through interviewing the key informants such as from radio listeners, social workers and journalists or radio presenter. The check list ensured the study focus on respondents intended by the researcher and not else.

3.9 Validity and Reliability

The validity and reliability of instruments was presented in order to promote accurate data collection of data used in this study. Patton (2001), states that validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analysing results and judging the quality of the study.

3.9.1 Reliability

Joppe (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. (p. 1)

Reliability is used to describe the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions (Neil, 2009). The issue of reliability was censured by the use of different methods and tools during data collection including; interviews, participant's verification of the recorded information, observations and review of secondary data. Data reliability is a cornerstone of making a successful and meaningful study.

To widen the spectrum of conceptualization of reliability and revealing the congruence of reliability and validity in qualitative research, Lincoln and Guba (1985) states that: "Since there can be no validity without reliability, a demonstration of the former [validity] is sufficient to establish the latter [reliability;]". Patton (2001) with regards to the researcher's ability and skill in any qualitative research also states that reliability is a consequence of the validity in a study.

Providing participants, a copy of the transcribed notes from audio recordings enables them to review detailed interview responses (member checking), and verify the interpretive accuracy. This increases reliability (Carlson, 2010). Verifying participants' answers, response uniformity, and within method triangulation (Casey & Murphy, 2009) provide a construct to test instrument reliability related to the interview questions. Similarity in responses among the participants throughout the interview corroborates the research instrument and the accuracy of responses (Stevenson & Mahmut, 2013). Harvey (2014) has suggested a continuous member-checking loop as part of the reliability process.

In ensuring the reliability respondents were given a chance to read and reread the data documented by the researcher. Where it was wrongly recorded corrections of the data was done. Also the interviews were done individually so as to avoid coping of answers of responses from respondents hence affect the result. Observations was done by the researcher in accordance of data given by respondents, for example the researcher visited areas mentioned to be famous for sex business and try to observe and ask people who live near the areas who agreed with notion. Also on radio

programmes researcher devoted much time on listening radio stations mentioned by the respondents as a way of confirming reliability. The variation of data collection methods also aims to ensure the reliability of the study.

3.9.2 Validity

Joppe (2000) provides the following explanation of what validity is in quantitative research: Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others. (p. 1).

Also validity refers to the degree to which study accurately reflect or assesses the specific concepts the researcher is attempting to measure (Fidel, 1993). To increase validity, the interview schedules will be used in the study around the objectives of the study. In order to make sure that important issues are not left out and the results are of quality, more credible and trustworthy for generalization were used to guide discussions for each objective. This was done through piloting of the data collection instruments. The pilot tests, all faults observed during the test were amended and necessary collection conducted to meet the criteria of the study.

Another technique used to measure the validity of this study was through triangulation method where the proposal of the study was presented in focus groups of journalists and students of media studies. The discussion of the focus group came with the result which similar with result found in field. Journalists' results and those

of media studies result also seemed to relate. Students of media studies in Dodoma Media College were given the title of the study and do simple observation as the means of testing the validity of the study. Triangulation is typically a strategy (test) for improving the validity and reliability of research or evaluation of findings. Mathison (1988) elaborates this by saying: Triangulation has risen an important methodological issue in naturalistic and qualitative approaches to evaluation [in order to] control bias and establishing valid propositions because traditional scientific techniques are incompatible with this alternate epistemology.

Engaging multiple methods, such as, observation, interviews and recordings will lead to more valid, reliable and diverse construction of realities. To improve the analysis and understanding of construction of others, triangulation is a step taken by researchers to involve several investigators or peers researchers' interpretation of the data at different time or location. In a related way, a qualitative researcher can use investigator triangulation and consider the ideas and explanations generated by additional researchers studying the research participants (Johnson, 1997, p. 284). Triangulation may include multiple methods of data collection and data analysis, but does not suggest a fix method for all the researches. The methods chosen in triangulation to test the validity and reliability of a study depend on the criterion of the research. Purposive sampling as the way of checking validity of the study, apart from 20 respondents who were radio listeners, in checking validity the researcher interviewed another 10 respondents to check the validity. The result also was almost similar with the presented result something which show the result of the study had truthiness.

3.10 Data Analysis

According to Taylor (1998) in Losinyari (2011), qualitative research is form of research that involves description, for example, describing and analyzing the culture and behavior of human groups from those who are being studied. For the case of this study, data collected were analysed through the following steps: Develop transcript of the data collected. Transcription simply means converting all data into textual form. After the data had been collected from the field, the data was unstructured and sometimes makes no sense. It is therefore, the duty of the researcher to make sense out of field data through transcription. Therefore, in analysis of the data, the first step of analyzing was to transcribe all data. The second step was to organize the transcript into manageable way according to the objectives of the study. This was done in order to avoid working with large amount of data. This was achievable through using tables. The researcher input objectives into the table and assign data according to each objective.

Coding was another technique used by researcher in analysing data: Coding is an almost universal process in qualitative research; it is a fundamental aspect of the analytical process and the ways in which researchers break down their data to make something new. Coding is the process of analyzing qualitative text data by taking them apart to see what they yield before putting the data back together in a meaningful way (Creswell, 2015, p. 156). Therefore, Coding refers to the process of assigning numerals or others symbols to answers so that responses can be put into a limited number of categories. Why coding? The need for coding is simple: Text data are dense data, and it takes a long time to go through them and make sense of

themö (Creswell, 2015, p. 152). The process of coding aimed to categorize the data with the same characteristics in the same category or group.

Developing theme or category, this was the stage where codes developed at the begging of the analysis were tried to be more specific in relation with the objectives of the study. The broad distinction between codes and categories is drawn at the level of these two levels of coding. Themes in the literature, categories òare broad units of information that consist of several codes aggregated to form a common ideaö (Creswell, 2013, p. 186).

Saldaña warns that a òtheme can be an outcome of coding, categorization or analytic reflection, but it is not something that is, in itself, codedö (2016, p. 15). Thus, codes are at a primary level and categories or themes are at a secondary level, which are formed from analysis of codes rather than of data. Codes developed from the transcript developed from the field data were condensed and develop specific theme or category in accordance with the objective of the study as the end process to analysis.

The data summary was developed from the data collected; every group of its respondents had its summary. From the transcript data was coded with different colours to determine similar points or issues. Then categorisation of data followed, data were placed in similar groups according to similar meaning and facts. The categorization of data was done according to the major themes of the study.

3.11 Expected Research Results

Currently radio stations have no significant contribution in raising HIV/AIDS awareness in Dodoma city.

3.12 Ethical Consideration

According to Polit and Hungler (2014) the most fundamental ethical principles in research involve beneficence, maintenance of confidentiality and ensuring strictly voluntary participation. In adhering to these principles, respondents were not asked sensitive questions. Concerning the respect for human dignity, which is the right to self-determination and the right to full disclosure, respondents were given the right to voluntarily participate in the study and also to terminate their participation if they felt that conditions were no longer favourable to them. In addition they were given the right to refuse give information if they felt uncomfortable to do so or ask clarification where they did not understand. Confidentiality was also maintained in the study de-identification of all data. This, names and homesteads of respondents were not attached to the data collected. The ethical acceptability of the research should apply first to the people directly involved in it and also to the people involved in carrying out the research.

CHAPTER FOUR

RESULTS AND DISCUSSING

4.0 Introduction

This chapter presents the finding and discussions about the contributions of Radio stations in raising HIV/AIDS awareness in Dodoma city, Tanzania. The main focus is Clouds FM Radio station in Dodoma City, Tanzania. The findings are presented based on the research questions asked respondents. The findings/results and discussions relay in the objectives of the study which were; firstly, to determine ways used by Radio Clouds FM to inform the public about HIV/AIDS issues, secondly to assess the contribution of Radio Clouds FM in raising HIV/AIDS awareness and lastly to assess the information of HIV/AIDS disseminated through Clouds FM. The main objective of the study was assessing the contribution of radio Clouds FM in raising HIV/ AIDS awareness in Dodoma city.

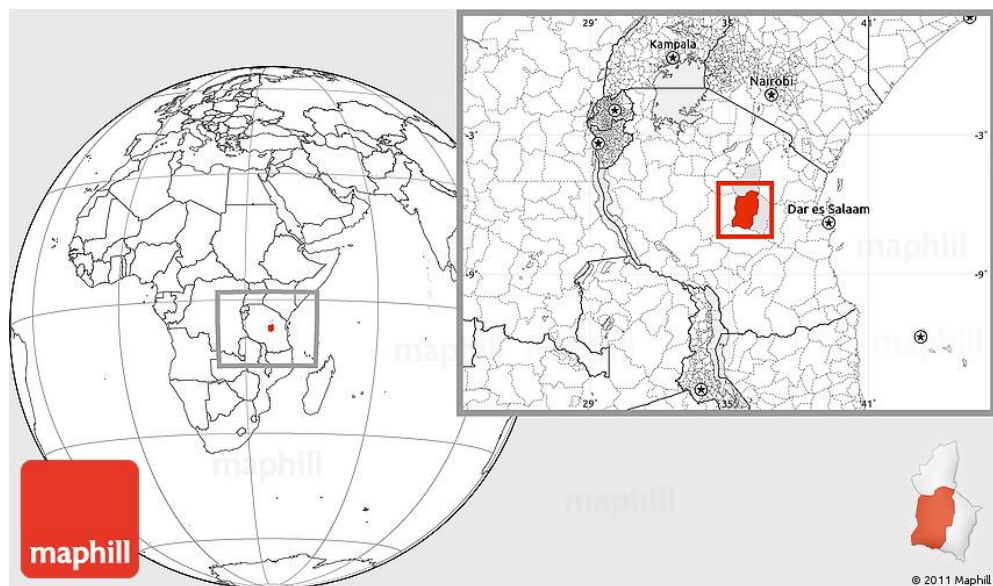


Figure 4.1: Source Maphill 2011

Dodoma region is bordered with with Njombe and Iringa Region on the Southern part, Singida region in the Norhern and Arusha region in North East while Morogoro is located at the East.

Table 4.1 Participants of the study, source by researcher.

Respondents	Number of Respondents	Female	Male	Education
Social workers	2	1	1	Diploma and Secondary
TEF	1	-	1	University level
People living with HIV/AIDS in Dodoma City	2	1	1	Primary and Secondary
Clouds FM Media	3	-	3	Secondary, and University
Clouds FM listeners in Dodoma City.	20	10	10	Primary, secondary and university level
TACAIDS	1		1	University

4.1 Participants of the Study

The sampling method of the study was purposive sampling; the researcher purposively selected 20 respondents in Dodoma City who are Radio Clouds FM frequent listeners. Other two respondents were people who live with HIV/AIDS in Dodoma City. Two Health educators were from Prolife, Caritas and Compassion and

Faraja Trust organisation. Three respondents were selected purposively from Clouds FM Radio which includes Program and Production Director, One presenter and public relation officer. The respondent list was concluded with TACAIDS Public relation. The involvement of respondents with different characteristics aimed to balance the study from the citizens, health educators and journalists. Every group has its views on the role of radio stations in providing HIV/AIDS education for the purpose of raising awareness of the disease. The selection of respondents technique of this study intended to have informative and knowledgeable people who provided accurate and facts to the study. Also variation of respondents from Journalists, radio listeners and social workers was done for the purpose of balancing the study findings so that the study may be useful to all HIV/AIDS stakeholders.

In order to have a wide view of respondent, the aspects such as Age, sex, education, occupations were considered to bring about a clear picture on radio stations contribution or role in educating people about HIV/AIDS in Dodoma, Tanzania. The issue of age, sex, education and occupation was important also for the purpose of knowing the preferred source or channel of information of different group so as reach them accordingly. Also the background was recorded and considered to maintain the equilibrium for the respondent's selection participated in the study.

4.2.0 Presentation of finding and discussion

The data collected from the respondent were coded and from the coding major themes of result were; causes of the HIV/AIDS in Dodoma City, sources of information, ways used by radio Clouds to raise HIV/AIDS awareness in Dodoma

City, HIV/AIDS information disseminated through radio Clouds, Contribution of Radio Clouds in raising HIV/AIDS awareness, Challenges facing radio stations in raising HIV/AIDS awareness, Solutions of the challenges and important issues or matters raised during interviews with Dodoma residents, journalists and HIV/AIDS Health educators. Discussion of major themes aims to meet the specific and main objectives of this study, assessing the contribution of radio stations in raising HIV/AIDS awareness in Dodoma city, the case of radio Clouds FM.

According to Vaismoradi *et al* (2016) theme is used as attribute, descriptor, element, and concept. As an implicit topic that organizes a group of repeating ideas, it enables researchers to answer the study question. It contains codes that have a common point of reference and has a high degree of generality that unifies ideas regarding the subject of inquiry. The following is the presentation and discussion of themes in relation to the objectives of the study as per respondents' views:

4.2.1 Respondents' Trustworthy Sources of Information

Shabalala (2015, pg 184) comments that the radio and television is believed to be able to reach many people in a short period of time and is capable of making a meaningful impact on the subject intended for. Nonetheless, such impact requires repeat and consistent exposure to the messages over long periods of times. These ideas may be supported by the findings of this study;

Whereby almost all respondents of the study considered radio stations particularly Radio Clouds as their number one or two source of getting different information. On common sources of health information, majority of respondents mentioned radio

stations again as the channel which helps them to stay informed various health information disseminated by health sectors through media. All respond from Clouds FM Radio, TEF, TACAIDS, CARITAS, FARAJA TRUST, Radio Clouds listeners and people who live HIV/AIDS regarded or mentioned radio station as the leading, the cheapest and trusted source of news and information in Tanzania. One of the respondent from Radio Clouds said that "Many people think that social media and online media have already denounced the existence of radio station and bury it.

It's not true, radio stations have trust more than any media that why we Radio Clouds we still here." The comment of that respondent was similar with the result of female and males respondents. Among 20 respondents who were listeners of Radio Clouds, 14 of them mentioned radio as their number one source of information and news that means 7 respondents from both gender depend radio as the first source of information. Somehow youth differ in the main source of information whereby among ten youth who were respondents regarded new media (social media) as the leading source of news and information for them. Other source of information like Television, Newspapers, social media, other people and others were the second, the third, fourth and unmentioned source to many of the respondents. The result entails the significance of radio stations like Clouds FM in HIV/AIDS campaigns and it also explain the position of the radio station as the leading source of information and news as it was explained by Intermedia report of 2010. The report showed radio station to be the leading source of information by 83 percent.

According to the respondents, who are Radio Clouds listeners the dependability of the radio stations is due to its cheapness compared to televisions which need monthly

or weekly payment. Also accessibility was another reason for the preference as radio stations is portable to carry anywhere and even some of mobile phone had automatic radio station. The radio does not need expensive and large infrastructures like other tool, therefore it can be accessed and used by almost everyone. This convenience makes radio the most extensive and widely used tool among other mass communication tools. All required for listening to the radio is being within the coverage area and having a simple receiver. Furthermore, radio is not an addictive tool as it can be listened while doing other things (Ozturk, 2003; 482). Radio stations isolate only the deaf, it reaches even the illiterate hence to be the most preferable media for HIV/AIDS awareness as the epidemic is not selective too. Therefore, the success of any HIV/AIDS awareness campaigns needs radio stations, and despite changes in mass media especially the increase of sources of information like internet and social media, radio remains the most useful source of information.

4.2.2 Female Trustworthy to other sources of information

According to HIV/AIDS survey 2016/2017, women have somewhat higher HIV prevalence than men. This means women are special groups who need special care and treatment in raising HIV/AIDS awareness. Multiple approaches of spreading the messages of awareness are also being needed. The female respondents, representing the Clouds FM listeners were asked about the main sources of information they prefer or the sources of information preferred with frequently apart from radio stations. The question was asked in order to determine the easier way of approaching women and men separately in raising HIV/AIDS awareness. Also determining sources of information used by all genders helped to know the intercession point of

both genders in acquiring information. Generally speaking, about the sources of information for both genders, radio stations, televisions and social networks were the leading sources of information respectively; other media like newspapers, phones and people were the least sources of information used by the majority of the respondents. Among 10 male respondents, 4 Men considered newspapers as their fourth source of information while 3 women out 10 regarded their friends as the fourth source of getting different information.

4.2.3 Males respondents with Newspapers

Men seemed to have trustworthy of news or information published in newspapers and some of them reading newspapers is a tradition which can be termed as hobby too. They cannot free themselves from buying and reading newspapers every day. Some of male respondents seemed to have budget for newspapers every week and others every day, even when they don't have money to buy newspapers they prefer to listen to headlines of newspapers in the radio stations specifically in morning radio programs like Breakfast of Cloud Fm and Tuongee Magazeti of Free Africa Radio. They were respondents even who don't buy newspapers but they read newspaper every day through friends. Differently to women who preferred sources of information which is costless or not directly expensive.

On the other hands newspapers is still the correct pathway to reach men in raising HIV/AIDS awareness though men accept the fact that currently there is less coverage of HIV/AIDS stories in newspapers compared how it used to be in years back. As according to Stumme r(1998), newspapers like Sauti ya TANU, Mwangaza

respectively did not only play part during decolonization and evangelization but still newspapers like Mwananchi, The Citizens, Uhuru, Mtanzania , Rai and Raia mwema have the crucial and significant part to play in HIV/AIDS awareness campaigns as many who are very reluctant in testing HIV/AIDS prefer News Papers as their sources of information. Fe Women who have interest of reading newspapers were interested in religious newspapers like Kiongozi owned by Catholic Church, Nyakati, Msemakweli and Upendo owned by WAPO MISSION, Assemblies of God and Lutheran Church respectively. This means religious newspapers are the correct path to use in reaching women when raising HIV/AIDS awareness.

Furthermore, there was a slight difference in source of information for men and women but both consider traditional media like Television and radio as source of information. On other side women consider their friends as source of information, but to men newspapers are also the source of information. This implies that radio and television are still crucial channels to apply in reaching both genders as. Also, as women prefer face to face talking or chatting among themselves majority of the respondents mentioned radio stations as their main source of information therefore approaches to reach this group need to be in conversation forms, example talk shows. Currently in Radio Clouds there is no HIV/AIDS program hosted in conversation form or talk show. This means that women have no wide chance to get awareness. The findings show agreements with UNESCO's (2014) data, which state that in Tanzania 83 percent of citizens, depend on radio for getting information. Therefore, in raising HIV/AIDS awareness radio stations like Clouds FM can contribute to more than 83 percent in raising HIV/AIDS awareness as large population of people access

radio's information. Also in raising HIV/AIDS awareness one individual who is highly aware with the disease can save others too, because one 'NO' against unsafe sex can save more couples and more Dodoma city residents from HIV/AIDS.

4.2.4 The Trustworthy source of HIV/AIDS

Being among region where there is almost double increase of HIV/AIDS infections, Dodoma city need more support from the media specifically radio stations in raising HIV/AIDS. The increase of prevalence of HIV/AIDS from 2.9 according to HIV/AIDS Survey (2007) to 5 percent in the HIV/AIDS Survey (2016/17) while the City has access to more than ten national radio stations and more than ten national radios, Clouds Fm Radio being among of them which according to studies and statistics like that of BizTech Africa and Geopoll (2014, 2015, 2016 and 2017) show that Clouds Fm is dominant radio station with the highest rating, means radio stations like Clouds FM might are not be playing its part effectively in raising HIV/AIDS awareness. Despite being in chance of reaching many people at one, some of radio stations may be taking less care on HIV/AIDS issues.

Again in determining the sources of HIV/AIDS information to respondents so as determine the channels to use in raising HIV/AIDS awareness, where people get information about HIV/AIDS issues was important question among the twenty respondents of Dodoma city residents. Determining the common sources of information helps the governments and non-government organizations working to combat the disease to know which channel can be used to send the message and it helps recognising the weakness of those channels.

Apart from people or respondents who mentioned hospital as the main source of HIV/AIDS information as whenever they go for other treatments it becomes the opportunity to hear or to learn voluntary or involuntary about the disease. Women who have children were the one who recognise Hospital as the source of HIV/AIDS information as were forced to have HIV test during pregnancy. Despite that hospital was not the leading source for all females and males, instead media specifically radio was regarded to be the leading conjunction source of both female and males.

Tawfiq and Kinoti (2006) suggest the importance of having health human resources who are well educated on matter relating with HIV/AIDS in order to assure accurate information for people who depend on hospital as the source of HIV/AIDS information. One of the respondent of this study comment that "Whenever I become pregnant and go to hospital my husband refuse to go with me to the hospital as he fears HIV/AIDS testing, but I have no means I go and get counseling and test which help me a lot. Hospital has been very important to me in receiving HIV/AIDS information as we get even chance to ask questions and get answers. People and organizations which give health education should use radio stations in the same way, by having programs which allow listeners to ask questions".

Television become the second source of HIV/AIDS information for both females and males while on the third source of HIV/AIDS information, male and female were differently, females mentioned hospitals while men regarded newspapers as their third source. Posters, meeting and other people were listed as another sources, though for the case of people (oral talks) as source of information of HIV/AIDS among the

10 females 3 of them mentioned other people to be their source of information. This entails that still radio stations and televisions have key role to play in reaching the 90/90/90 strategy by 2020 by raising awareness about the disease. According to Banywire *et al* (2018), in order to achieve an AIDS-free generation, the UNAIDS has set a target code named 90-90-90, which aims to ensure that 90% of all people living with HIV will know their status, 90% of all people diagnosed will receive sustained antiretroviral therapy (ART), and 90% of all people receiving ART will have viral suppression, all by 2020. A well informed woman is the teachers of others; if media like radio will enrich the audience with information about the disease it will have positive impact to other women.

The findings from the respondents on the sources of information relate with somehow the results of Handry (2012) that Television, radio, newspapers and other people are the common sources used by people to get HIV/AIDS information. The findings cement on the fact that media is the main instrument used and to be used in raising HIV/AIDS awareness. Its cheapness enables listeners to acquire information for free anywhere and anytime. Respondents commented that radio stations help them in great extent in getting information as especially people of lower income who cannot pay bills of Television decoder even for those who do not have electricity.

Table 4.2: Sources of information

<i>Sources of information</i>		
Television	93	57.8
Radio	77	47.8
Newspapers	36	22.4
Posters	34	21.1
Health workers	53	32.9
Friends/relatives/neighbors	41	25.5
Religious homes	33	20.5
Others	8	5.0
<i>Route of transmission</i>		
Sexual intercourse	127	78.9
Sharing sharps	99	61.5
Blood transfusion	82	50.9

Source: Handry (2012)

4.2.5 Hours spent by respondents in listening radio

Before concluding that radio is the major source of information and HIV/AIDS information to the respondents, knowing the time spent in listening radio stations is very important: respondents were asked the average total of hours they spend per week in listening radio Clouds FM and other different radio stations per week. The numbers of hours differ from workers, unemployed, students, businessmen and businesswomen. Men spend more hours listening to the radio compared to women, the average time spend is six to nine hours per week while female respondent spend three to five hours per week. According to IPPMEDIA, statistics show that 56% of men who are living with HIV/AIDS do not know their status hence do not access any official medical care (ippmedia.com). From the findings men are the leading radio listeners hence expected to be more aware with the HIV/AIDS issues, but the large populations of men who spend more hours in listening radio station are not aware

with HIV/AIDS issues like free HIV/AIDS Test, how to live with HIV/AIDS and ARVø uses. This shows the ineffectiveness of radio stations; still radio can make changes but this depend on the content aired.

The information acquired through radio stations and methods used by radio stations determine the level of awareness of its listeners. The main radio audience are male as men spend more hours listening radio therefore radio station qualify to be the main channel of reaching men in raising HIV/AIDS awareness. Men who are said to be reluctant for HIV/AIDS test hence slowing down the achievement of 90-90-90 strategy by 2018 but through radio stations men in Dodoma City can be more mobilized to take voluntary test.

4.2.6 Major Causes of HIV/AIDS in Dodoma City

Assessing the contribution of Radio Stations in raising HIV/AIDS awareness in Dodoma City may be incomplete if the causes of the epidemic are not revealed. Determining the causes help to understand the ways which radio stations like Clouds may undergo to raise awareness in HIV/AIDS issues. The participants of the study were asked to explain their understanding on the causes of HIV/AIDS Dodoma City, the causes mentioned were:

Table 4.3 Causes of HIV/AIDS in Dodoma, Sources Researcher

Radio listeners	Social workers	Journalists
Lack of HIV/AIDS awareness	Lack of HIV/AIDS awareness	Lack of HIV/AIDS awareness
Growth of sex businesses	Poor health services	Knowledge gap of HIV
Political and social meetings	Low use of Condom	Family separation
Increase of people's interaction.	Fear of HIV Test	Taboo
Family separation	Low use of ARVs	Media inactiveness
Economic difficulty	Taboos	Increase of interaction
Fear of HIV/AIDS test	Early marriage	Increase of high level students.
Low use of ARVs	Political meeting	Homosexuality
Increase of entertainments	Raping	Drug abuse
Increase of high learning students	Children sex abuse	Poor health services
Homosexuality	Sex business	Low knowledge of ARVs
Drivers of long trucks	Decay of moral value	Growth of sex business

The causes of HIV/AIDS prevalence in the city of Dodoma were mentioned many as possible by the respondents of sexes, women and men. But causes which have link with lacking awareness, education of HIV/AIDS or existing of knowledge gap were very common among all respondents. The cause like low uses of condoms for men and women was the result, even the researcher did a cross check in some shops and find out the circulation of the condoms in shops is too lower. That entail people

seemed to forget about the disease, this has relation of what one of the respondent who works as youth educator in Roman Catholic Church Dodoma diocese, Caritas and prolife organisations, he commented on lack of HIV/AIDS education and people have forget about the disease as the cause of HIV/AIDS prevalence in Dodoma city. When topics, news or entertainments relating with HIV/AIDS awareness get limited time in radio stations people or the public forget and even develop the sense of not fearing the disease, as the result unsafe sex emerge. According to Kessy (2013) mushrooming guesthouses, nightclubs and generalized poverty also are factors which make Dodoma to have increase in HIV/AIDS prevalence. There were seen as providing conducive environment for transactional sex. Generalized poverty in the Dodoma corridor: Locals faced with poverty find themselves forced to engage in transactional sex with the rich mobile population in order to survive. This all keep Dodoma in a strategic area which need Radio Clouds and other stations to take active involvement in raising HIV/AIDS.

4.2.7 Ignorance toward HIV/AIDS issues

Many of factors identified by the respondents as causes of HIV/AIDS in Dodoma city have relationship with lack of education about HIV/AIDS issues or reluctance to acquire and accept behavioral change. This means still the media especially radio stations like Radio Clouds need to be persistence in awakening the public about the epidemic. Radio stations need full participation as it cheap, popular means and it can reach many people at once. HIV/AIDS stakeholders like TACAIDS, Compassion, USAIDS and the government have to understand the demand of HIV/AIDS or Health educations to majority of Tanzanians.

For example, one of the participant mentioned ARV as the cause of HIV/AIDS because people living with HIV/AIDS live longer after being introduced to the treatment hence keep in having sex with other people something which maintain the high rate of prevalence of the disease in the city. Where one of the respondents from Faraja Trust commented prestige of having numbers of partner as the cause hence cement on spread of disease in the city of Dodoma as the result of ignorance and delay of media in educating the audience.

4.2.8 Lack of ARVS Education

Other males respondents among ten, three of them blamed treatment of HIV/AIDS as being the cause suddenly death because many who introduce themselves for treatment they die suddenly. These two factors affect the campaign of voluntary test of HIV/AIDS for people who do not know their health status while on other hand it affects negatively the start of treatment for people who live with HIV/AIDS as they fear suddenly death. But the direct involvement of radio stations in covering HIV/AIDS and taking it as important agenda can have positive change of attitudes from those misconceptions. The ideas of ARVs for some respondents differ with the idea and purpose of WHO to introduce the medicine. According to WHO ARVs is the standard antiretroviral therapy (ART) consists of the combination of antiretroviral (ARV) drugs to maximally suppress the HIV virus and stop the progression of HIV disease. ART also prevents onward transmission of HIV. Huge reductions have been seen in rates of the death and infections when use is made of a potent ARV regimen, particularly in early stages of the disease.

WHO (2018) recommends ART for all people with HIV as soon as possible after diagnosis without any restrictions of CD4 counts. It also recommends offer of pre exposure prophylaxis to people at substantial risk of HIV infection as an additional prevention choice as part of comprehensive prevention. Media like radio stations have to carry direct blame for the misconceptions of people about HIV/AIDS. The whole advantage of ARV is meaningless if people will not have awareness of the treatment. The misconceptions of ARV also have direct impact to the prevalence of the disease hence intervention of radio stations like Clouds and other local radio found in Dodoma is very crucial. The intervention of radio stations includes intensive covering of stories relating with HIV/AIDS, conducting discussions of the epidemic in the radio stations and having special programme of HIV/AIDS.

4.2.9 Where are Journalists and the government?

According to the study conducted with Kaiser Family Foundation examining 22 years of news coverage finds that overall media coverage is decreasing, while the amount of coverage of the global epidemic is increasing (Kaiser Family Foundation, 2004:1). The decrease of coverage on HIV/AIDS means the decreasing the level of awareness of HIV/AIDS. From the finding of the study, respondent from TEF blamed the government for not giving health services priority and instead leave the health sector to sponsors (doners). It also seemed that shortage of fund and journalists' low esteem due to absence of appreciation and encouragement are the sources of less coverage. Journalists or reporters face difficult to go in rural areas for the stories as it is much cost. Therefore, the study of Kaiser Family Foundation recommends radio stations and other media to cover more stories and have numbers

of discussion about HIV/AIDS. Also it means low coverage of HIV/AIDS stories means high prevalence of HIV/AIDS. The result, also imply that more educative programme of HIV/AIDS are highly more needed so as to raise HIV/AIDS awareness through different.

4.2.11 The Role of Radio Stations Toward Changes of Negative Attitudes and Tradition

Referring to UNESCO, the media shape attitudes and influence national agendas for good or for ill; it educates or misinforms; it investigates or ignores malpractice; and it raises or ignores questions of cultural values that lie behind the epidemic. More than any other disease, AIDS is driven by a combination of social factors, including inequality, stigmatisation and ignorance (UNESCO, 2013). Whether or not they actively seek to do so, the media either fuel the epidemic through sensationalism and poor or unethical reporting, or help to restrain it by promoting information, understanding and behaviour change. Factors contributing HIV/AIDS prevalence in Dodoma city relate to high extent with the factors mentioned by UNESCO, ignorance, traditions and other social factors are among of them. In a situation like this radio stations like Clouds can perpetuate changes by airing programs which support behavioral changes and influence changes of tradition. Commenting on how radios should act toward stagimatisation, communication officer of TACAIDS encouraged radio station to corporate with TACAIDS in preparation of program which will help to eliminate the misconception. In this means radio stations have to encourage people to stay away from HIV/AIDS and not from people who live with HIV/AIDS.

4.2.12 Healing of Female Genital Mutilation wounds

Two respondents who were listeners of Clouds FM Radio in Dodoma considered the effect of FGM as the main cause of HIV/AIDS prevalence in Dodoma City, because a woman experienced FGM is easy to get HIV/AIDS during intercourse. Therefore, media like radio station need to give awareness about the situation so as people can take precaution during the time their having intercourse. Dodoma was among the region affected with Female Genital Mutilation where according to the ministry of Health and social welfare, statistics show that more than 73 percent of women who went to deliver babies in regional hospital where affected with the practice (IPPMEDIA.COM).

The campaign against FGM was very successful in Dodoma and become among white regions because of the radio stations involvement as television was not a popular means by the time. Even the campaign of preventing the eyes disease, Trachoma was highly supported by the radio stations. This means raising awareness on HIV/AIDS issues need strong and active involvement of radio stations. Also because most of the factors mentioned by the respondents have relation with lacking awareness and ignorance toward the epidemic, this means radio Clouds and other radio give less contribution in curbing HIV/AIDS. The result observed as the number of HIV/AIDS increase means people lack important information about the disease. Stigma which is the major challenges which face people living with HIV/AIDS and also one of the hindrances of people to volunteer to do self HIV/AIDS test still pull the campaign of stopping HIV/AIDS. As UNESCO (2013) mentioned, respondents mentioned stigma as source of HIV/AIDS.

4.2.13 Homosexuality

Though in Tanzania still people feel shame to talk about homosexual practices, pretending that the problem does not exist, two females respondents and three males mentioned increase of homosexuality practices is the causes of HIV/AIDS in the city. On the other hand, the same respondents were asked what were the causes of homosexuality, where ignorance, moral decay, drugs and Western movies were mentioned as the causes.

This shows that many of Dodoma residents do not have enough awareness of the behaviors which influence the transformation of the disease from one person to another easily. Therefore, the minister of Information, Sport, Culture and Artists needs to regulate the content aired in television and ban movies which promote homosexuality. Also radio stations need to be free on speaking about Homosexuality issues so as to raise awareness of the people.

Murthy and Intermedia (2011) Survey on media environment discovered that eighty-three percent of Tanzanians said they get news and information from radio, making it the leader among both media and non-media sources. Radio is thus most consistently available media in Tanzania- and communication strategy to any segment of the population must feature radio dissemination prominently. The challenges which mentioned as the sources of HIV/AIDS spread in the city can totally eliminated with active involvement of radio stations as many people have radio in the families. In one way or other the rise of HIV/AIDS prevalence in the city reflect the poor performance of radio stations in raising HIV/AIDS awareness.

4.2.14 HIV/AIDS information disseminated through Radio Clouds

The process of assessing the information delivered by radio stations to the public, need to be preceded by the study of the radio stations programme preferred by the listeners. In Tanzania women are more affected with HIV/AIDS compared to men, determining the radio programs interested with women and men help to determine the simple approaches or ways to reach them with considering sex difference (HIV/AIDS Survey, 2016/17). This, generate the concept that women neither are nor well informed by the radio stations. The study tried to explore from women and men what is their Radio programs preferred in Clouds FM. There was big difference and small similarities in programs preferred by males and females respondents. Majority of female respondents programs of interest were Leo tena, Kwa Raha zetu, Ala za Roho and Njia Panda(8 female respondents out of 10 respondents) while male respondents interested more with Breakfast, Jahazi, News and Sport Extra(9 male respondents). XXXL and Amplified is full entertainment programme which contain musiciansø interviews and music playlist preferred with both sex especially young respondent of the study. Whereby, among 10 young respondents, 7 preferred the programs. This entails that to reach women and men who listens the same radio stations need different approaches and strategies. Not all listeners of Radio Clouds share the same interest in radio stationø programme they prefer

Table 4.4 Favored programme of Radio Clouds FM.

Women programmes	Men programme	Programme of both gender
Leo Tena	Breakfast	XXXL
Kwa raha zetu	Jahazi	Amplified
Ala za Roho	News	Njia panda
Njia Panda	Sport Extra	
	Amplified	

The variation in the programme favored by women and men in Radio Clouds implies that for radio stations to play active role in raising HIV/AIDS awareness it need to use different programme according to the interest of the listeners. For example, Furaha yangu campaigns which aim to see more men get voluntary test of HIV could be very successful if radio programme preferred by men like Breakfast, Jahazi, News and Sport extra could be used.

Young people of both genders are very interested in XXXL and Amplified which means this is the right place to meet with them. The challenge of XXXL is that despite being popular many respondents of the study were unsatisfactory with the program in raising HIV/AIDS awareness. There were few ads of HIV/AIDS awareness and in one way or another; hosts were blamed for uses of words or songs which encourage unsafe sex. An indirect promotion on HIV/AIDS issues and services is one of the approaches which Radio Clouds FM could use in raising HIV/AIDS (Aziz, 2013). For example, a hit song may be performed and encourage

listeners to have voluntary test. In the Ala za Roho program which normally talk about love, sex and relationship is also the right podium to do anti HIV/AIDS campaigns through Radio Clouds because many of the listeners are interested with the program and the topics discussed have connection with HIV/AIDS. Despite the program to carry many serious discussions about love and sex, the program has no even Condoms Ads to remind the listeners to take precaution of the epidemic in their relations. The program, Ala za Roho, discusses more how love and sex is good but fails to remind, there is HIV/AIDS.

4.2.15 The need of team work between media and stakeholders

The process of stopping HIV/AIDS need be continuous with all key stakeholders like the government, nongovernment organisations, social workers, artists and journalists under the umbrella of media like televisions, radios, newspapers, social networks, and writers. Continuation of fight against HIV/AIDS through provision of education so that people may have awareness of the disease is important as every day their people who get new infections, there who mature, there who become sick and who die with HIV/AIDS. Without forget every day there are young people who start to engage in sex intercourse hence need self-awareness through health and HIV/AIDS education to be safe.

4.2.16 Lack of radio stations consistency in covering HIV/AIDS issues

According to UNAIDS (2017) in Tanzania there more than 50,000 people who are newly affected with HIV/AIDS and there more than 1.4 million people who are living with the disease hence strongly need HIV/AIDS awareness campaigns to be

continuously. How Radio Clouds is persistence on airing content with HIV/AIDS message many listeners or respondents seemed unsatisfactory as it seemed to be a seasonal campaign. During HIV/AIDS Days, in every 1st December of every year, Radio Clouds FM and other stations become active participant in raising anti HIV/AIDS while keep silence after the HIV/AIDS. The seasonal campaign against HIV/AIDS is one of the areas which prove the radio stations give less contribution on raising HIV/AIDS awareness.

The epidemic spread from one person to another person every single minute and kill more people globally every day hence the awareness campaigns must be nun stop. More than 90 percent of the study regarded seasonal campaigns against HIV/AIDS as the main source of the prevalence in 2016/7. One respondent, a female aged 30 said that HIV/AIDS is dangerous every day, not only on HIV/AIDS Day hence needs media consistence and persistence campaigns.

4.3.1 Audience satisfaction with Radio Clouds HIV/AIDS campaigns

On uses of Ads as the means of creating HIV/AIDS awareness, use of ads is very popular methods in Africa and in Tanzania radio stations (HIV/AIDS PLAN, 2018). Ads sent the message ads of HIV/AIDS awareness dominate during a certain occasion or events like HIV/AIDS DAY in December and during launching of campaigns then the silence dominate.

During the study Radio Clouds listeners who were asked how many times do they hears about HIV/AIDS in Radio Clouds, all except one listener seemed to be satisfied with Cloud Fm role in educating people about HIV/AIDS. Many of listeners

said few times they hear HIV/AIDS messages through radio. Commercial ads and other campaigns took much time in the radio Clouds compared to the case of HIV. Even when those ADS are broadcasted they lack emphasize information and discussion radio presenters. Thus the messages keep in hanging on air. It seemed that commercial ads get more time and more emphasize from the presenters.

HIV/AIDS is unseasonal epidemic it affect people strongly all the time, the lack of consistence and persistence of the radio stations in educating the citizens increase the challenge of the disease to more complexity level. Therefore, according to the finding radio stations are less active in media HIV/AIDS campaigns as the result people will lack HIV/AIDS knowledge about different issues relating with HIV/AIDS. The findings entail the ads of HIV/AIDS education depend on events like HIV/AIDS day in December 1st out from the events radio stations are less concern with HIV/AIDS contents.

The finds on frequency of radio stations take in airing HIV/AIDS messages is very low and even the HIV/AIDS contents aired are very low hence the result do not agree with the expected result that currently radio stations have contribution in raising HIV/AIDS awareness. Live talks show on HIV/AIDS, testimony of people living with HIV/AIDS, outreach broadcast are example of radio program expected to be aired to support HIV/AIDS awareness, but things are not as expected fort every radio to special program for HIV/AIDS. Only two radio stations were mentioned that have HIV/AIDS which allow the live talk. This means audience does not have guarantee for acquiring HIV/AIDS news as there is no special program which provide

HIV/AIDS education weekly or daily. It must be remembered that HIV/AIDS special programs are very crucial instruments in the process of pinning down the disease.

4.3.2 The number of HIV/AIDS Programs

After, announcing of HIV/AIDS as National Disaster in 2000(NACP,2012) by president Mkapa at that time, many Televisions, radio stations established special program for HIV/AIDS the programs contributed a lot in raising HIV/AIDS awareness. The respondents were asked to mention special program in different Radio stations, national radio and regional radios. There was no respondent who was aware with any HIV/AIDS special program in Clouds FM. This means lacks of lack of persistence in educating the listeners about HIV/AIDS in the particular radio station. Provision of HIV/AIDS need to be continuously without pose and having special program for HIV/AIDS guarantee the consistency and persistency of the message.

Though some of respondent like the public relation officer of Clouds considered and mentioned NjiaPanda (Crossroad) as the special program for HIV/AIDS in Clouds Radio FM but the reality is not true, the program covers beyond HIV/AIDS issues, it covers even economic difficulties, relationship challenges, street children, drugs and other controversial issues like robbery and other true stories of life. Even the respondent from the radio station informed Njiapanda as the HIV/AIDS program too, but in Njiapanda HIV/AIDS is not the topic of every day or every week. The program is beyond health issues. Radio Clouds which according to statistic is the highest rating station, to lack the program on HIV/AIDS is to undermine the process

of raising awareness while presence of HIV/AIDS radio programme facilitate the active process of HIV/AIDS awareness. Absence of HIV/AIDS programme confirms the low level of information received through radio stations and less responsibility taken by radio stations. This also is contrary with Adam and Harford (1999) who they suggest on HIV/AIDS program with good planning of the presenter ensure the awareness of the public on the epidemic. Radio is not the only source of information and Radio Clouds FM is not only radio stations to do HIV/AIDS campaign. This campaign needs all forms of media and all radio stations as shown from the data women were good readers of religious newspapers and listeners of religious radio stations like Mwangaza, UZIMA, and IMAN FM, owners of religious media need also to own the campaign of HIV/AIDS awareness. TACAID have to be the link between media and government so as to make the progress in HIV/AIDS campaign.

Respondents confirmed in interview that for different reasons like following programs of their interests, they find themselves listening to three to five radio stations per day. Radio stations like Clouds FM, E FM, UZIMA FM, East Africa Radio, Radio one, TBC Taifa, Uhuru FM, A FM, KIFIMBO FM, DODOMA FM, RASI FM AND MWANGAZA A FM, TBC FM, Free Africa and Capital radio were included in the lists of the radio they listen in different time of the day. Commenting on HIV/AIDS special programs in those radio stations apart from Clouds Fm, most of radio listeners, males and females were unaware of special programs which cover HIV issues continuously in those radio stations. Few radio listeners were aware of special Program for HIV/AIDS in Free Africa Radio called UKIMWI na JAMII (HIV/AIDS AND THE SOCIETY). Adam and Harford (1999) in raising HIV/AIDS

through radio stations suggest the proper planning of program so as to make the program interesting. From the findings there is lack of creativity among radio hosts something which hinder also the success of the campaign.

4.3.3 Respondents' Familiarity with HIV/AIDS Programs

The respondents seemed familiar with the time, hosts and even topics covered but only three among 20 respondents were familiar with HIV/AIDS Program Outside Clouds FM Radio. Another, interviewees seemed to be aware with HIV programs in TBC Taifa, and Radio One Stereo though failed to mention the name. Despite that respondents mentioned Dodoma city stations as one of stations listened frequently, respondents were not aware of any radio program of HIV/AIDS aired with the local radio stations of Dodoma. This entail the gap of knowledge created with Radio stations in the city as one of the cause of disease spreading. The city which is in top ten of the regions with high prevalence HIV/AIDS infections has more than ten regional radio stations but offering no special HIV/AIDS programs (TCRA, 2018). Most of Radio stations like Clouds FM seemed to lack effective and popular HIV/AIDS program which offer education on HIV/AIDS issues. The absence of the program entails the widen gap of knowledge to citizen about the disease hence low awareness of the disease.

The response of respondents to be unaware with HIV/AIDS programme in other radio stations cement on the impossibility of radio listeners to acquire education of the epidemic through radio stations. It shows there is little attention in radio stations concerns the matters of HIV/AIDS. Example the impact of Radio One

TUZUNGUMZE UKIMWI was still remarkable to many of respondents especially during the time when it was co presented with Mama Terry, a social activist woman of HIV/AIDS who did great job in Tanzania in educating people on HIV/AIDS issues. One female respondent remembered the program and comment, "The program encourages people to talk about HIV/AIDS openly in work places, in family or in schools as the result people were proud to take voluntary test. The media now lack strong program like that of TUZUNGUMZE UKIMWI on every Thursday." Absence of the program like that directly imply the vacuum of HIV/AIDS knowledge hence the more prevalence of the disease. The failure of respondents to recognize HIV/AIDS programme in Clouds FM and other radio stations apart from Tuzungumze UKIMWI and UKIMWI na Jamii of Radio One and Free Africa Radio respectively cement on less contribution of radio stations in raising HIV/AIDS awareness as the respected result was.

4.3.4 Summary on Radio Clouds extent of news dissemination

Therefore, the study found that though the prevalence of HIV/AIDS in Dodoma city is 5% which means there five people living with HIV/AIDS in whatever 100 people, the issue which endanger human manpower as many people are going to Dodoma, but still there is no serious media campaign to save people from the epidemic (HIV/AIDS Survey, 2016/17). Especially those who go to Dodoma while leaving behind their family and start sex affairs with new partners in the city. Political shifting of the City from Dar es Salam to Dodoma is one the key agenda of the government currently and the radio stations draw a lot of intention to the campaign more than the HIV/AIDS campaigns. Though HIV/AIDS cost life and manpower, still the agenda is less considered hence more prevalence of HIV/AIDS.

While the agenda of the globe and Tanzania as part of it is to accomplish 90/90/90 strategy by 2020 and eliminate HIV/AIDS by 2030, the media particularly radio stations are unavoidable in the fight (WHO, 2018). Determining the types of the information about the disease provided by radio stations help to evaluate or analyses how the types of information can contribute negatively or positively to the raising of HIV/AIDS awareness. Information is power, lack of information or ignorance is the source of failures and destruction. The well informed society may win against HIV/AIDS while the less informed community means the less possibility to pin down the disease. How many times and what information people got about the disease has a lot to say about the eradication of the disease.

About disseminating "News" and "information" relating with HIV/AIDS awareness through other radio stations it is important to understand News dissemination is the first function of radio station and other forms of media as explained by Aziz, (2012:73). "News" and "information" function, it is not a function specific to the radio; it applies to all mass media channels. Many people pay attention in radio for the aim of getting news and information. The good example and evidence of this is the high rating of listeners during news time in many of Tanzania radios and televisions. Therefore News is the main objective or reason of existence for the mass media. Method and technique of getting news underwent some developments and changes in parallel with the social development. For example, when the country is facing the challenge of epidemic, information and news dissemination is expected to rely on the phenomena. During the War of Uganda in 1978, radio was the important tool in organization and giving feedback of the war. The same role of radio

is expected to be during this era of HIV/AIDS but unfortunately radio Clouds show less efforts in raising HIV/AIDS awareness through news.

Though majority of the respondents agree that they receive little information about HIV/AIDS, information about HIV testing, like free testing services, important of voluntary HIV/AIDS testing and areas where there is free testing, testing information is highly disseminated in Clouds FM if were to be compared with other aspects of HIV/AIDS like Treatment, Prevention and Transmission. Use of ARVs was the second news or information about HIV/AIDS awareness which men and women were aware with through the radio stations. Other issues about HIV/AIDS like transmission, prevention of the disease, men's voluntary testing of HIV/AIDS, stigma, TB, drug uses, taboos, condom uses and people who expose themselves living with HIV/AIDS were less considered and mentioned by radio listeners of the study. The areas seemed to receive little attention in radio stations hence less understanding of the public on the disease.

Testing HIV/AIDS voluntary and treatment are the major types of news which radio stations especially Clouds disseminate to the radio listeners in order awake the awareness of the disease. According to the respondents the dissemination was to the minimum level and only on two areas testing and treating was at least covered. Therefore, radio listeners lack other HIV/AIDS information like diets for people living with HIV, delivering a negative child from positive mother, medication and safe sex for the people living with HIV and for those who are not. Also the radio listeners acquire less information about prevention of HIV/AIDS.

Study by the British medical journal in collaboration with Muhimbili states that in Dodoma the rate of men who have sex with other men is so high compared to men who have sex with different sex (The citizen, 2016, August). Therefore, few of preventive information on the matter of HIV/AIDS lower down the contribution of radio stations in raising HIV as it lower also the lever of radio listeners understanding on HIV/AIDS matters. For example, radio stations with other HIV/AIDS stakeholders do not address the issues of homosexuality and its cause to HIV/AIDS prevalence. Radio stations could educate the audience to avoid having sex with people of the same sex so as to minimize the risk of people to get HIV.

4.3.5 Ways used by Radio Clouds FM in Raising HIV/AIDS Awareness

The primary and pivotal role of media radio stations specifically is provision of news, dissemination of news is always essential role of radio station as people expect accurate and lot information by radio stations (Kuyucu 2016:228). News always disseminated with the purpose of educating, giving awareness, mobilizing for change and alarming about the situation or circumstance. During war time like that of 1978 between Tanzania and Uganda, liberation war, people could stay closer to the radio station that time Radio Tanzania Dar Es Salaam expecting to be informed about the progress of the war and the security of the country. Radio Tanzania was very active and successful in that. The same role is played by all form of media during election; it can be by election or general election, sports events like football match catch the headline in all radio stations, television, newspaper and social media. According to respondents the challenge is Clouds FM do not give airtime to news relating with HIV/AIDS.

Radio Clouds being the highest rating FM radio with large number of youths, according listeners, HIV/AIDS Campaigns like Furaha yangu (My happiness), news (covering HIV story stories) which have relation with HIV/AIDS, edutainment like playing music with HIV/AIDS message, Ads, discussions and special programs are among the way used by Clouds media to raise HIV/AIDS awareness. According to Clouds FM Program and Production Director, late Rugemalila Mutahaba, Clouds guarantee support to every HIV/AIDS campaigns so that people get awareness of the disease.

The methods used by Clouds FM seemed to be agreed by social works, journalists too as the key role for radio to play but how effective and efficient those methods are for the case of Radio Clouds is the case to be discussed in details with examples. Which way is most used by Radio Clouds in raising HIV/AIDS awareness among the mentioned, ads method was mostly recognized by 15 respondents out of 20. The method is used with sponsors different organizations of like Ministry of Health and social welfare, nongovernment organizations and other stakeholders.

Other methods like special programs for the disease, documentaries, campaign and discussion of topics relating with HIV/AIDS are lowly used with Radio Clouds. The two ways mostly used by Radio Clouds in raising HIV/AIDS awareness are HIV/AIDS ads especially those Furaha yangu ads and use of news programme where HIV/AIDS issues are covered in stories. For special occasion content treatment is used too. Among many ways which could be used by media in raising HIV/AIDS awareness Clouds use mostly ads, news coverage and content treatment few times hence make the confirmation of low performance in raising HIV/AIDS awareness.

On another hand advertisement is another important tool of media like radio stations in raising HIV/AIDS awareness. Advertising is a mode of communication which employs language and which targets a particular audience at a particular time for a particular purpose. Advertising is defined by Mathur (2005:1) as a "paid form of non-personal presentation and promotion of ideas by an identified sponsor...". It is a public promotion of some product or service; it is a form of communication that typically attempts to persuade customers more of a particular brand of product or service. According to the finding advertising is the way at least used by many radio stations in raising HIV/AIDS awareness as ads relating with HIV/AIDS are sometimes heard but most of time the ads are very seasonal. The use of Ads means radio stations ignore other methods like outstation broadcasting, documentaries, edutainment and coverage of news. The challenge of ads is that it does not give guarantee of more information hence radio listeners are less informed. Ads speak in short than other methods.

4.3.6 Radio stations with HIV/AIDS NEWS

According to Kuyucu (2016:228) the predetermined role of radio stations and other media is provision of news, Clouds FM Radio as other radio stations do relay and consider this role. The important information about what happen in the country and outside is reported in depth through news programme. Not only business news, political, social news but also Clouds FM provide full of entertainment news. Many of respondents or interviewees of this study appreciated the Cloud FM radio in provision of news also respondents were aware of news times in Clouds Fm Radio like 7:00 AM and 7:00 PM. But how many times Clouds listeners hear News about

HIV? Many listeners said few times, others said they don't hear. The response of when was the last time to get HIV/AIDS news majority of respondents said on HIV/AIDS day and the day of launching Furaha yangu campaign while few said, a month ago.

This shows there is a shortage of stories covered which have relations with HIV/AIDS. News dissemination about HIV/AIDS is not common, lack of news on HIV/AIDS means people lack important education and information on HIV/AIDS hence contribute to less awareness. Stories of HIV/AIDS issues out of events like HIV/AIDS DAY and launching of HIV/AIDS campaigns like Furaha Yangu means radio listeners do not receive much information through news. Radio listeners who prefer news automatically do not get HIV/AIDS from the radio.

Shabalala (2015, pg 184) comments that the radio and television is believed to be able to reach many people in a short period of time and is capable of making a meaningful impact on the subject intended for. Nonetheless, such impact requires repeat and consistent exposure to the messages over long periods of time. Therefore, lack of news concerning HIV/AIDS, seasonal covering of HIV/AIDS news and absence of persistence and consistency on HIV/AIDS stories means people are not informed enough hence affect the campaigns of curbing HIV/AIDS in Dodoma city. Therefore, in the area of news radio stations contribute less and even contribute nothing because there is no covering of HIV/AIDS stories frequently instead the news are event based. No news from the field example news about people who are living with HIV/AIDS in rural areas, news about children who are living with

HIV/AIDS, no news about people who take courage to take voluntary test. This all prove the hypothesis that currently media do not contribute in raising HIV/AIDS awareness. Also the application of Agenda setting and framing theories is less in radio station when it comes to HIV/AIDS news.

4.3.7 The Leading radio stations in covering HIV/AIDS News

Respondent seemed to be little aware with HIV/AIDS news even in other radio stations apart of Clouds FM Radio. News related with HIV/AIDS like stigma, drug abuse, homosexuals, HIV/AIDS campaigns, living with HIV/AIDS, people with HIV/AIDS, prevention, leaders with HIV/AIDS and ARVs uses are not reported frequently according to the respondents from Radio Clouds listeners. Respondents majority, 17 out of 20 agree with the fact that HIV/AIDS news is not reported frequently in both Clouds and other radio stations they listen. Free Africa Radio was considered as the leading radio stations in reporting HIV/AIDS news, TBC Taifa was ranked the second and Clouds FM the third. Dodoma FM, Rasi FM and A FM were mentioned too. Cementing on that one of the respondents stated that "I listen to Radio Clouds for more than four hours every day, and I like their program, but on HIV/AIDS news they take less care, in their news I normally hears about president Magufuli, Political parties events, corruption, business and entertainment news" Clouds FM forget the fact that regular report of HIV/AIDS news contribute highly in alarming the listeners about the disease, lower covering of story about HIV/AIDS issues in radio stations means less contribution on raising HIV/AIDS awareness. Radio station is the leading source of information in Tanzania; this is according to different scholars and participants of this study, they all agree on importance of radio

stations and their dependability but they are unsatisfactory with their current role in raising HIV/AIDS news (UNESCO, 2014). Political, economic and entertainment news dominate radio stations news rather than HIV/AIDS news. This keeps the society far from health education hence low awareness about HIV/AIDS and prevalence of the disease to different parts of the country become the ending result.

However, lack of stories or news related HIV/AIDS from leaders were another challenge revealed by the respondents. Leaders, politicians and social workers are news makers; any silence of leaders toward HIV/AIDS may result to media particularly radio to be silent too. Also silence and absence of investigative story relating with HIV/AIDS result to radio silence. Therefore, absence of HIV/AIDS news in radio entails irresponsibility of not only radio stations in HIV/AIDS awareness campaigns but also irresponsibility of politicians, leaders and social workers as influencers of change and news makers. This also means there is no good relation between the government, NGOs, politicians and radio stations when it comes to the issue of raising HIV/AIDS awareness. The same leaders, politicians who cover the heading of newspapers, and radio stations news in different issues like political propaganda and so forth are silent about the disease. On the relevance of application of Agenda theory in reporting HIV/AIDS news means that journalists or reporter should not only relay on what is said and report, but sometimes they have to interview people, leaders, politicians and celebrities on matters concerning HIV/AIDS. This perspective is missing in many of radio stations like Clouds FM Radio, hence less contribution in curbing the disease. Radio stations can create attention and any matter by welcoming the debate about the agenda hence the

listeners can be aware. The agenda setting theory application in covering of radio stations' news and other important information can also be assessed by the checking of interval of radio stations take in reporting HIV/AIDS news, documentaries or issues.

The interval of the time which radio Clouds disseminate news relating with HIV/AIDS is the average of one month. The fact that the space taken to report one story of HIV/AIDS to another in Clouds FM Radio is one month means there is low application of agenda setting theory. This also means the radio station do not put efforts to initiate HIV/AIDS awareness campaigns. It is important to understand that the interval of one story of HIV/AIDS to another can affect the listener negatively or positively, positively if there will be no high interval and negatively if it will take so long since covering HIV/AIDS issues. Frequent report of HIV/AIDS also determine the activeness of radio stations in raising HIV/AIDS awareness as the disease do not need seasonal initiatives but consistency once.

The respondents compared the interval of the news about shifting of the Capital City from Dar es Salaam to Dodoma, news of prosperity of Dodoma as City, news about security of the city and the interval of corruption news in Radio Clouds and other radio stations where it seemed to have high interval. Majority of respondents both females and males seemed to be aware of the news concerned the mentioned agenda which have no relation with HIV/AIDS and all of the respondents agree that they heard news about one of the agenda in every weeks and sometimes more than two times per week. For example, news and discussions about, corruption was the leading issue in Clouds FM compared to HIV/AIDS issues.

4.4 Edutainment for Free HIV/AIDS Generation in Tanzania

Entertainment Function of the Radio: Radio has an entertainment function that allows people to spend enjoyable time. This function offers entertainment service to individual in the cheapest way possible. In addition, it is important in terms of motivating towards cultural programs. Therefore, slogans have been generated such as "educating while entertaining" or "entertaining while education". People feel the need of entertainment in order to get away from the tiring and stressing rhythm of their busy daily life. Entertainment in big cities is an activity based on time and financial power; therefore, mass media channels can satisfy this need of people. Radio offers an opportunity to listen to the performance of many singers that can be seen under financially challenging conditions in the entertainment venues (MEB, 2007; 11). Radio Cloud FM which is very popular in playing music can play crucial role in raising HIV/AIDS awareness if the entertainment goes together with the education about HIV/AIDS. Educating while entertaining do not mean only playing educative songs or educative Opera Soaps but also means using entertainment programme for education. The host of the music program can play good songs at the same time sharing the tips on how one can protect himself or self from HIV/AIDS. On the other hand, messages include those of songs with the HIV/AIDS message or content treatment in the way that people hear about HIV/AIDS.

Buren (2011) explores how music is playing an integral role in HIV/AIDS interventions and social change in Nairobi, Kenya by speaking out things which accelerate the HIV/AIDS prevalence but seemed difficult to discuss them. Taboos, myth about HIV/AIDS and condoms uses being among of those issues addressed

through music in Tanzania. The same role of music in raising HIV/AIDS awareness was expected to be applied in Dodoma city, Tanzania through radio stations. Radio Clouds FM which value entertainment to big extent; it is like one of the core value or objective of the station as many people particularly youths prefer entertainment to other programme but according to the findings educative songs like Kosa la Marahemu, are not commonly heard in Radio Clouds.

Challenge is that the youth respondents of the study, 9 out of ten mentioned music as one of the reason which attract them to turn on radio Clouds FM. But the question how music played in the particular radio station help them to be aware with HIV/AIDS only two of them, one female and a male respondent accepted being listening music which educate and give awareness about HIV/AIDS.

4.4.1 Music or songs as anti HIV/AIDS tool

In 1990s and 2000s use of songs, opera soap like Twende na wakati were most used, radio stations played those songs frequently and people got awareness. Songs like Usinitenge by Professor Jay carrying the message of stopping stigmatization, Alikufa kwa ngoma by Mwana FA and Jay Dee talked about HIV/AIDS activist who died by the disease, ToT Choir under late John Komba came with famous song Mgeni (stranger) the song tells how dangerous the disease is. During those times music was the important component used by Radio stations to raise awareness. But currently respondents comment on the absence of those songs in Radio Clouds hence radio listeners interested in music lack the message of awareness through music as it used to be. One of the respondent commented that "Nowadays to hear a song with

HIV/AIDS message in radio Clouds FM and other stations is like taboo, but songs about love, sex are so many

According to (Vivian2003) almost all mass media have an entertainment component, although no medium is wholly entertainment. The power of entertainment is very high to if turned to educating the community. From that concept is where it come entertainment for education. Providing education while entertaining at the same time is the technique which is very important in Tanzania context when it comes to HIV/AIDS awareness campaigns.

Musicians like Remmy Ongala played a great role in raising HIV/AIDS awareness from its beginning. Remmy Ongala in 1980s composed a song called "Mambo kwa Socks", sample of the lyrics were: *my dear brothers and sisters please listen to my song, the world is at war between people and AIDS. So if you want play football don't play without socks otherwise you will kill yourself*. In the song "Socks", were the figurative language which means condoms. Thus, when he says playing football with socks he means using condoms during intercourse. Though the songs were banned by the government, the main intention of the songs was to raise awareness to people that there is HIV/AIDS, the epidemic without cure hence encouraging people to use condom while having sex and have only one partner.

The song raised discussions in street and even created awareness of using condoms in time where people were not familiar with condom uses and HIV/AIDS issues. Absence of songs like this has negative impacts in raising HIV/AIDS awareness.

Even if there are no new popular songs with HIV/AIDS message, playing these old songs with HIV/AIDS message could awake people and make them not forget about the epidemic. Also playing these songs like Mgeni, Alikufa kwa ngoma, Msinitenge, and Maambo kwa soksi at least once or twice per day will encourage other musicians to sing about the epidemic for desire of airplay for their songs in radio stations.

Barz (2006) on the other hand comment that songs are often implemented in disease prevention programs to effectively communicate various messages of HIV/AIDS and there are indications of this success in various parts of Africa. The success story of Uganda shows evidence of extensive use of music, poems and dance to increase awareness and behavior change in the communities. This also is the same in Tanzania where in raising HIV/AIDS awareness rap and Rn B songs, Dance music, traditional music played crucial role. Even in the campaigns to eradicate FGM in regions like Mara, Dodoma, Manyara and Arusha modern and traditional music played significant role. Some initiatives come from women's groups that perform songs, dances and poems about the importance of getting tested for HIV and to change behavior. Additionally, there are many documented beneficial effects of using songs and music as elements in communicating messages about health issues. Apart from the basic facts and HIV-related behavior encouraged by the songs, they also function as therapy for those that suffer from the disease because "even if they are in pain they will get some life back if there is music." (Barz, 2006, p. 59). Thus taking educative music and songs on air in radio Clouds might have great impact in raising HIV/AIDS awareness and the verse versa impact occur when music is ignored by the HIV/AIDS stakeholders like Radio Clouds.

4.4.2 Power of music in shaping behavior and attitudes

Concerning the potential of using music and songs to shape the HIV/AIDS discourse in Tanzania, Bastien (2009) states: "Failure to recognize the importance of oral traditions in Africa and the potential of music and song for stimulating social and behavior change would represent a missed opportunity in HIV prevention strategies" (p. 1357). This statement entails the important role of Radio Stations like Clouds FM in raising HIV/AIDS awareness because uses of music and songs can have great impact in raising HIV/AIDS when radio stations participate actively in playing music with the HIV/AIDS message.

Radio can support the campaigns HIV/AIDS awareness through songs and music as it helps the message to reach many people at once. The power of entertainment in raising HIV/AIDS awareness is explained well with MEB as slogans have been generated such as "educating while entertaining" or "entertaining while education". People feel the need of entertainment in order to get away from the tiring and stressing rhythm of their busy daily life. Entertainment in big cities is an activity based on time and financial power; therefore, mass media channels can satisfy this need of people. Radio offers an opportunity to listen to the performance of many singers that can be seen under financially challenging conditions in the entertainment venues (MEB, 2007; 11). This chance of radio stations is not well used by radio Clouds as still the mixture between the education and entertainment is not successful if considering the respondents' views. Majority of respondents considering music as the tool used by radio stations like Clouds in political and entertainment more compared to how it used for raising HIV/AIDS awareness. Political agenda like

elections and other political events seemed to have more coverage in relation with HIV/AIDS issues.

Listeners of radio Clouds FM were asked to mention the songs and Opera Soaps which carry HIV/AIDS. Respondents mentioned songs like Alikufa kwa Ngoma(He dies from HIV/AIDS) by Mwanafalsafa, Msinitenge (Stop stigma) by Professor Jay, Mshikaji mmoja(Closer Friend) by Joslin, Kosa la Marehemu(Mistakes of who died) by Uswahilini Matola, Ukimwi (HIV/AIDS) by In Africa band, though the most song mentioned by majority of respondents especially those who were above 20 ages, both males and females mentioned two songs Starehe by Ferooz and Mgeni(the stranger). The songs mentioned by the respondents were songs which were popular more than ten years ago. This why most of young respondents failed to mentioned any songs, just few mentioned Starehe by Ferooz.

Societies use music in different ways, but behavioural control is ða major mechanism of its actionö (S. Brown 2006, 2-5). The societies which do not get message of change through music experience the gap of knowledge in various issues. The absence of music which heard in radio Clouds FM means lack of influence in changing behavior. Therefore, from young respondentsøviews of this study, there are no popular songs with HIV/AIDS messages heard through Radio Clouds. Also other radio stations do not give airtime to songs with HIV/AIDS message as it used to be. This failure of young respondents to be aware of any educative song from Bongo Flavor, dance or choir means the use of songs as the way of raising HIV/AIDS is not used much by radio stations as the result young are not aware with educative songs

but aware with non-educative songs. It also means radio stations and others governmental and non-governmental organizations are not creative in developing approaches which will be useful in drawing attention through entertainment. Listeners should get entertainment but at the same time acquiring education on prevention, testing and treating of HIV/AIDS.

4.4.3 Application of Agenda Setting Theory through music

Radio stations have a role to act as the agenda setters and one way of setting HIV/AIDS agenda is through using of songs which carry the message of awareness. Respondents were asked to explain the interval it takes since when they heard one HIV/AIDS songs to another. Majority of respondents informed that it takes more than one to two months for them to hear HIV/AIDS educative songs in Radio Stations and even in other radio stations apart from HIV/AIDS songs heard weekly in Free Africa Radio as Sound Track. One of the respondent, who is 45 ages, compared the situation of using music as way of educating in more than ten years back and the current situation by saying that now a days radio stations are just part of supporting factor of spreading the disease in Tanzania as songs which are played in many of Radio Stations like Clouds FM are those which inspire people to involve themselves in unsafe sex, fornication, prostitution, adultery and considering women as sex objects. He gave example of the popular song of Bongo Flavour at the time of the study, Wowowoo by Yazid. The songs seemed to encourage people to have sex with women with big figure. According the respondent, other songs encourage sex for sell and sex for prestige hence support the spreading of HIV/AIDS. Another respondent commented that as many of radio presenters do not take music for education serious.

By not giving airtime to educative music most of artists keep in writing songs which will be interested with Djs and radio presenters. So if media people will change attitude the Bongo Flavour Industry will be active in raising HIV/AIDS awareness. It seemed that radio presenters do not only have influence to influence selection of songs to be heard in radio stations, but also have power to shape the mind of artists to write certain kind of songs hence balancing of entertainment and educative songs by Radio Stations can be away of awaking people about HIV/AIDS.

Giving the example of Zimbabwe where Oliver Mtukudzi one of journalist who was the respondent of the study cited Mtukudzi as musician who plays significant role in raising HIV/AIDS awareness through music. Mtukudzi's sustained involvement with public health campaigns is directly related to his ability to convey messages about the relational politics of HIV/AIDS, complementing the biomedical models of disease typical of public health work. By participating in public health campaigns, Mtukudzi contributes to reaching a larger audience with his carefully crafted lyrics. Some of people regard Mtukudzi as ambassadorial role in HIV/AIDS awareness and prevention work, lending his music, voice, and image to prevention and awareness campaigns conducted by a broad spectrum of organizations, both locally and internationally. He started HIV/AIDS campaigns since in 1986 were he released a song called "Stay with one woman", in 2000 he came with another song with HIV/AIDS message, Todii, which simply means "What shall we do" (Kyker, 2012).

In Tanzania, there is no a musician who is recognized for consistence outstanding music in raising HIV/AIDS. Remmy Ongela can be recognized as the first musician

to sing about HIV/AIDS, giving the message of awareness and prevention. Ferooz who released the popular song for HIV/AIDS awareness, in the songs he is regretting for having promiscuity behavior which resulted to HIV/AIDS positive. For long he stayed as icon musician in HIV/AIDS but not for so long like Mtukudzi. The absence of musicians who identify themselves in raising HIV/AIDS awareness in Tanzania undermine the HIV/AIDS awareness through radio stations.

4.4.4 Uses of Opera Soap

Opera Soap is another important method which radio stations can use to raise HIV/AIDS awareness. In the early era of HIV/AIDS Opera Soap played great role in raising HIV/AIDS awareness, but now things are different. Majority of respondents of the study were not aware any of in opera soaps program aired in Radio Clouds with the purpose educating listeners about HIV/AIDS. Opera Soaps like *õtwe nde na wakati* which means *õt let us go with times* were very famous in 1990s (Swalehe, 2000). Many studies show that many people got education and awareness of the disease through the program. Opera Soap draws attention of the listeners as it gives education by exposing serious issues at the same time entertaining. Currently in Radio Clouds there is no opera soap prepared by the radio station itself, with NGOs or TACAIDS or with collaborations or with ministry of Health, social welfare, gender, children and elders. But respondents were aware of opera soaps like *Twende na wakati*, *Wahapa hapa*, *Kamiligado*, *Shuga radio* which were broadcasted in different radio stations Clouds FM being among of them at a certain times years back. Being aware with the program of years back symbolize the impact of the programs in raising HIV/AIDS awareness in those times. Absence of Opera Soap

means currently those Radio listeners had no creative reminder of the disease. Respondents were not aware of any Opera Soap in other radio stations they listen. In addition, even the opera soap mentioned by some respondents of Radio Free Africa, called Mind your Language by Bismack group, had few stories relating with HIV/AIDS. The program of Radio Opera Soaps is still important instrument in raising HIV/AIDS awareness, Opera Soaps cannot be prepared with radio stations like radio Clouds FM only but can be prepared with collaboration of Ministry of Health, TACAIDS, NACP and other nongovernmental organizations.

The failure of radio stations to have Opera Soup which raise HIV/AIDS awareness means the radio stations do not input much effort in the aspect. This also means radio station offer less contribution toward HIV/AIDS awareness campaigns.

4.4.5 The influence and Popularity of HIV/AIDS' Ads

There are other several ways which can be used to make these awareness campaigns possible, and these include, workshops, talk shows, music, plays, pamphlets and through the electronic and print media advertisements. Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea (Aziz, 2013). Sponsors of advertising are typically businesses wishing to promote their products or services. HIV/AIDS are those ads which carry the message of change in behavior, attitude or traditions for the purpose of prevent the individual from the disease. HIV/AIDS's ads are the common methods used by media to educate people about HIV/AIDS and raise awareness for the disease.

Evaluating HIV/AIDS advertisement is another way of determining how HIV/AIDS campaigns are successful in Tanzania. Also is the one way of determining success of Radio in raising awareness. Respondents through interviews carried out by the researcher were guided to discuss popular HIV/AIDS advertisements broadcasted through radio Clouds. The minority of respondents were aware of the ads of Furaha yangu campaign which encourage voluntary testing of HIV/AIDS and ARVs uses. There was no any other ad of HIV/AIDS which carry different message of HIV/AIDS like stigma, condom use ads or abstain from sex in Radio Clouds. The ad to be known with minority of radio listeners speaks two important notions; one the ad does not get enough airtime hence few people are aware with ads. Second it means the ads have less attraction power to draw attention of the listeners. In whenever reasons among this which will be true means radio station contribute less in raising HIV/AIDS awareness.

There were few Radio Clouds listeners who were aware with condoms ads in the same stations. The difference of the message heard in those Condoms ads are not anti HIV/AIDS oriented rather than sex motivating ads. The message encourages people to do intercourse by using condoms so as to get more pleasure. Most of ads about HIV/AIDS are business oriented; this is according to the respondents. In short there is shortage of enough advertisements relating with HIV/AIDS awareness in radio Clouds FM.

Fewer Ads means radio stations had no great contribution in raising HIV/AIDS as people are not reminded about the disease. Though the Ads were few on radio Clouds but using Ads was the common way used by radio stations like Clouds FM in

raising HIV/AIDS awareness, most of the Ads are those with Government and non-government sponsorships.

There was a time when some of HIV/AIDS ads which were in video and audio form were very popular even people use to discuss about them. Other people took the message from the ads and stipulate them in their cars, bajaj, motorbike, bikes and even T-Shirts. Examples of those Ads were Michepuko sio dili (stop love affairs with people outside your marriage), Fataki, this was about a person who likes to have sex affairs with young girls. Another campaigns were Tuko wangapi (How many are we) aimed to help people to maintain relationship with a single person and stop promiscuity.

These campaigns and other helped to keep the agenda of HIV/AIDS common hence raise HIV/AIDS awareness. Currently there are no common and well known ads which means there is less application of Agenda setting and framing theory in raising HIV/AIDS. Again it means radio Clouds contribute less in raising HIV/AIDS awareness. Application of Agenda Theory when the media select the important agenda to be disseminated to the public frequently, is basically how media can affect the audience cognitively through broadcasting the message with specific intention (Scheufele, 2000).

4.4.6 Effects of Politics and Religious belief in HIV/AIDS

Early in 2000s one of the famous Ads of HIV/AIDS awareness was banned by the government for unclear and ambiguity language and message. The president of Tanzania at that time, Benjamin Mkapa was not happy with the Ads message which

it was in form of song involved different artists of Bongo Flavour like Solo Thank, Banana Zoro, Rah P, Benjamin of Mambo Jambo, Pauline Zongo and Mr. Poul. It was interpreted that the Ad encourages people to have sex with condom, though the intended messages were to abstain sex, to be faithful and when unavoidable use condom (Biden, 2014). Still Radio Clouds FM, other radio stations, NGOs and government through TACAIDS need be creative and organize musicians and other media celebrate to make ads of HIV/AIDS through music. The majority of this study still remembers the lyrics which were in the songs mentioned artists, as two of the respondents remembered the song: *Usione soo, sema nae, kuhusu kusubiri, kuwa mwaminifu au kutumia kondom (Don't feel shy to talk to with your partner about abstain, to be faithful or to use condom)*. The Ads still had impact hence show the impact of media in raising HIV/AIDS awareness. Though some of the supporters of the Ads, say Ads was banned by influence of religious leaders who were not happy with the message of encouraging condom use. Some of politicians feared to lose political influence by the conflicts with political leaders.

Ads used for raising awareness need to be clear in term of language so that the audience may not struggle to understand the message (Karugendoblog.com). Few respondents were unhappy with Ads which encourage Condom use as it goes against their religious teaching. Also the Ads need to be clear to the purpose and not contradictory in religious and culture of the particular society. Majority of respondents declared to understand the messages of the Ads like that of Furaha yangu which speaks directly without ambiguity about voluntary test of HIV/AIDS and HIV/AIDS treatment. The only challenge of Furaha Yangu campaign is that they

lack creativity and power to draw attention, so as to deliver the intended message. Few respondents were unhappy with Ads which encourage Condom use as it goes against their religious teaching.

Shabalala (2015, pg 184) comments that the radio and television is believed to be able to reach many people in a short period of time and is capable of making a meaningful impact on the subject intended for. Nonetheless, such impact requires repeat and consistent exposure to the messages over long periods of times. For the campaign to be active and successful the Ads need to be repetitive after every short period of time. When Ads are not repetitive it undermines and dilutes the message as the result the listeners lack expected education and awareness. The Ads of HIV/AIDS awareness according to respondents not only are few but seasonal too. The program like Leo tena and XXXL seemed at least to be repetitive for the Ads of awareness. The issue of HIV/AIDS to be seasonal not only on Radio Clouds but also in other radio stations like TBC Taifa show how still radio stations are not voluntary serious with the disease and also the governments and nongovernment organisations do not consider media especially radio stations in their campaigns hence poor result in HIV/AIDS awareness. Radio stations seemed to do not own the campaign of HIV/AIDS they still believe the government has a lot to do in eradicating HIV/AIDS while it supposed to be both sides.

The respondents were aware of many commercial Ads of drinks, events, concerts, beauty, administrative and even those of social campaigns like nyumba ni choo, (the house need toilet) which are very repetitive but with little attention to the HIV/AIDS

which is the national disaster. Furthermore, having few ads of HIV/AIDS awareness with low frequency of repetition not only shows inactiveness of Radio Clouds in raising HIV/AIDS awareness, but this inform about the poor application of Agenda Theory too. Being aware of the other mass media campaigns show that respondents of the study were really people who listens radio and understand the program of radio stations like Clouds.

Failing to identify HIV/AIDS campaigns while identifying other campaigns show really radio stations do not do well in HIV/AIDS campaigns like how they do in other campaigns like political campaigns. During the study respondents were unsatisfactory with HIV/AIDS messages but also the number of HIV/AIDS ads were very few hence not common. This, also inform unsuccessful media campaign on HIV/AIDS awareness. Few ads speak the less seriousness of the radio stations in educating people but again the lower frequency of ads entail the knowledge of people on issues patterning HIV/AIDS. Therefore, in the aspect of ads as method of raising HIV/AID awareness there is failure of application of both Theory Agenda Setting and Framing Theory. Because, according to Nelson *et al* (1997, p 569). Framing theory application means influence opinions by stressing the specific values, facts and other considerationö. There is lack of stressing on HIV/AIDS issues by using different methods like Ads.

4.4.7 HIV/AIDS Ads Evolution from threatening to educative

In the beginning when the disease was still new and terrifying phenomena, the nature of the messages carried by those Ads were terrifying too. The nature of the messages was those which create shock in the mind of the people. HIV/AIDS Ads aimed to tell

people, HIV/AIDS is death and shameful death (MMWR, 2016). At that time the epidemic was termed for people who are not faithful with their partners or have many sex partners.

The nature of the HIV/AIDS Ads was *“HIV/AIDS kills”, “HIV/AIDS makes you die soon”, “HIV/AIDS is the enemy of your dreams”* and *“OGOPA UKIMWI”* literary means Stay far from *HIV/AIDS*. The message had no hope but it was judgmental and prejudiced one. Somehow during this era there was high application of Framing Theory as the message of the ads stressed on creating fear. After evolution in mentality, people started to recognize the disease is for all. The ideas influenced changes of the nature of those Ads, as ARVs came into existence people now started to have different ideas.

Advertisements were those with hope of life that HIV/AIDS cannot stop a person to be the one he wanted to be. HIV/AIDS now stopped to be recognizable as dream taker and cruel life taker. Evaluating the HIV/AIDS ads from respondents, many of the respondents recognized Ads used now a days as hopeful ads, the main messages is to protect from the disease but be affected does not mean the end of life. The types of the ads message have both negative and positive impact as few numbers of ads types of ads which give hope sometimes make the audience to relax thinking that HIV/AIDS is not a problem anymore.

There is a need of applying framing theory on preparing ads so that some ads may be for encouraging people to fear not HIV/AIDS but on other there must be ads which sensitize the listeners about HIV/AIDS.

4.5 Contribution of Radio Stations in Raising HIV/AIDS Awareness.

Respondents of the above 30 years majority appreciated radio stations had helped them to be aware with HIV/AIDS. Those of below 30 ages had low appreciation to radio stations in raising HIV/AIDS awareness. The variations of perceptions entail the activeness of radio stations many years back and the inactiveness of the radio stations currently. There were few respondents (5 respondents of 20) who appreciated radio stations like Radio Clouds for helping them to be aware with the disease, how it spread and how to protect themselves from the disease. Understanding of statistics of the disease is one of the advantages mentioned by the respondents. Some the respondents commented that radio stations do nothing to be appreciated as they play more love songs which motivate sex. One of the respondent, a journalists commented that radio Clouds and other stations currently give more emphasize to entrepreneurship topics something which is good as it helps in industrialization policy, also help in employments creation and raising of house hold income, but still HIV/AIDS is very crucial agenda (SIDP,1996).

4.5.1 Media response to HIV/AIDS

But there are people benefited from radio stations, example one of the respondent, she commented that radio stations helped her to have children despite being affected with HIV/AIDS. She listened special program on how an individual with HIV/AIDS positive can have children without those Children to be affected; she didn't remember the station but she took courage and go to the doctor who gave her more clarifications. Radio stations program on HIV/AIDS helped her to bear unaffected

twins. The testimony entails that that Radio can do a lot in raising HIV/AIDS awareness and when it not involved well the citizens experience an empty space of knowledge which result into fostering of the disease. Many testimonies which were given about the contribution of radio stations were testimony of many 5 years to ten years back. This raises the concern that radio stations use to participate well raising awareness at the past rather than now. At the past radio stations seemed to act very aggressively compared to now. Even respondents who were asked to compare the radio stations role during five years back and now, many were satisfactory with the contribution of radio stations during that time rather than currently.

The general comment of respondents, all 29 respondents is that radio stations has power in pulling down the prevalence of HIV/AIDS but currently there is less efforts. Less concern of radio stations in raising HIV/AIDS awareness do not affect only the individuals but it affects the nation as whole. Lack of awareness, lead to loss of manpower that why curbing HIV/AIDS is among the development agenda in the National Strategy for Poverty Eradication (MKUKUTA), and the National Development Vision of 2025. Therefore, government effort to emphasize policy mainstreaming in all sectors should be increased in order to Prevention and Control HIV/AIDS in all sectors and to improve the well-being of the people and prepare the manpower for industrialization policy propagated by the fifth government (MKUKUTA ii, 2011).

In response to the HIV/AIDS pandemic, the Government of Tanzania has made substantial valuable progress in nearly all areas of HIV/AIDS prevention, care, and

treatment. But all the efforts done by the government on curbing HIV/AIDS need more things to be done because HIV/AIDS is still a challenge in Tanzania and in Dodoma City specifically. For example, the findings show that radio stations do not act well in the aspect of raising HIV/AIDS awareness. The listeners of radio do not get crucial information about HIV/AIDS. Topics related with HIV/AIDS like stigmatization are rarely discussed in radio stations. Issues about ARVs, food for people who live with HIV/AIDS, testing, counseling, uses of condoms as means of protection from HIV/AIDS are less reported in radio stations the fact which hinder or pool down the progress of anti HIV/AIDS campaign in city like Dodoma.

Leaders, political and governmental leaders were one of the groups which were regarded with TEF, People who live with HIV/AIDS, journalist from Clouds FM and four radio listeners as somehow cause of the HIV/AIDS prevalence as there are so quite about HIV/AIDS. For them it like the disease does not exist anymore. Valente and Myers (2010) stated that information from media reaches opinion leader who in turn influence others. They also suggested use of multiple approaches in promotion of health behavioral change. Though there is less coverage of HIV/AIDS stories, its effects cannot be completely ignored. In this study respondents described one of the contributions of HIV/AIDS program through radio Clouds FM radio is being aware with HIV/AIDS transmission, prevention and other issues like stigma, counseling and tradition which propagate HIV/AIDS awareness like polygamies, drug abuse, FGM, and considering women as sex object. Respondents agreed the fact that listening to radio when radio was active involved in raising HIV/AIDS awareness programs of HIV/AIDS has developed the spirit of helping others. As from the

source of information stipulated down with women other people was one of the information source for women.

The concept of Valente and Myers (2010) was also proved by the female respondents who in their responses showed that the HIV/AIDS information acquired through radio stations not only helped them but the information helped them to help others. So women tend to get and give information among each other. This means educating a woman through radio stations had a lot of impact to other women. *“The HIV and AIDS radio and television programs are entertaining, open discussable, educative, informative, emotive, reality based and attitude changing. Therefore, they are worth educative. Since I started listening to the Ukimwi na Jamii (HIV/AIDS and the Society) on Free Africa Radio Station, my knowledge and protective skills of HIV/AIDS have increased. I even sometimes feel that I need to reach out and help others”*. This was the comment of the respondent on how radio program of HIV/AIDS has brought positive changes in her life. More programmes of HIV/AIDS awareness which will be aired frequently contribute to *“one to one awareness”* as the listeners will talk about the disease in families, work places, and in social groups.

Another woman, a widow who was a respondent of the study, she commented that radio one show of HIV/AIDS awareness, TUZUNGUMZE UKIMWI, meaning let us talk about HIV/AIDS helped her to stay aware from unsafe sex relationships after her husband die and leave her with the children. But she said radio stations currently are not informative on the epidemic like how it used to be ten years back. The comments of this respondent show no worry about the crucial contribution in raising HIV/AIDS

awareness while at the same times it raises the concern of radio stations malfunction on the epidemic. The comments and opinions of the respondents of the study agree that radio stations have power to change the community but were unsatisfactory with the role of radio stations in contributing HIV/AIDS awareness to its listeners.

4.5.2 Issues for father studies

The study collected data through in-depth interviews with radio listeners, social workers, people who live with HIV/AIDS, and journalists. The long discussions with those important stakeholders of media and HIV/AIDS came to end with different views, perspective and ideas which foster or support and hinder the process of raising awareness of HIV/AIDS through radio stations which is the major source of information to the majority of Tanzanians. The matter came up or pop in during interviews can contribute to father study or change of approaches.

Respondents, residents, TACAIDS, TEF, people who live with HIV/AIDS, social workers and journalists mostly believe that radio stations and other forms of media do not act well toward the campaigns of raising HIV/AIDS awareness. The result of this is gap of knowledge which cause many citizens and especially young to be affected with disease and other become dilemma after discovering their positive. Majority of the respondents who listens radio stations like Clouds FM frequently are not aware with the statistical data of the disease. Some even were not aware that there is decrease of infection from 7 percent in 2007 to 4 percent in 2017 country wise and at the same time Dodoma is among the ten regions with the increase of the infection from 2.9 percent in 2007 to 5 percent in 2017(HIV/AAIDS Survey,

2016/2017). Radio stations are the important tools of localizing the data of the disease. The public be unaware with the statics of the epidemic shows the unsatisfactory role of radio stations in raising HIV/AIDS awareness.

Knowledge of the district, region and country's statistics of HIV/AIDS prevalence is the way also of raising HIV/AIDS awareness. In one way or another it may create fear of unsafe sex relationship. Frequent report of HIV/AIDS statistics of the HIV/AIDS prevalence means use of Framing theory in raising awareness of the disease. Though Mass media campaigns have been a key component of health promotion for a long time, particularly where behavior change is desired, still radio stations need improvement in the planning of the program so as to make the programs more effective in raising HIV/AIDS awareness.

Also awareness of the number of people who died and living with the HIV/AIDS is one way of raising HIV/AIDS awareness through radio stations. Failure of respondents to be aware with the data means radio stations are not active in HIV/AIDS campaigns. In other way it also means the government and non-government do not work together with media in raising HIV/AIDS awareness. Making the statics of people live with HIV/AIDS in simple way can help to be sensitized and it can be one of application of Framing theory. For example, instead of saying 5 percent of people in Dodoma are living with HIV as HIV/AIDS Survey (2016/17) reveals, stating that in every 100 people, 5 of them are HIV/AIDS positive may draw much attention and understood clearly for many of people. The media played a big role to stop albino killing in Tanzania, the campaign was the campaign

of all radio stations and all forms of media. The killing was more the outcome of ignorance and traditions the same as HIV/AIDS disease. Respondents interviewed rise the issues like lack of awareness about ARVs uses as some of the people blame the medication to have many side effects, while others comment ARVs cause the disease to spread more as affected people live longer while having sex with non-affected people. The strategy of 90-90-90 which implemented by Tanzania government is not known by majority of the respondents (UNAIDS,2017). Having sex with different partners is still the act of prestige to some of citizens hence the spread of the disease keeps on increasing in the city.

There were respondents who strongly believe that HIV/AIDS is the myth, to them it does not exist. While Condom is insisted as the protection for the disease, there is a group of people who believe that condom lubricant contain HIV virus. People with this thinking they try to avoid having sex with condom. These all ideas have negative impact in the campaign of HIV/AIDS awareness, changing the mentality need radio stations to educate the mass. As for more than 30 years of HIV/AIDS campaigns in Tanzania having people with this mentality means radio stations which are the leading source of information by 83 percent did not participate properly in raising HIV/AIDS awareness (UNESCO, 2014).

4.10 Challenges in raising HIV/AIDS awareness through radio Clouds

Majority of respondents, TACAIDS officer, People who live with HIV/AIDS social workers and even journalists themselves are so unhappy with initiative of media radio stations specifically in raising HIV/AIDS awareness. They agree there is silence termed as dangerous silence of radio stations like Clouds toward the campaigns of

raising HIV/AIDS awareness which keep in destroying manpower. Commercial Ads, entertainments, political agenda, economic agenda and celebrates news are very common in radio Clouds station compared to health educations and HIV/AIDS educations. The gap of HIV/AIDS which lead to the new infections is not fed well with the radio stations. The media keep silence toward the disease as the result people keep in dying. Journalists have low understanding of the disease; they lack proper terminologies for the disease and rise misconceptions about the disease. Commenting on the challenges Clouds Media respond advised the government to have media strategy campaigns in the whole year. The government also is blamed for not supporting the campaign of HIV/AIDS. The general secretary of TEF cement on the less support òThe government has left the sponsors or donors to fund the HIV/AIDS campaigns, the government have to take direct involvement by funding the projectö.

4.11 The journalists, People who live with HIV/AIDS. TACAIDS, TEF, social workers and citizens' way forward to HIV/AIDS awareness

1. Every group had different ideas about the ways which radio stations can use to raise HIV/AIDS awareness effectively. Also some of the suggestion seemed to be similar.

Table 4.5: Solutions measures to be taken by media. Source respondents of the study.

Journalist's solutions and TEF, Clouds FM	People who live with HIV/AIDS, TACAIDS, Social workers' solution	Radio Clouds listeners
Journalists empowerment	Use of media campaigns	Intensive mass media campaigns
Consistency in HIV/AIDS issues on radio stations	XXXL program should have AIDS message	Increase of HIV/AIDS Ads
Creativity of journalist in educating about HIV	Use of Arts	Introduction Content regulatory policy
Introduction of HIV/AIDS program for each radio stations	Creative in HIV/AIDS radio program	Laws which enforce HIV/AIDS testing
Provision of financial support	Journalists training on HIV/AIDS	Journalist training on HIV/AIDS
Live talk programs on HIV	Covering HIV stories from villages	Improve radio programs
Competition of HIV radio programs	Use of music with HIV/AIDS message	Politicians involvement
Ministry of health and TACAIDS to prepare special programs of HIV and distribute in radio stations	Radio Outreach campaigns	Use of celebrities in HIV mass media campaigns
Improve relationship of media, health ministry, TACAIDS and NGOS.	Live talk programs on HIV/AIDS	Live talk program on HIV
HIV policy for media house	Counseling for separated families	HIV/AIDS Program in each radio

On the more measures to be taken in involving radio stations actively in raising HIV/AIDS awareness, residents respondents of the study had different views which some of them seemed to be the same with those of social workers and journalists. Respondents suggested that training on how to report and discuss HIV/AIDS issues is very important for journalists. This was given out as the solution for the challenge of journalist to lack professionalism in reporting HIV/AIDS issues where to many of them lack proper vocabularies in HIV/AIDS matters. Some speak in the way which develops fear for people with the disease hence also develop fear for other people to do voluntary test. The ministries of Health, social welfare, children, women and elders MCT, media owners are those who have to be responsible for the trainings. The educator must be educated enough.

Another proposed solution to activate the process of raising HIV/AIDS awareness through provision of education in media, radio stations specifically, formulation of media houses policies of HIV/AIDS which will guide provision of HIV/AIDS education to be must and consistently. Media houses policies of HIV/AIDS will develop national policy of HIV/AIDS this will mean every media house will be responsible in educating people about HIV/AIDS regularly and legally. As there is shortage of HIV/AIDS program in many radio stations like Cloud, the policy should contain the rules which regulate the content, so that every radio stations may have one hour of HIV/AIDS program per week. Every radio should have HIV/AIDS program per week. The policy should go to gather with the increase of HIV/AIDS Ads with collaboration with Non-government organizations, TACAIDS, NPCA, Ministry of Health and other stakeholders.

Use of politicians, leaders and celebrities of different sectors like music, sports, and acting. The mentioned groups have power to influence changes in the community as they had large number of people behind. Changes can be part of Tanzania if the masters of media will be involved thus all HIV/AIDS campaigns should involve famous people. Again creative of the campaign is significant radio stations should think and come up with new ideas together with social works so as to find the way of raising HIV/AIDS awareness through radio stations.

Respondents who represented social workers who work in one way or another in stopping HIV/AIDS in communities, suggested that in current situation for the radio stations to be used successfully in raising HIV/AIDS awareness, media people need to be creative by involving art like drama, traditional songs and use outreach radio program to awake the community. Journalists also were encouraged to take the issue of HIV/AIDS serious as some of them take it in less concern as the result of lacking special training of reporting HIV AIDS. Radio Clouds show, called XXXL need to carry HIV/AIDS as many of young follow the program every day of the week. Programs of HIV/AIDS need to be with creativity for attracting youths and elders, women and men. Radio presenters have to stop motivating sex between unmarried people through the words. Social workers suggested radio presenter or reporters to cover stories from rural areas as many rural people have no enough education and awareness of the disease. The covering of the story from rural will awake the people from those areas that have little understanding about the disease. Radio stations like Clouds have to balance the covering of the stories from both villages and towns as the disease is not selective.

Also use of art and music was another way proposed with respondents as solution of for the challenging of lacking HIV/AIDS awareness. Taking art and music as solution means use of edutainment as the important ways of raising awareness. While majority of respondents were unsatisfactory with uses of edutainment in raising HIV/AIDS awareness still there is a need of edutainment to be alternative method in raising HIV/AIDS awareness.

On another hand UNAIDS suggests than addressing HIV/AIDS in entertainment programmes can have an enormous impact on a society at risk. A number of researchers have noted that the Radio Tanzania soap opera *Twende na Wakati* (Let's Go with the Times), which was first broadcast in 1993, has greatly increased listeners' willingness to discuss issues related to the virus. In short, the show got people talking. After the programme had been aired for several seasons, evaluations reported that 65% of respondents said they had spoken to someone about *Twende na Wakati* and more than 8 in 10 reported having adopted an HIV-prevention measure as a result of listening to the show. Lack of Soap Opera like *Twende na wakati* in radio stations not only inform the underperformance and creativity of radio stations but it informs the disunity between ministry of Health and social welfare, TACAIDS and non-government organizations. *Twende na wakati* is still has remarkable effect in Tanzania, it was broadcasted twice a week for 30 minutes from 1993 to 1993. *Twende na Wakati* promoted family planning, gender equality, and other health themes in addiction to HIV prevention (Rogers et al, 1999). Radio listeners who were respondents of the study mentioned *Shuga* radio as one of the contemporary Soap Opera which was interesting and changed their attitude toward HIV/AIDS.

Respondents who were youth remembered even the characters of the show and comment that it helped them to have freed discussion in families, in schools, colleges and with partners about HIV/AIDS prevention like Condom uses, HIV testing and abstaining from sex.

Shuga radio serial drama designed to promote HIV/AIDS testing and counseling (HTC) and post-test services and encourage correct and consistent condom use among youth people aged 15-24 years. Shuga also covered issues on positive prevention, gender inequality and sexual violence, transactional sex, alcohol abuse and the role of multiple partnership in driving the HIV epidemic. The slogan of the campaign was "Get Tested, Use Condoms, and Be smart!" The program was aired through radio Clouds FM and other ten community radio stations in collaboration with UNICEF, MTV, HIVAIDS, Free Generation together with government representatives and young people from six countries (Tanzania, DRC, Lesotho, and South Africa. In Tanzania the program supported by TAICAIDS, MOHSW, PASADA, PSI, T-MARC, JHU-CCP and media like Radio Clouds (AIDS ARK, 2018). Though the program was aired between the years 2013-2014, majorities of the respondents had good testimonies of the program hence encourage production of more programs with the same features. Sometimes serious program of HIV/AIDS lack interest of the listeners.

Respondents of the study represented journalists were of different radio stations including Winner of EJAT Award in health category. Journalists in general are unsatisfactory with the role of radio stations in raising HIV/AIDS hence proposed different suggestions on how to make radio stations as active instrument of raising

HIV/AIDS. Some of suggestions do not differ with that mentioned by residents and social workers; for the purpose of this study repeated opinions will be at last. Journalist respondents advised establishment of rapport relationship between journalists and Ministry of Health and social welfare, TACAIDS, non-government organization and other stakeholders of HIV/AIDS awareness.

Currently it seemed like the three important parts are working separately while struggling to achieve the same goal of stopping HIV/AIDS through education and awareness. To make this more successful the ministry of health, Prime minister Office should have regularly meeting with the media people to analysis the progress. The meeting will go together with frequent training of journalistsø empowerment about HIV/AIDS issues.

Radio stations need financial support on preparing special programs of HIV/AIDS and cover more stories of HIV/AIDS in rule areas. Involvement of local and regional radio stations in the process of raising HIV/AIDS. TAICAIDS to prepare programs of educating people about the disease and distributes the content in different radio stations to be aired. In making the HIV/AIDS education so up-to-date, TACAIDS should prepare competitions of HIV/AIDS programme the winner despite the award, money and more training, his or her ideas will be used as the frame work for preparing HIV/AIDS programs in radio stations. MCT and ministry of information, culture, sports and artists should cooperate to formulate policies of HIV/AIDS in media houses. Media house should have HIV/AIDS in Visions, Mission and Motto of the company like how Constructors do. Creativity in order to avoid bored of the

program was suggested too with the journalists. The other ideas were Outreach programs, preparation of more programs, and use of radio opera soap and consistency of the HIV/AIDS programs.

4.13 Important matters rose in journalist's interviews.

Respondents seemed to lack important information about HIV/AIDS campaigns globally and nationally. Those who educate need to be educated more. The lack of crucial information includes 90/90/90 strategy; statistics of the disease in Tanzania and ten regions was the major challenge to many of the journalists. Journalists were disappointed with lack of appreciation when they do good work in raising HIV/AIDS awareness, the ministry of Health, TACAIDS, and other organisations show little appreciation and less concern about journalists' efforts. Corruption also rose as one of the major causes of low campaigns in raising HIV/AIDS awareness. Journalists complain there are favoritisms in selection of radio stations to participate in educating people about HIV/AIDS when there is payment but when its free all journalists from different stations are included.

The media laws established between 2014 and 2016 like Media Services Act, statistics act and cybercrime act also affect radio stations in raising HIV/AIDS awareness because of fear or because of poor understanding of the acts. Journalists fear to report with statistics and use of words which may make them answerable in courts. The other challenges are silence of political leaders also create media silence. Journalist lack the proper way of addressing the disease. Some of the journalists gave example of measure taken to Clouds Media after interviewing a man who practices

homosexually. The station was ordered to pay fine after the interview (Star TV, 2016). There are things which involve with the spread of the disease but are very sensitive to speak through media.

According to the respondents social workers who work in curbing HIV/AIDS were commonly exposed with training of HIV/AIDS. Though social workers were unsatisfactory with numbers of trainings and seminars they attend currently, the situation was much worse for journalists. The training of journalists on HIV/AIDS issues conducted with TACAIDS, Nongovernmental and governmental organizations or media workshops were very few. This means media people lack training and exposures to new issues of HIV/AIDS which have direct impact on how radio stations raise awareness of the epidemic. Therefore, are not prepared to be active in HIV/AIDS campaigns as they know nothing much. Their level of understanding is just as a normal person and this affect the campaigns because the educator must be more educated.

Mass media campaigns have been a key component of health promotion for a long time, particularly where behavior change is desired. Since the discovered of HIV/AIDS epidemic in Tanzania more than 30 years back, mass media, specifically radio stations like radio Tanzania Dar Es Salaam at the time, now TBC Taifa has been used as a primary intervention to prevent HIV through increasing awareness and knowledge about HIV transmission, adoption of socio-sexual behaviors, and promotion of early utilization of health care services such as HIV counseling and testing (HTC) and antiretroviral therapy(ART) utilization of health care services such

as HIV. On the other hand, Elkamel (1999), comment that for the use of mass media like radio stations, it requires careful planning, audience research, message development, pre-testing dissemination strategy, evaluation, co-ordination with existing services, and linking mass media with interpersonal communication. Therefore, though radio stations are important instrument in raising health education specifically HIV/AIDS education still it depends on research, proper planning and frequent evaluation on their performance. The society is not static, but dynamic that means even the ways or approaches used to reach the audience have to be dynamic for the media like radio stations to achieved desired goal in raising HIV/AIDS awareness. Changes of media to effectiveness campaign do not come from vacuum, need suggestions based on experiences, professionalism and studies which have been done.

Who educates the educators? Is the important question to be answered by HIV/AIDS stakeholders in Tanzania? Journalists participated in the study agreed the understanding of HIV/AIDS issues is very low among journalists as it was commented by radio listeners. In other countries like Nigeria Journalist have been mobilized to form Association of HIV/AIDS reporters.

The association link with different non-organizations and the government prepare workshops on HIV/AIDS matter which help to raise awareness of the epidemic among the journalist hence provision of accurate information toward the disease (USAIDS, 2008). Special training for journalists encourages journalists to cover HIV/AIDS stories as part of what learnt in the workshop. The challenges of covering HIV/AIDS stories rural areas may have solution example how to get fund of

HIV/AIDS campaigns in media when journalists, non-government organizations and government meet together.

Which type of radio program can be more useful in disseminating HIV/AIDS information to the listeners was one of the questioned answered by the respondents. Majority of respondents, journalists, social workers and residents had similar thought on the program. Considering the current circumstance where there a lot of myths and wrong information about HIV and people who live with HIV/AIDS Talk show was much preferred and suggested (UNAIDS, 2004). This program is a program which experts from different departments are invited to educate the public on the current health issues and more frequently HIV/AIDS issues.

Celebrates are invited to the same as people who live with the HIV/AIDS for testimonial story of counseling, testing and accepting the result. On Talk Shows is when the health expert briefly presents the topic of discussion and the public calls to ask question or voice out their comments with regard to the topic of interest. As entertainment had talk shows and other serious program HIV/AIDS awareness need this kind of program in each radio station and not only Clouds FM. The programme give room for young who come from the families covered with silence about HIV/AIDS to talk and ask question freely. In curbing HIV/AIDS the government should also try to allow free discussions of HIV/AIDS to be carried on the radio stations. The stations should not keep quite.

Contrary to Tanzania were media do not encourage discussion and there is no special program in radio Clouds and many of other radio stations like those in Dodoma city,

Ugandan experts believe that the simple act of talking has made a profound difference to the course of the country's epidemic. The fact that President Yoweri Museveni has allowed a free discussion on HIV/AIDS in the media, among organizations and in civil society is cited as a key element of the country's success in reversing the epidemic. The centralist character of the Museveni regime was crucial not only to mobilising state organisations and foreign aid resources, but also to ensuring significant involvement from non-state associations and religious authorities (PUTZEL, 2004:1).

This discussion has been promoted and fostered across genders and generations, with men and women encouraged to talk to each other and to their sons and daughter. Uganda being one the first Eastern country to allow FM radio hence increases of radio stations which provided accurate information about HIV/AIDS by involving directly in raising HIV/AIDS awareness contributed to the stopping of HIV/AIDS epidemic. The difference of Uganda and Tanzania is that radio stations in Uganda played active role and still act the same against HIV/AIDS while in Tanzania the number of radio stations is high in every region but less active in fighting HIV/AIDS and the government do not involve them properly. Radio Clouds and other radio stations of Tanzania need to take the lesson from Uganda radio stations in raising HIV/AIDS awareness.

Agenda setting theory remain to be the important theory of applying with the media likes radio stations in raising HIV/AIDS awareness. Respondents of the study suggestionsø relay on recognizing radio stations as the important tool in setting

HIV/AIDS agenda. Frequent news reports of HIV/AIDS, playing educative songs of HIV/AIDS, airing of Soap Opera and increase of Ads of HIV/AIDS are the regarded as good ways of setting the HIV/AIDS agenda to the public. The public which consume HIV/AIDS contents through radio stations frequently become in good position of eradicating HIV/AIDS compared to the public which do not get in contact with HIV/AIDS contents. The major challenge was that radio stations which have power to decide on what to be aired take less concern on HIV/AIDS matters. This makes HIV/AIDS to be a dead agenda in radio stations and in the mind of the people hence in behaving. To get success in raising HIV/AIDS awareness and reach 90-90-90 strategy by 2020 agenda setting should be common in media.

Framing theory in other side as the way media news are framed in reporting seemed not much considered with current campaigns of HIV/AIDS in radio stations. The forms of news, campaigns and ads are not in threatening way or in drawing attention of the disease. The same songs and Opera soap which could be useful in raising awareness lack sense of sensational approach. Radio stations fail in framing their Ads, stories, and edutainment to make them attractive and with drawing attention. Framing theory is less applied by radio Clouds as the news about HIV/AIDS are reported like any other news.

This undermines the success of the mass media campaigns in media. The theories are mostly seen as irrelevance on media HIV/AIDS campaigns because listeners consume little amount of HIV/AIDS issues like transmission, prevention and treatment. The poor application of framing theory may be the result of lack of

training to journalists concern the disease. When the educator is less educated obviously it will have impact to the consumers of radio information, listeners.

CHAPTER FIVE

CONCLUSION AND RECOMANDATIONS

5.0 Conclusion

Vivian (2003) comments that, radio can motivate people to take action. Radio stations in Tanzania can motivate behavioral change to ward HIV/AIDS eradication. Radio stations like Clouds FM Radio and its programmes on HIV and AIDS play a crucial role in the raising of awareness to the public. The contribution of radio stations in raising HIV/AIDS awareness in Tanzania and its regions like Dodoma is undeniable. The success of any HIV/AIDS campaign need backups of media, radio stations specifically. This was, developed from respondents' ideas and suggestions as the majority seemed aware of radio stations initiative and weakness in HIV/AIDS campaigns. For number of reasons from the study, this study found that radio stations contribute less in HIV/AIDS campaigns compared to some years ago. Again the findings support the expectation of the study which stated that radio stations contribute less in HIV/AIDS campaigns.

The big challenge observed from respondents' data is presence of HIV/AIDS knowledge gap to most of respondents. The second is seasonal HIV/AIDS campaigns; respondents were unsatisfied with seasonal campaigns of HIV/AIDS. This was explained by radio Clouds listeners, Clouds presenter, social workers and people who live with HIV/AIDS. There is no consistency and persistence on anti HIV/AIDS campaigns, people normally hear about HIV/AIDS during HIV/AIDS Day. Therefore, despite the media like Radio Clouds to have power to bring changes yet that power is not used properly. Though dissemination of news and information

is the main traditional role of media specifically radio stations, most of respondents said they receive little news and reports concern HIV/AIDS. Thus means Radio Clouds FM and other form of media pay less attention on covering HIV/AIDS news as the result people or listeners forget about HIV/AIDS in their mind but forgetting does not means the absence of HIV/AIDS. According to respondents causes of HIV/AIDS most of them are ignorance oriented hence radio can input awareness to listeners and HIV/AIDS become a story. Again, media have power to determine the success of government in HIV/AIDS campaigns as the radio stations are still have trustworthy in majority of the media.

This is because majority of the respondents mentioned radio as one of their main source of information, health information and common information. In Tanzania radio stations do not function well in the area of HIV/AIDS awareness, the power of media is less used as there is shortage of HIV/AIDS programmer, less covering of HIV/AIDS stories and there is low number of HIV/AIDS news which is the determinant factor of radio stations under performance. According to the finding radio stations do not function well in raising HIV/AIDS awareness hence increase of HIV/AIDS prevalence. This also means the expected result of the study that radio stations contribute in raising HIV/AIDS is completely not true.

Tong (2006) has described that the international AIDS reporting can be regarded as consisting of three phases: the initial reaction of fear and ignorance, the development of awareness, and finally, a concentration on more precise scientific and policy developments. Therefore, Radio Clouds should not only focus more on policy

developments; but go beyond just generating awareness among the public. Tanzania Radio Stations like Clouds FM function poorly in all three aspects hence more initiatives are needed to ensure the awareness of HIV/AIDS to the people of Dodoma city. Uganda as one country of East Africa which was very affected with the HIV/AIDS but the use of media and mostly radio stations at the time being brought Uganda to the rays of hope and become one of the country of good example for Tanzania in fighting HIV/AIDS. Tanzania needs to take that lesson into action so as to change the situation.

Educated people may have power to educate others, as in the study some respondents especially women appreciated the role of radio in educating them about HIV/AIDS hence they educate others about the epidemic. Good planned and organized campaigns Radio Stations like Clouds FM result to one to one campaigns in families, workplaces, among couples, schools and society as whole. This happen because women according to the respondents one of way which used by women to get information is chatting. Therefore, when a woman got enough information about the disease will be able to educate others. On relation with the study findings people do not educate each other because they have knowledge gap of HIV/AIDS hence sometimes spread ideas which pollute others like that mentioned by the respondents accusing ARVS as one of the source of HIV/AIDS prevalence. The notion like this can be cleared out with radio stations airing educational content of HIV/AIDS. Therefore, the increase of HIV/AIDS rate in Dodoma in somehow radio stations like Clouds have to take that as self-check up on how they play role in educating their listeners.

There is a demand of edutainment programmes based on providing health education specifically on HIV/AIDS issues. Respondents remember the lesson from Twende na wakati Opera Soap which was aired in 1990s, the same remarkable effects are in the mind of respondents speaking about Bongo Flavour songs which carries HIV/AIDS message like Starehe by Farouz. This means the aspect of education has great impact when combined together entertainment. Combination of educations and entertainments program are preferred more with radio listeners of both genders hence the approach is still needed in raising HIV/AIDS awareness. Currently there is no Opera Soap which carries the message of HIV/AIDS, even respondents failed to recognize the popular HI/AIDS songs. Entertainment which is one of the favorite for youth need to have some creativities which encourages HIV/AIDS Test, uses of Condom and abstaining from sex intercourse.

Advertisements of HIV/AIDS should not be ignored in HIV/AIDS awareness campaigns, they sent message in simple ways. Also the preparation of the Ads should consider the simple language of the listeners to ensure the delivery of the message correctly. As there is little more Ads in radio stations which weaken the process of raising HIV/AIDS. Media should prepare Ads voluntarily as the way of reminding the listeners about the disease. In addition, radio stations should let the people be informed about the disease. Media have to take HIV/AIDS as national agenda whenever there is a discussion about industrialization, women empowerment and youth, education provision or technological changes. HIV/AID has to be important agenda which should not be forgotten as all development depend on good health of the people. The good health of the people is the good health of the nation. Radio

listeners who were respondents of the study recognized single media campaign on HIV/AIDS (Furaha yangu), the campaign which insist on voluntary test of HIV and medication of the disease. This imply lack of other information about the disease like prevention, stigma, diet to who live with HIV, Condom uses and multiple sex partners. Vacuum of HIV/AIDS knowledge increase the prevalence of the disease in city.

Some respondents mentioned ARVø as the cause of HIV/AIDS prevalence in the Dodoma city. ARVø were considered the cause because they make people who live with HIV/AIDS to live longer hence spread it to other people. On recommending the solution of HIV/AIDS in the city, killing of the people who live with HIV/AIDS was one of the solutions proposed by the two respondents of the study. This entail the media, radio stations be included are doing little initiations to educate the people. A person who listen radio stations could not consider people with HIV/AIDS as dangerous people, because considering them as dangerous develop the stigma attitude.

The end result is discouragement of voluntary test, so for the campaigns of testing HIV to be more successful people must be educated more about the disease. Citizens have to be more aware and one of the ways of raising awareness is effective use of radio. On another hand the governmentø role toward HIV/AIDS campaign is so questionableø as media lack backup from the government especially in term of finance and policy.

5.1 Recommendations

The recommendations for the study are divided into two main parts. Part one include recommendations made on researcher's views or perspectives and recommendations on the ground of respondent's ideas. Considering the fact that HIV/AIDS is still the problem in Tanzania and to some regions like Dodoma there is increase of the problem the situation which hinder the economic programme of the countries and the implementation of 90/90/90 strategy by 2020, radio stations like Clouds FM and other need the following in order to be active in the war against HIV/AIDS:

From respondents and other scholarly work, it has been evidenced that radio is still the major source of information and HIV/AIDS information. Therefore, it is important the all HIV/AIDS campaigns conducted by the government or non-government organization to involve radio stations. It should be policy to control dissemination of HIV/AIDS news and information in the media like radio stations.

The policy shall guide the content and the time must be used by radio stations airing content about HIV/AIDS. Media houses like radio stations should have indoor policy of HIV/AIDS. The policy should guide the journalists to report at least one story relating with HIV/AIDS per week. Reporters from different parts or regions of Tanzania will be recommended to cover at least one story relating with HIV/AIDS. Every radio station should have at least one weekly program of HIV/AIDS. The preferred program is talk show on HIV/AIDS matters. The program should discuss reality matters relating with HIV/AIDS. The aim is to upgrade the level of awareness and put HIV/AIDS education constant in media. The program for HIV/AIDS should

uses simple language to make every listener understand. Mixing of language or use of more complicated word should avoid.

TACAIDS under MOHSGCWW in collaboration with media council of Tanzania should prepare training for journalists on how to disseminate HIV/AIDS information. The trainings should aim to develop professionalism in reporting HIV/AIDS at the epidemic sensitive as sometimes touch the traditions and religions. The trainings should also use to give the new update statistics. Educating the educators should be highly considered. Respondents recommended that there should be stimulating announcements in preparation for the HIV and AIDS radio programs. As there so many announcements for different radio programme it should be the same for HIV/AIDS programme. These programs must run at convenient times for listeners especially when they are at home in the evening. An example the programs should be avoided to be aired during working hours because other people will not have time to listen. This also include HIV/AIDS should apply to HIV/AIDS where primetime or gold time should be the best for playing. This means the time of high rating like nearly to news or favorites program like XXXL.

In Tanzania more than 80 percent of the people are living in rural areas. This also may be the case in Dodoma city that many people are living in rural but they have close contact with urban people. But people of rural areas have less coverage of radio stations and other form of media. The government should support and encourage the coverage of radio stations in rural areas as part of ensuring HIV/AIDS awareness for all people. Program like Leo Tena should be used as the best way of reaching

women for HIV/AIDS awareness. Women have high prevalence than men which according to Mann and Tarantila, (1998) is the result of consistent with the general observation that low status and marginalized social groups. ÕLeo tenaö program which one of the favorite programmes for women should educates women about HIV/AIDS. In era of increase of internet use in Tanzania, HIV/AIDS campaigns need to use social media and internet in general so as to reach youth who according to the study internet is their source of information.

Edutainment should be one of the most used tools in educating people about HIV/AIDS. Still there is a need of Soap Opera which modeling of characters discussing HIV/AIDS should be used to intent stimulating interpersonal communication between individuals. The impact of Twende na wakati, Shuga Radio, Wahapa Hapa should be used in formulating other programs. Also songs which carry HIV/AIDS message should be recognize and ignore that with the message of encouraging unsafe sex. Radio stations have to address all behaviors and traditions which propagate HIV/AIDS. Traditions like FGM and behavior like promiscuity should be addressed by radio stations.

The researcher recommends Talk show program based on HIV/AIDS matters. The program should give chance listeners to ask different question which bother them. The questions should be answered with experts and not any persons. The program should be interesting and participatory so as to catch the tension. Also the researcher, recommend TACAIDS to conduct the debate with journalists and other stakeholders on means which can be used to achieve 90/90/90 strategy by 2020 and eradicate

HIV/AIDS by 2030. Community, regional and national radio stations should be involved in HIV/AIDS campaigns. Isolation of other radio stations in the campaign creates biasness of the campaigns. Socio media is common source of information to many people, new media like websites, blogs, online Channel should be used in raising HIV/AIDS awareness as there is no active movement in social media toward HIV/AIDS awareness. MCT should encourage journalists to write about HIV/AIDS and should be HIV/AIDS in EJET so as to motivate journalists to write and report more about the epidemic. Fund to support journalist who work in rural areas covering matter relating with HIV/AIDS should be provided by TAICAIDS.

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INTERVIEW GUIDE

Dear respondent,

Mrí í í í í í í í í .. is a Masters of Art in Mass Communication from The open University of Tanzania. As a requirement for the fulfillment of his studies, he is conducting a research on "The contribution of radio stations in raising HIV/AIDS awareness: The case of Radio Clouds FM Radio in Dodoma City, Tanzania." I assure you that, the information of this interview will be absolutely confidential, the responses will go only to the research and information identifying respondents will not be disclosed in any way. This interview will take 50 minutes but due to inconveniences and agreement with the respondents it may go beyond mentioned time. Thank you in advance for your cooperation and valuable time.

1. Name of respondent
2. Age of respondent
3. Gender of respondent
4. Occupation
5. Address (physical contacts, office and mobile numbers)
6. Explain your major sources of information.
7. Explain the time you spend listening radio per day.
8. What can be the sources of HIV/AIDS prevalence in Dodoma
9. Explain your main sources of HIV/AIDS information

10. Explain ways used by radio Clouds to raise HIV/AIDS awareness?
11. Are you aware with any special programmes of HIV/AIDS in radio Clouds or any other radio.
12. How radio Clouds give HIV/AIDS through edutainment like songs and Opera Soap?
13. Explain the types of information about HIV/AIDS you get through radio Clouds news.
14. How HIV/AIDS Ads have helped you to be aware with HIV/AIDS issues.
15. Explain the contribution of radio stations like Clouds in raising HIV/AIDS awareness for you and other people
16. Suggest on what should be done for radio stations to play active part in raising HIV/AIDS awareness in Dodoma.

THANK YOU FOR YOUR COOPERATION

SOCIAL WORKERS INTERVIEW QUESTIONS

1. What can be the causes of HIV/AIDS spread in Dodoma city
2. Which are ways used by radio stations in raising HIV/AIDS awareness
3. Explain the position of radio stations in supporting global plan by 90-90-90 strategy and end of HIV/AIDS by 2030
4. Explains ways which are used by media like radio Clouds to raise HIV/AIDS awareness.
5. What are your comments on the current position of Radio Clouds and other radio stations in raising HIV/AIDS awareness?
6. Are you satisfactory with radio Clouds FM in raising HIV/AIDS awareness?
7. What should be done?

THANK YOU FOR YOUR COOPERATION

QUESTIONS TO CLOUDS FM JOURNALIST OR PROGRAM MANAGER

1. Explain the ways you use to support HIV/AIDS campaigns in reaching 90-90-90 strategy
2. How do you cooperate with government and non government organizations like TACAIDS in raising HIV/AIDS awareness?
3. How do you use edutainment as method of raising HIV/AIDS?
4. Explain if you have special program for HIV/AIDS issues?
5. Explain the covering of HIV/AIDS news for raising HIV/AIDS awareness.
6. How do you use Ads as means of supporting HIV/AIDS campaigns?
7. Explain how do you ensure the dissemination of HIV/AIDS information?
8. For the case of Clouds Fm which method among News, edutainment and HIV AIDS news is most preferred in raising HIV/AIDS awareness?
9. What are the challenges facing radio Clouds in raising HIV/AIDS government?
10. What should be done to solve the mentioned challenges?

THANK YOU FOR YOUR COOPERATION

APPENDIXES

Appendix 1: Permission letter of collecting data at CLOUDS FM Radio

THE OPEN UNIVERSITY OF TANZANIA
DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409
Dar es Salaam, Tanzania
<http://www.openuniversity.ac.tz>



Tel: 255-22-2668992/2668445
ext.2101
Fax: 255-22-2668759
E-mail: dpgs@out.ac.tz

Our Ref: PG201608835

Date: 09th October 2018

Clouds Fm. Radio,
P.o Box 31513,
Dar es salaam.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No. 55 in the official Gazette. The act was however replaced by the Open University of Tanzania charter of 2005, which became operational on 1st January 2007. In line with the later, the Open University mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Daileth .I. Mbele Reg No:PG201608835** pursuing Master of Arts in Mass Communication,(MASSCOM).We here by grant this clearance to conduct a research titled ***"Contribution of radio stations in raising HIV/AIDS awareness: The case of clauds FM in Dododma city*** 'He will collect her data in Dar es salaam region from 10th October 2018 to 14th November 2018.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820.We lastly thanks you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours sincerely,

Prof. Hossea Rwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA

Appendix 2: Permission letter of collecting data at CARITAS

THE OPEN UNIVERSITY OF TANZANIA
DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409
 Dar es Salaam, Tanzania
<http://www.openuniversity.ac.tz>



Tel: 255-22-2668992/2668445
 ext.2101
 Fax: 255-22-2668759
 E-mail: dpgs@out.ac.tz

Our Ref: PG201608835

Date: 09th October 2018

Caritas,
 P.o Box 922,
 Dodoma.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No. 55 in the official Gazette. The act was however replaced by the Open University of Tanzania charter of 2005, which became operational on 1st January 2007. In line with the later, the Open University mission is to generate and apply knowledge through research.

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Yours sincerely,

Prof. Hossea Rwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA