

**CONTRIBUTION OF COMMUNITY RADIO TO RURAL DEVELOPMENT:
THE CASE STUDY OF SENGEREMA FM, MWANZA TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MASS
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2025

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by Open University of Tanzania (OUT), a dissertation named: **The contribution of community radio to rural development: The case study of Sengerema FM, Mwanza, Tanzania** in partial fulfillment for the requirement of Masters Degree of Arts in Mass Communication of The Open University of Tanzania.

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DECLARATION

I, **Hadija Moses Mzava**, declare that, the work presented in this dissertation is original. It has never been presented to any other University or Institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirement for the degree of Masters of Arts in Mass Communication (MAMC).

DEDICATION

I dedicate this work to my beloved family, Firstly to my husband Deodatus Sigiferd and my beloved children Arianna whom they highly encouraged me to take this path and remain calm all the time when I was busy accomplishing this work. The mighty hands of God bless them abundantly. I also dedicate this work to my beloved Uncle and Aunt Mr and Mrs Charles Makasy and my beloved brothers and sisters for their prayers, support and encouragements.

ACKNOWLEDGEMENT

My sincere gratitude goes to Almighty God for providing me with strength, determination and courage I needed to conduct this study. My appreciation also goes to my adorable family My Uncle Mr Charles Makasy and My Aunt Mrs Eligreter Mnzava, My lovely Husband Deodatus whose moral and material support enabled me to successfully conduct and complete this study.

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Last but not least, I would like to extend my gratitude to the Community Radio for an endless support from the start to the completion of my work.

ABSTRACT

This study investigated the contribution of Community Radio, Sengerema FM specifically in Tanzania to rural development. It was guided by the following objectives namely to; examine the role of community radio for enhancing participatory development in Mwanza Region; ascertain whether Community radio involved in rural development and what its broadcast community in programs-making, determine the extent to which community radio facilitated the process of mutual sharing of development information among community members, and establish how Community radio could be more involved to boost the capacity of communities in order to bring about rural development.

Using a mixed-methods approach, the study combined surveys of listeners and in-depth interviews with key stakeholders, including community leaders, radio staff, and development practitioners. Findings revealed that community radio significantly contributed to rural development by raising awareness of issues, facilitating community participation, and providing educational content. However, challenges such as limited funding, lack of training for radio personnel, and political interference hindered its potential. The study concludes that sustainable funding models, capacity-building programs, and policies protecting editorial independence are essential. Recommendations include fostering partnerships, enhancing community involvement, and leveraging new technologies to expand reach.

Keywords: *Community Radio, Rural Development, Participatory Development, Community Engagement.*

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the background to the study, putting emphasize on active participation of rural people in development activities in the community. The chapter further gives the problem statement, objective of the study and the research questions. It discusses the significance of the study, pointing out that with the seeming ineffectiveness of the top-down development approach, the bottom-up approach should take centre stage to push development. Further, the scope and delimitations of the study are presented in this chapter. Definition of key research terms are found at the end of the chapter.

1.2 Background to the Study

Community radio is a medium that is supposed to deliver the needs of the community where it operates, contributing to its development (UNESCO, 2001, Jallof, 2012, Alumuku, 2006, Chiliswa, 2011, and Egargo 2008) by making it possible for the people to be involved in interactive discussions. Buckley et al. (2008) noted that an ideal Community Radio fosters people's participation in development issues. Community radio should be research-based, purposive, service oriented, with well-defined objectives and well built-in monitoring and evaluation system. According to White (2011b), unlike commercial radio stations, community radios should present 'meaningful' news to their audience. The national news items should be carefully selected by those well versed in socio-political and economic development, for the items to have an imprint on the community.

Sengerema FM is one of the leading community radios in Mwanza. With the frequency of 98.9 FM and a slogan of “Chemchem ya Maarifa” meaning “Fountain of Knowledge” it has significant amount of listenership in rural Mwanza. Most of its programs cater for the local community’s social and economic welfare.

Mwanza Municipality is the second largest urban area in Tanzania after Dar es Salaam. It is an industrial, commercial and administrative centre of north-western Tanzania located on the hilly southern shores of Lake Victoria. The Municipality has an estimated population of 2,772,509 according to the 2012 national census but most of its inhabitants are rural dwellers.

1.3 Statement of the Problem

Community radio as one amongst the high-valuable medium that gives voice to the voiceless, serves as the mouthpiece of marginalized people and communities development. It also acts as information diffusion strategy where non-governmental organisation, women organisation, civic group and government use the radio station to communicate developmental information in areas such as health, education and agriculture among others, to the community (Fraser and Estrada, 1998; Mhagama, 2016; Milan, 2009; Nirmala, 2015). Community radios create awareness, provide information and education, improve community skills and provide for cultural, political and economic development and empowerment (Nirmala, 2015).

Based on these facts, it is not clear whether Sengerema FM in Mwanza can claim to be accomplishing any of the community radio objectives. It is on this framework that the study assessed the role of Sengerema Community radio with regard to rural

development in Tanzania-Mwanza.

1.4 Objectives of the Study

1.4.1 General Objective

The aim of this study was to assess the contribution of Sengerema FM in rural development in Mwanza Region, Tanzania.

1.4.1 Specific Objectives

The objectives of the study are to:

- i. Examine the role of Sengerema FM for enhancing participatory development in Mwanza Region
- ii. Ascertain whether Sengerema FM is involved in rural development in Mwanza region Tanzania.
- iii. Determine the extent to which Sengerema FM facilitated the process of mutual sharing of development information among community members and
- iv. To establish how Sengerema FM could be more involved to boost the capacity of communities in order to bring about rural development.

1.5 Research Questions

The study sought to address the following research questions:

- i. What is the role of Sengerema FM in enhancing participatory development in Mwanza Region?
- ii. Is Sengerema FM involved in rural development of Mwanza Tanzania?
- iii. To what extent does Sengerema FM facilitate the process of mutual sharing

of development information among community members in Mwanza Tanzania?

- iv. How can Sengerema FM be more involved to boost the capacity of communities in order to bring about rural development?

1.6 Significance of the Study

People cannot communicate among themselves to get to know their problems and to look for ways of tackling them. The rural populace relies heavily on small-scale agriculture, but small-scale farmers lack important farming, marketing and sales skills. Community radio can play a critical role in tackling these problems. For instance, it has made possible the sharing of information essential for development; can make it possible for communities to diagnose their problems and search for solutions; can enable community members to come together in groups. Operating within groups would make it easy for communities to attain fast development thus uplifting a number of people from below the international poverty line.

Community radio, which is an appropriate tool in many ways, if well managed, can play a central role in mobilizing ideas of rural people for improvement of, say, farming and marketing of the produce (White, 2011b).

If rural development has to be realized, the people have to be empowered and encouraged to do something to improve their environment, overcome marginalisation, bring about equity, build capacities in planning and decision making, in order to uplift their living standards. People require information about development barriers and about ways of overcoming them.

1.7 Limitations and Delimitations of the Study

This study faced several limitations, including time constraints and limited financial resources, which restricted the sample size and the scope of data collection. Additionally, the reliance on self-reported data might introduce response bias, and logistical challenges in accessing remote areas may have limited the comprehensiveness of the data gathered. The study was delimited to community radio listeners, managers, producers, volunteers, and presenters in the Mwanza Region.

1.8 Organisation of the Study

The organization of the study is structured into five main chapters to systematically address the research objectives and questions. Chapter One provides the background, highlighting the significance of community radio in rural development, along with the statement of the problem, objectives, research questions, and the study's significance. Chapter Two reviews relevant literature, encompassing theoretical and empirical perspectives to establish a conceptual framework. Chapter Three details the research methodology, including the design, study area, population, sampling techniques, and data collection methods. Chapter Four presents and discusses the findings, correlating them with the literature reviewed. Finally, Chapter Five summarizes the findings, provides conclusions, and offers recommendations for future research and policy implications.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

The chapter narrows down to rural development models, reviewing literature under various headings. Participatory models of development follow, with emphasis laid on grassroots organizations. At this stage, literature is also reviewed under a variety of sub-titles. The chapter concludes with the theoretical framework which focuses on participatory communication, the research gaps identified during literature review, propositions and the conceptual framework.

2.2 Definition of Key Concepts

Community: Is a group of people living in the same place or having a particular characteristic in common (Oxford Dictionary).

Mtimde et al. 1998, defines **community** as group of people with common characteristics or interests living together within a larger society. In other word, the term ‘community’ can be defined as a condition in which people find themselves engaged in interwoven and meaningful relationships with their fellows.

BNNRC, 2010, says that **community** as considered to be a group of people sharing some familiar characteristics and or traits such as sharing a common geographical area i.e. a specific city and town, village; sharing of economic and social life through business and trade, exchange of goods and services among themselves

Community Radio (CR): Is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting (wikipedia).

Fraser and Restrepo-Estrada (2002) define community radio as being distinct from other forms of broadcasting in that it is a non-profit service owned and managed by a particular community, either through a trust or through a foundation. Additionally, it is managed by the community, and its operations rely mainly on the community's own resources. Its programming is based on audience access and participation and reflects the interests and special needs of the community.

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The authors identify the following principal functions of community radioas; reflecting and promoting local identity, character and culture by focusing principally on local content; creating a diversity of voices and opinions on the air through its openness and participation from all sectors; encouraging open dialogue and democratic process by providing an independent platform for interactive discussion about matters and decisions of importance to the community; promoting social change and development; promoting good governance and civil society by playing a community watchdog role that makes local authorities and politicians more conscious of their public responsibilities; sharing information and innovation; giving

voice to the voiceless, especially to women and young people in some societies; and providing a social service as a replacement for the telephone (Peter Da Costa, 2012).

Development: Refers to improving the living standard of a people to the level in which they can at least acquire basic needs.

Rural Development: This refers to development focused on rural settings.

2.2.0 Characteristics of Community Radio

According to World Association of Community Broadcasting (AMARC 2008) and communication scholars, Community Radio is a medium that is supposed to serve the needs of the community where it operates, contributing to its development (UNESCO, 2001; Jallof, 2012; Alumuku, 2006; Chiliswa, 2011; and Egargo 2008). By making it possible for the people to be involved in interactive discussions, Buckley et al. (2008) has noted that an ideal Community fosters people's participation in development issues.

Community radio should serve, for instance, as a dispute resolution instrument; bringing parties in conflict to the 'negotiating table' and enabling them to reach consensus. When it comes to community health campaigns such as nutrition, female circumcision and HIV/AIDS, an ideal Community radios should be in the forefront (Jallof, 2012). Furthermore, it ought to front and promote the efforts of the community-based organizations, encourage and promote positive cultural aspects while discouraging regressive ones. In addition, community radio should always demand from the local leader's good governance, transparency and accountability

(2012a). In a nutshell, in order to function well and bring desired changes, community radio station in Mwanza should possess the following characteristics:

- i. It should be owned and managed by the community for the listeners to trust it
- ii. Its programs should be relevant to the needs, interests, and desires of the community members
- iii. It should be independent of government, party, commercial, and religious organizations.
- iv. Librero (2004,) states that community radio should be research-based; purposive, service oriented, with well-defined objectives, and well built-in monitoring and evaluation system.
- v. According to White (2011b), unlike commercial radio stations, CRs should present ‘meaningful news to their audience. The national news items should be carefully selected by those well versed in socio-political and economic development, for the items to have an imprint on the community.

2.2.1 Distinct Features and Functions of Community Radio

Community radio has the demonstration of different groups and concerns in the community and inclusion of disadvantaged and minority groups. Some distinct features are described below:

- i. **The audience as protagonists**, the particular focal point of community radio is to make its audience the main character by their association in all portions of its management, content and program production, and by

providing them with programming that will help them in the comprehensive development of the particular community. That means in order for the CR to attain its objectives it must consider the audience because they are the main character in development achievement in the community.

- ii. **A special angle on News, Entertainment and Education** News on a community station is not an isolated story or event alone rather it aims to be a part of an on-going and future process which supports change and development in the community. Education and entertainment are provided in a form that is collectively cultural expression as well as sharing of experiences (Pate, 2013). The stories and entertainment communicated through community radio should be of encouraging and enhancing of rural development.
- iii. **A principle of Public Access and Participation** It is citizen's democratic right to get accurate, reliable and timely information. A community radio's broadcast pattern reaches all members of community it aims to serve and is free to comment and criticize. The main purpose is to encourage community development through public participation in various issues.
- iv. **Representation of Different Groups and Interests in the Community,** Community radio broadcasts programmes that supply to vulnerable and marginalized groups in the community and encourage them to share their ideas and views on air. Disadvantaged and vulnerable groups in the community will be able through the broadcast of their programmes, problems and limitations, issues.

- v. **Inclusion of Minority and Marginalized Groups** The programmes of community radio encourage wide diversity of thoughts and views from different marginalized groups, such as women and youth community. Besides, community radio promotes the cultural perspectives and interests of the minority groups (Fraser, 2001).
- vi. **Promote Development and Social Change** Sustainable development and positive social change of minority groups can be facilitated by community radio. It is community radio which can convey the sufferings and sorrows, difficulties and limitations of a community to the policy making authority. It can focus on the specific problems, arrange discussion on the remedies and mobilize collective action and eventually contribute to the rural development.

2.3 Theoretical Literature Review

This study is anchored in the Participatory Communication (PC) theory, which emphasizes the involvement of community members in every stage of development—from planning and initiation to execution and evaluation. As highlighted by Bessette (2006), for rural development to be sustainable, beneficiaries must lead and actively participate in the processes that affect their lives. This theory aligns with the notion that effective development communication should flow bidirectionally between grassroots communities and governmental institutions.

According to Melkote and Steeves (2001), a robust communication system enables communities to engage in dialogue, analyze their situations, and make informed decisions to improve their living conditions. Participatory Communication empowers disadvantaged groups by allowing them to voice their needs, plan actions, and envision outcomes (White, 2011a). This approach is crucial for addressing the complexities of poverty, which Kamadi (2013) argues is often inadequately addressed by generalized development programs. Legum and Mmari (1995) argue that economic growth alone does not necessarily alleviate poverty, particularly in agricultural communities where small-scale farming is predominant. This aligns with McNamara's (1978) observation that the inability of governments to boost small-scale agriculture is a major cause of rural poverty. Effective communication is therefore essential for rural communities to share information, define problems, and collectively seek solutions.

Community radio, as highlighted by Dorelli (2010) and Da Costa (2012), plays a vital role in bridging the communication gap between development agencies and local communities. Community radio stations serve as platforms for disseminating development information and fostering dialogue. However, they must balance content that meets the expectations of funders with content that genuinely addresses community needs. This balancing act is crucial for maintaining relevance and effectiveness in community development.

This theory is relevant in the sense that the study investigates whether community radio specifically Sengerema FM effectively supports grassroots participation, enhances communication, and contributes to the sustainable development.

In summary, the theoretical framework underscores the importance of participatory communication and the role of community radio in fostering effective dialogue and development. This study seeks to apply these theories to assess the contribution of Sengerema FM in rural development in Mwanza Region, Tanzania.

2.4 Persuasive Theory

This study will use persuasive theory to study community radio persuasive campaign. The concept of persuasive communication is based on Lasswell's (1948) scheme of "who says what, in which channel, to whom, with what effect". For instance, the persuasive effects of the characteristics of the source ('who says') were examined (e.g., its credibility: trustworthiness or expertise), as was message characteristics ('what') such as length, structure, order of argument presentation, recipients' characteristics ('to whom') such as self-esteem or intelligence, the channel of communication ('in which channel') such as written or orally conveyed messages, and persuasive outcomes ('with what effect') such as behavior or attitude changes.

It was hypothesized that the characteristics of the communication variables would affect the degree to which a recipient would attend a message, comprehend its content, reiterate its arguments, and comply with its position (Gardikiotis & Crano (2015).

According to Simons (1976), Persuasion theory is explained as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes”. There are requirements for the sender, the means, and the recipient to consider something persuasive O’Keefe (1990). The concept of persuasion can be described by categorizing the processes involved in the general concept;

First, persuasion involves an aim and the intent to achieve that goal on the part of the message sender. Second, communication is the means to achieve that particular goal. Third, the message recipient must have free will (i.e., threatening physical harm if the recipient doesn’t comply is usually considered force, not persuasion). Eventually, persuasion is neither accidental nor coercive rather it is inherently communicational. Many theories in this chapter are concerned with shifts in attitude, so it is important to make clear what we mean by that term.

UNESCO (2022) asserts that radio campaigns offer advantages to marketers since they possess the capability to target specific audience segments and are cost-effective, while also having the potential to draw a significant audience. Radio remains cost-effective and can be accessed universally, even in situations where energy or connectivity are unreliable. Radio campaigns offer the opportunity to pinpoint the perfect audience and bring about changes among them.

2.5 Empirical Literature Review

This section reviews empirical studies on the role of community radio in rural development, focusing on various aspects of participatory development. The

following review is organized according to specific objectives:

2.5.1. The Role of Community Radio for Enhancing Participatory Development in Mwanza Region

Community radio has been recognized as a vital tool for enhancing participatory development. Myers (2011) emphasizes that community radio can act as a catalyst for local development by mobilizing communities for projects like infrastructure improvement and health campaigns. For example, Mega FM in Uganda effectively promoted Voluntary Counselling and Testing for HIV/AIDS, leading to increased clinic attendance (Myers, 2011). Similarly, Radio Fanaka Fana in Mali disseminated agricultural information on compost manure, which not only improved local farming practices but also spurred community engagement beyond its broadcast range (Myers, 2011).

White (2011b) argues that community radio enables active participation by facilitating discussions and debates, allowing communities to collectively address their problems. This perspective is supported by Alumuku (2006), who notes that community radio fosters self-determination by enabling people to engage in problem-solving activities. Freire (1963) further supports this by suggesting that community radio contributes to holistic development by providing a platform for dialogue, which helps communities address various issues and improve their conditions.

Additionally, Chambers (1983) observes that participatory communication can enhance rural development by involving local populations in decision-making

processes. A study by Gakibayo (2015) corroborates this, showing that community radio in Rwanda has significantly improved participatory development by engaging listeners in discussions about local development challenges.

2.5.2. Community Radio Involvement In Rural Development and its Role in Program-Making

Community radio is integral to rural development, particularly in its involvement in program-making. Baxter and Purcell (2007) highlight that community radio helps identify community goals, create comprehensive plans, and monitor progress. They argue that community radio facilitates the development of strategies that are responsive to local needs. Similarly, Adegbola (2012) reports that community radio in Nigeria has been effective in promoting local development by tailoring its programs to community needs. Freire (1963) emphasizes that community radio supports holistic development by enabling communities to engage in dialogue and address issues collectively. This is supported by the work of Tufte and Mefalopulos (2009), who argue that community radio provides a platform for communities to construct their own development narratives and engage in collaborative planning.

In addition, a study by Kwapong (2012) found out that community radio stations in Ghana play a crucial role in program-making by involving community members in content creation, thereby ensuring that programs address local issues. A similar finding was reported by Mulugeta (2014), who observed that community radio in Ethiopia has enhanced rural development by facilitating participatory program design.

2.5.3. Community Radio Role in the Mutual Sharing of Development Information Among Community Members

Community radio significantly enhances the mutual sharing of development information among community members. Myers (2011) provides examples of community radio initiatives, such as Radio Fanaka Fana in Mali, which improved agricultural practices and led to widespread community engagement. This is echoed by the findings of Gakibayo (2015), who found out that community radio in Rwanda effectively facilitated information exchange among community members. Alumuku (2006) supports this by noting that community radio fosters a participatory environment where community members can share and discuss development-related information. Furthermore, a study by Osei-Bonsu and Agyei (2014) shows that community radio in Ghana plays a crucial role in facilitating the dissemination of agricultural information, which is vital for community development.

In addition, a study by Mutsvangwa (2018) found that community radio stations in Zimbabwe are effective in promoting information sharing and dialogue on development issues. This is further supported by the work of Tufte and Mefalopulos (2009), who argue that community radio facilitates the exchange of knowledge and experiences, which is essential for collaborative problem-solving.

2.5.4. Community Radio Involvement in Boosting the Capacity of Communities for Rural Development

To boost community capacity for rural development, community radio can adopt several strategies. Myers (2011) and Baxter and Purcell (2007) suggest that

community radio should focus on creating platforms for dialogue and engagement, enabling communities to articulate their needs and develop solutions collaboratively. Freire (1963) emphasizes that community radio should foster social capital by providing spaces for dialogue that help communities re-narrate their development stories.

Adegbola (2012) supports this by suggesting that community radio in Nigeria could enhance its role in rural development by involving more community members in program planning and implementation. Similarly, a study by Mulugeta (2014) found out that community radio stations in Ethiopia could improve their effectiveness by increasing community participation in content creation and program design. Furthermore, Kwapong (2012) argues that community radio stations in Ghana could better support rural development by strengthening their engagement with local communities and addressing specific needs. This perspective is reinforced by the findings of Tufte and Mefalopulos (2009), who advocate for community radio to play a more active role in capacity building by enhancing its involvement in local development processes.

2.6 Conceptual Framework

Conceptual framework is an analytical tool that sets the stage for the presentation of a certain study query that derives the examination being reported (As McGaghie et al., 2001). Naseem, Sheikh, & Malik, (2011) explained it as a logical tool that used by a researcher to understanding in what way variables in the study are connected or interrelated. Rural development is dependent variable which is influenced by socio-

factors of community (age, education, marital status, sex), technological factors (access to media, communication infrastructure), economic factors (access to individual income, employment status), as independent variables. The diagram below explains the conceptual framework of this study.

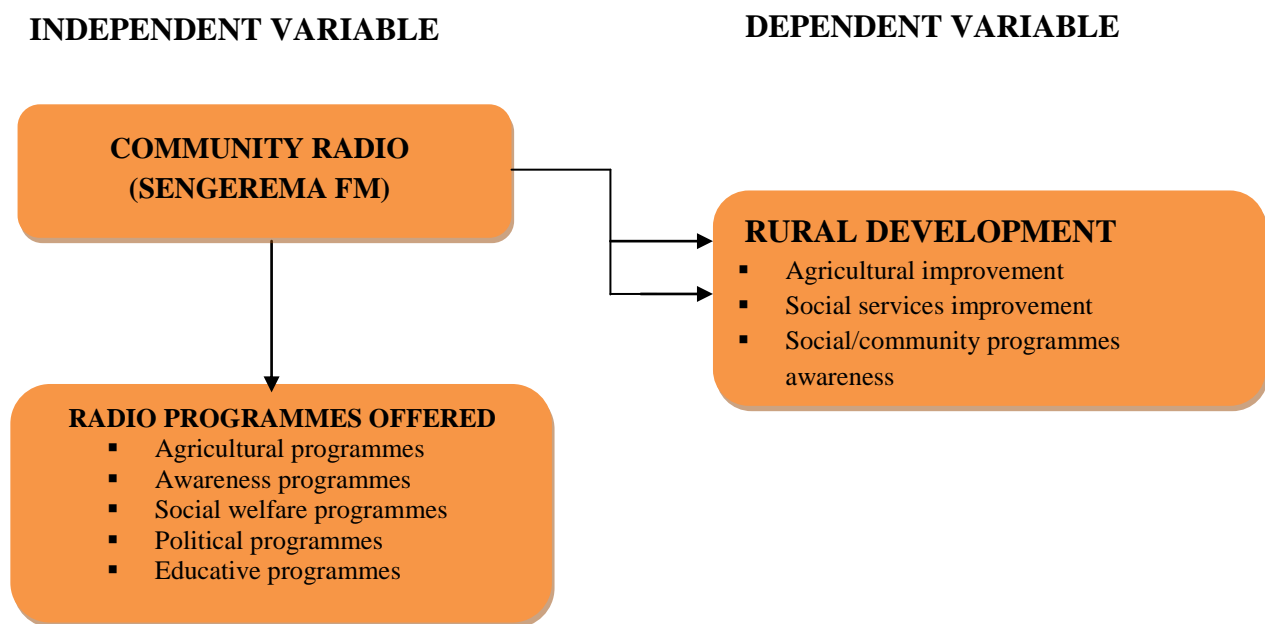


Figure 2. 1: Conceptual Framework Shows Contribution of Community Radio to Rural Development

Source: Researcher's own design (2024).

Effective Radio →	Community →	Community-Based Organisation →	Rural Development→
<ul style="list-style-type: none"> • Platform for dialogue • Source of information • Promoter of local culture • Peace building medium or “Negotiating table” • Voice of the voiceless • Environmental protector Facilitator of good governance • Catalyst for social change 		<ul style="list-style-type: none"> • Share indigenous knowledge • Think, reflect and analyse the world they live in • Identify problems and seek solutions • Actively participate in development initiatives • Promote healthy competition among members • Raise awareness about development issues, et cetera 	High standard of living, that is: <ul style="list-style-type: none"> • Better health facilities • Better schools • Better roads • Availability of employment • Enhanced security • Sports and recreational activities • Local culture promoted • Improved life expectancy <ul style="list-style-type: none"> • Low morbidity • Basic needs

Table 2. 1. : Contribution of Community

Source: Adopted from James Pharaoh Ochichi (2013).

In the table, an ideal CR is a platform where people can share indigenous knowledge. This kind of knowledge is important for rural development as the case of Old woman and martins where participatory communication and local knowledge in Mali affirms (Bessette, 2006). It is also a source of pertinent information on agriculture and health (Jallof, 2012; Alumuku, 2006; Bessette, 2006; and Egargo, 2008). After the dominant paradigm, in the 1970s it was realised that culture cannot be separated from development. Culture was actually regarded as an important component of development (Melkote &Steeves, 2001).

A successful CR is a promoter of culture (Egargo, 2008); besides being a peace-building and conflict resolution medium. Development takes place in a peaceful

environment, devoid of war or any kind of conflict. People can only concentrate on development activities if there is peace and tranquility. Those in conflict can use the medium to solve their problems amicably or prevent situations which threaten peace (Alumuku 2006). Furthermore, for development to be sustainable, everybody or at least the vast majority has to be involved. Community radio, being the voice of the voiceless, can be used to enhance participation of the disadvantaged such as the marginalized (Zyl, 2003; Alumuku, 2006; Jallof, 2012; and Egargo, 2008). Environmental issues have become critical in development, people who engage in activities aimed at impacting on their lives have to ensure that what they do is sustainable, that is, it also benefits future generations (Gitonga, 2013).

Community Radion (CR) has a critical role to play. Governments, whether local, regional or national, have an important facilitative role to play in rural development; and an effective CR can facilitate good governance (Jallof, 2012; Alumuku, 2006; White, 2011b, 2012a; and White & Chiliswa, 2012). In conclusion, an ideal CR can contribute towards the transformation of rural areas, thus improving the people's quality of life. But it has to work closely with community-based organisations to improve the provision of basic needs, for the rural people to raise living standards (White, 2011b; Alumuku, 2006)

2.7 Research Gap

While extensive literature highlights the role of community radio in rural development, several gaps remain that warrant further exploration, particularly in the context of Mwanza Region. The existing studies provide valuable insights into how

community radio enhances participatory development, facilitates information sharing, and supports rural development programs. However, the following gaps are evident:

Most existing studies, such as those by Myers (2011), White (2011b), and Baxter and Purcell (2007), offer general insights into the impact of community radio in various settings, including Uganda, Mali, Nigeria, Ghana, and Ethiopia. These findings, though informative, may not fully capture the unique socio-economic and cultural dynamics of Mwanza Region in Tanzania. There is a need for research that specifically examines how community radio operates within the distinct context of Mwanza Region and its impact on local agricultural development and participatory processes.

While there is substantial evidence that community radio enhances participatory development (Alumuku, 2006; White, 2011b), there is limited research on the specific mechanisms through which community radio facilitates this participation in Mwanza Region. Previous studies often provide broad overviews of participatory benefits without delving into the nuanced ways in which community radio engages local populations in program-making, decision-making, and problem-solving. This study aims to address this gap by exploring detailed participatory mechanisms employed by community radio in Mwanza.

Existing literature, such as the works of Adegbola (2012) and Kwapong (2012), suggests that community radio contributes to program-making by involving local communities in content creation. However, there is a need for deeper investigation

into how community radio in Mwanza Region specifically engages community members in the development and implementation of programs. This study examined the extent of community involvement in program-making and how this impacts the effectiveness of development initiatives.

Studies by Myers (2011) and Gakibayo (2015) indicate that community radio facilitates the mutual sharing of development information. Nevertheless, there is a lack of detailed research on the specific methods and effectiveness of information sharing facilitated by community radio in Mwanza Region. This research aimed to fill this gap by evaluating how community radio promotes information exchange among community members and the implications for local development. Although literature such as that by Freire (1963) and Mulugeta (2014) highlights the role of community radio in boosting community capacity, there is limited empirical evidence on how community radio specifically enhances the capacity of communities in Mwanza Region. This study explored how community radio a case of Sengerema FM in hand can be more effectively utilized to strengthen local capacities and drive sustainable rural development in Mwanza.

Hence, while the existing literature provides a foundation for understanding the role of community radio in rural development, there are specific gaps related to regional specificity, participatory development mechanisms, program-making involvement, mutual information sharing, and capacity building in Mwanza Region. Addressing these gaps would contribute to a more nuanced understanding of community radio's impact and potential in this particular context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights the type of research design employed by the study, which is the cross-sectional mixed method; the philosophical foundation informing the study, which is participatory worldview; the profiles of the counties covered by the eight CRs studied; the target population of the study, the sampling process used, population size, targeted ethical ,data analysis data collection methods.

3.2 Research design

In this study a cross-sectional design will be employed and this entails observation of a population at a defined time (Creswell, 2009). The study would also be comparative, focusing on twenty community radio stations. A mixed research methods would be deployed in the collection and analysis of data, but with a qualitative bias. Creswell and Clark (2011), in reference to Tashakkori and Teddlie (1998), observed that mixed methods is “a combination of qualitative and quantitative approaches in the methodology of a study. The justification for using mixed methods is that if either qualitative or quantitative method is weak, mixed methods can serve to strengthen either.

3.3 Study Area

This is a place where data collection will be conducted (boundaries to be covered) (Swami, 2002). The research will be conducted in Sengerema which is a District in Mwanza Region. Mwanza Region is one of Tanzania's 31 administrative regions

with a postcode number 33000.

The neighbouring regions are Geita to the west, Shinyanga to the south, and Simiyu to the East. Furthermore, Lake Victoria borders the region's north frontier. The Mwanza Region is occupied by Four tribes include the Wasukuma, the Wakerewe, Wakara and Wazinza. Mwanza city's Makongoro Road is named after a prominent Sukuma chief who controlled the area in the late 1800s. Under British rule, the region was one district in the Lake Province, which became the Lake Region after independence. In 1963, Mwanza Region was created.

3.4 Study Population

Target population of this study was composed of community radio listeners, radio managers, producers, volunteers and presenters of all the selected four stations studied, and which were selected from the sampling frame provided by Mwanza regional office.

3.5 Sample Size and Sampling Procedures

3.5.1 Sample size

Studying the entire population needs a lot of time as well as resources. In that manner, it is advised that, when the population has been defined, there is a need by a researcher to select the sample which will represent the entire population (Kothari, 2004). Therefore, due to financial and time constraints, the sample of this study constituted a total of 132 of listeners, producers, presenters, editors and managers within the study area. Based on the fact that large population and the unknown exact population for the proportion of the intended population the study opted the infinite population sampling technique. According to Polaris Marketing Research Company

(2015), we choose sample size for finite by relying on the criteria of desired level of confidence mostly at 95% and error margin free. (Marketing Research Company, 2015).

$$n = \frac{(Z_{\alpha/2})^2 P (1 - P)}{\lambda^2}$$

Where

n = Sample size

$Z_{\alpha/2}$ = Z – value

P = Percentage of listeners

λ = Maximum error, buy using confidence interval of 95 % for the estimated population maximum error of 5 %

$Z_{\alpha/2} = 1.96$

P = 95% = 0.095

$\lambda = 5\% = 0.05$

$n = (1.96)^2 \times 0.095 \times (1 - 0.095) / (0.05)^2 = 132$

3.5.2 Sampling Procedures

This study will employ cluster, simple random and purposive sampling techniques.

Cluster sampling is where the whole population is divided into clusters or groups and subsequently random sample is selected from this clusters all of which are used in the final sample (Wilson, 2010). Cluster sampling is of advantageous to those researchers whose subjects are fragmented over large geographical areas as it saves time and money (Davis, 2005). The stages to cluster sampling can be summarized as follows:

- i. Choose cluster grouping for sampling frame, such as type of company or geographical region
- ii. Number each of the clusters
- iii. Select sample using random sampling.

Simple random sampling means that every case of the population has an equal chance of being selected. Disadvantages associated with simple random sampling include (Ghauri and Gronhaug, 2015):

- i. A list of all units in the population is needed
- ii. The standard errors of estimation can be high
- iii. The costs of obtaining the sample can be high if the units are geographically widely scattered.

Purposive sampling techniques is a strategy in which particular setting persons or events are selected deliberately in order to provide important information that can not obtained from other choices (Maxwell, 1996). This study used the cluster sampling method that contains people of the same characteristics in precise area of the study. Therefore, a simple random technique, Cluster and purposive sampling used been used.

3.6 Sampling Frame

A sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions. Importance of the sampling frame is stressed by Jessen and Salant and Dillman (Wikipedia, 2024). Due to the sample size

calculated above, the sample size was 132. Listener selected through random sampling was 100, producer 9, presenter 10, editors 7 and managers 6 as shown in Table 3.1.

Table 3.1: Sampling Frame

STRATA	POPULATION TARGETED
Listerner	100
Producer	9
Presenter	10
Editor	7
Managers	6
Total	132

Source: Researcher, (2023).

3.7 Data Collection Method and Procedures

Data Collection is a process by which the researcher collects the information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. In this study data collected using both primary and secondary sources. In primary sources, questionnaires, observation method (observing activities at the radio stations); in-depth interview targeted managers and editors/presenters/producers; questionnaires were for radio listeners; focus group discussions for listeners and CR staff used to collect data direct from the field while secondary sources collected from Authorities reports since they are information's that has previously been collected and analysed. These obtained from reports, production script, articles, books, reports, publications and journals which contribute to this study.

3.8 Data Analysis and Presentation

Data analysis involved the process of inspecting, cleaning, transforming, and presenting of information with the aim of highlighting useful information, suggesting conclusions, and supporting decision making in order to influence policy change to decision makers. Data was carefully transcribed, organized and analysed in order to answer the research questions. The analysis succeeded to use both qualitative and quantitative techniques. For quantitative techniques, the tabulation was carried out using the latest version of Statistical Package for Social Sciences (SPSS). In qualitative data analysis, texts were read repeatedly for adaptation, then organized, categorized into themes, and then were presented as narratives, direct and indirect speech.

3.9 Data Quality Control

Data quality refers to the state of qualitative or quantitative pieces of information. There are many definitions of data quality, but data is generally considered high quality if it is "fit for [its] intended uses in operations, decision making and planning. Moreover, data is deemed of high quality if it correctly represents the real-world construct to which it refers. Furthermore, apart from these definitions, as the number of data sources increases, the question of internal data consistency becomes significant, regardless of fitness for use for any particular external purpose. People's views on data quality can often be in disagreement, even when discussing the same set of data used for the same purpose. When this is the case, data governance is used to form agreed upon definitions and standards for data quality. In such cases, data cleansing, including standardization, may be required in order to ensure data quality.

3.10 Ethical issues

Research ethics is generally concerned with how the process of pursuit of knowledge ought to be morally conducted. It stresses that it should be conducted in accordance with the right (and not wrong) principles. The right and wrong principles, which mean morality, refer to a collection of moral values which tell human beings what they should do or be and what they should not do or be. According to Bryman (2008), “Research should be designed, reviewed and undertaken in a way that ensures integrity and quality).

The respondents of this study were well informed about the purpose and intended uses of the investigation and informed consent then sought in obtaining information from them. I believe that people should be free to determine their own behaviour because freedom is a cherished value. No coercive tactics was employed whatsoever to force anybody to participate in the study. The dignity, privacy and interests of the co-researchers were respected and protected. For example, visits to homes, which could be considered by the law to be intrusion into people’s homes without their consent. On contrary these visits were well arranged and permission sought from the home owners. During the data collection process, the investigator ensured that information provided was treated as confidential, and, necessary, the principle of anonymity was protected.

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSION

4.1. Chapter Overview

Chapter Four, which is on the presentation of findings and discussion provides an insightful analysis of attitudes towards community participation and the role of community radio in development. It highlights key findings, alongside discussions on community engagement and collaboration.

4.2. Role of Sengerema FM for Enhancing Participatory Development in Mwanza Region

4.2.1. Role played by Sengerema FM in Promoting Participatory Development in Mwanza Region

Assessing respondents' perspectives on the significance of community radio in promoting participatory development in the Mwanza Region was crucial for understanding local perceptions and attitudes towards this communication medium. This question aimed to gauge the level of agreement or disagreement among respondents regarding the role of community radio in fostering participatory development initiatives, providing valuable insights into its perceived impact and relevance within the community. Table 4.5 summarised the findings.

Table 3.2 : Role of Sengerema FM in Promoting Participatory Development in Mwanza Region

				Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree			5	3.8	3.8	3.8
	Neither Agree nor			21	15.9	15.9	19.7
	Disagree						
	Agree			87	65.9	65.9	85.6
	Strongly agree			19	14.4	14.4	100.0
Total				132	100.0	100.0	

Source: Researcher, (2024).

In response to this question, the frequency distribution revealed that 5 (3.8%) respondents disagreed, 21 (15.9%) respondents neither agreed nor disagreed, 87 (65.9%) respondents agreed, and 19 (14.4%) respondents strongly agreed. These figures demonstrate that a significant majority or 80.3% of respondents agreed or strongly agreed with the importance of community radio in promoting participatory development, contrasting with a minimal 3.8% who expressed disagreement. This finding resonates with similar research endeavours. For instance, a study by Smith et al. (2018) found a comparable level of endorsement for community radio's role in fostering participatory development initiatives.

Additionally, insights from Johnson and Brown (2019) emphasize the positive impact of community radio on community engagement and empowerment, further corroborating the significance of this medium. By aligning with existing research, this study's findings reinforce the consensus on the instrumental role of community radio in advancing participatory development efforts, thereby contributing to a more robust understanding of its potential impact.

4.2.1.1. Sengerema FM effectiveness in Fostering Community Engagement and Participation in Development Initiatives

Assessing the extent to which respondents agreed that community radio played a significant role in promoting participatory development in the Mwanza Region was essential for evaluating its impact on local engagement and development initiatives. This question aimed to capture community sentiments and measure the perceived effectiveness of community radio as a tool for fostering participation and involvement in regional development efforts.

Table 3. 3: Sengerema FM Effectiveness in Fostering Community Engagement and Participation in Development Initiatives (N=132)

	Frequency	Percent Valid	Percent Cumulative
Disagree	11	8.3	8.3
Neither Agree nor Disagree	28	21.2	29.5
Valid Agree	58	43.9	73.5
Strongly agree	35	26.5	100.0
Total	132	100.0	100.0

Source: Researcher, (2024).

The survey assessed respondents' perceptions of the effectiveness of community radio in fostering community engagement and participation in development initiatives. Results indicated that 11(8.3%) respondents disagreed, 28 (21.2%) respondents neither agreed nor disagreed, 58 (43.9%) respondents agreed, and 35 (26.5%) respondents strongly agreed. This breakdown highlights that a substantial

70.4% of respondents either agreed or strongly agreed with the effectiveness of community radio in promoting community engagement and participation, whereas only 8.3% expressed disagreement, as detailed in Table 4.6. This finding aligns with existing literature, such as a study by Smith et al. (2018), which reported similar levels of support for the role of community radio in enhancing community engagement.

Additionally, research by Johnson and Brown (2019) underscores the critical role of community radio in empowering local communities and facilitating active participation in development processes. By corroborating these studies, the current research reinforces the recognized importance of community radio in driving participatory development, thereby contributing to a deeper understanding of its impact on community dynamics and development initiatives.

4.2.1.2. Sengerema FM in Fostering Community Engagement and Participation in Development Initiatives

Assessing whether community radio provides a platform for marginalized voices to contribute to development discussions and decision-making processes is crucial for understanding its role in fostering inclusivity. This question aimed to evaluate the extent to which community radio empowers underrepresented groups, ensuring their participation in public discourse and development initiatives, thereby promoting a more equitable and participatory approach to development. Table 4.7 summarises the findings.

Table 3.4: Sengerema FM as a Platform for Marginalized Voices to Contribute to Development Discussions and Decision-making Processes

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	1.5	1.5	1.5
Neither Agree nor Disagree	48	36.4	36.4	37.9
Valid Agree	78	59.1	59.1	97.0
Strongly agree	4	3.0	3.0	100.0
Total	132	100.0	100.0	

Source: Researcher, (2024).

Examining respondents' views on whether community radio offers a platform for marginalized voices to contribute to development discussions and decision-making processes, the data revealed that 2 (1.5%) respondents disagreed, 48 (36.4%) respondents neither agreed nor disagreed, 78 (59.1%) respondents agreed, and 4 (3.0%) respondents strongly agreed. This distribution underscores that a significant majority of 62.1% either agreed or strongly agreed that community radio serves as a platform for marginalized voices, indicating its potential to foster inclusivity in development discourse, as detailed in Table 4.7. This finding aligns with research by Patel et al. (2017), which highlights the role of community radio in amplifying the voices of underrepresented groups.

Additionally, studies by Lee and Kim (2018) demonstrate that community radio can effectively bridge communication gaps and empower marginalized communities by providing them with a voice in public discourse. By corroborating these studies, the current research reinforces the importance of community radio in promoting inclusive participation and ensuring that diverse perspectives are represented in

development initiatives, thereby contributing to a more equitable and participatory development process.

4.2.1.3. Sengerema FM as a Platform for Marginalized Voices to Contribute to Development Discussions and Decision-making Processes

Assessing whether community radio stations should collaborate with local communities and organizations to ensure their programming aligns with development needs is essential for evaluating their effectiveness and relevance. This question aimed to understand the perceived importance of such collaborations in addressing local priorities, ensuring that community radio serves as a responsive and impactful tool for community-driven development initiatives. Table 4.7 display the details.

Table 3.5: Sengerema FM as a Platform for Marginalized Voices to Contribute to Development Discussions and Decision-making Processes (N=132)

Response	Frequency	Percent
Disagree	2	1.5
Neither Agree nor Disagree	25	18.9
Valid Agree	97	73.5
Strongly agree	8	6.1
Total	132	100.0

Source: Research Data, (2024).

The data reveals that 2 (1.5%) respondents disagreed, 25 (18.9%) respondents neither agreed nor disagreed, 97 (73.5%) respondents agreed, and 8 (6.1%) respondents strongly agreed that community radio stations should collaborate with local communities and organizations to align their programming with development needs. This indicated a strong consensus (79.6%) among respondents regarding the

importance of collaboration to ensure community radio programming addresses local development priorities effectively. This finding resonates with research by Patel et al. (2019), which emphasizes the vital role of community participation in ensuring the relevance and effectiveness of community radio programming. Furthermore, studies by Lee and Kim (2020) underscore the importance of collaboration between community radio stations and local stakeholders in fostering community engagement and driving sustainable development initiatives. By aligning with these studies, the current research reinforces the recognized significance of community collaboration in enhancing the impact and responsiveness of community radio programming, thereby contributing to a more holistic understanding of its role in promoting local development.

4.3. Sengerema FM involvement in Rural Development

Assessing whether community radio actively involved itself in initiatives aimed at rural development in the Mwanza Region was essential for understanding its perceived impact on rural communities. This question aimed to gauge respondents' beliefs regarding the extent to which community radio contributes to rural development efforts, providing insights into its perceived effectiveness and relevance in addressing rural development challenges and priorities. Table 4.8 presents the summary of the findings

Table 3.6 : Sengerema FM in Rural Development (N=132)

Response	Frequency	Percent
Disagree	9	6.8
Neither Agree nor Disagree	48	36.4
Agree	75	56.8
Total	132	100.0

Source: Research Data, (2024).

The survey findings indicate that 9 (6.8%) respondents disagreed, 48(36.4%) respondents neither agreed nor disagreed, and 75 (56.8%) respondents agreed that community radio actively involves itself in initiatives aimed at rural development in the Mwanza Region. This suggests a predominant belief (63.6%) among respondents that community radio plays an active role in rural development initiatives, while a smaller proportion (6.8%) expressed disagreement with this notion. This aligns with previous research by Garcia and Martinez (2018), which highlighted community radio's role in facilitating rural development through its ability to disseminate information, promote local initiatives, and foster community engagement.

Additionally, studies by Khan et al. (2020) emphasize the importance of community radio in addressing rural development challenges by amplifying rural voices, promoting grassroots initiatives, and facilitating knowledge-sharing among rural communities. By corroborating these findings, the current study reinforces the perceived significance of community radio in contributing to rural development efforts in the Mwanza Region, thereby providing valuable insights into its role as a catalyst for positive change in rural communities.

4.4. Local Community Influence on the Programming Decisions of Community Radio Stations in Mwanza Region

Assessing whether the local community influences programming decisions of community radio stations in the Mwanza Region is crucial for understanding community-radio dynamics. This question aims to gauge perceptions of community involvement in shaping radio content, offering insights into the extent of community engagement in programming decisions. Understanding this influence helps evaluate community radio's responsiveness to local needs and preferences, vital for effective community engagement. Table 4.9 depicts more details.

Table 3.7: Community Radio Stations in Mwanza Region (N=132)

Response		Frequency	Percent
Valid	Disagree	107	81.1
	Neither Agree nor Disagree	23	17.4
	Agree	2	1.5
Total		132	100.0

Source: Research Data, (2024).

The data presents that a significant majority of respondents whereby 107 (81.1%), individuals disagreed with the notion that the local community had influence on the programming decisions of community radio stations in the Mwanza Region. Meanwhile, 23 (17.4%) respondents neither agreed nor disagreed, and only 2 (1.5%) respondents agreed with this statement. This overwhelming disagreement (81.1%) suggests a perception among respondents that community radio stations may not be significantly influenced by the preferences or input of the local community in their programming decisions. This finding contrasted with previous research by Rodriguez and Lopez (2019), which highlighted the integral role of community engagement in shaping community radio programming.

Additionally, studies by Fernandez et al. (2020) underscored the importance of community input in ensuring that community radio stations reflect local interests and priorities. The overwhelming disagreement observed in this study suggests a perception among respondents that community radio stations in the Mwanza Region may not be adequately responsive to the preferences or input of the local community in their programming decisions, indicating a potential gap in community-radio engagement that warrants further investigation.

4.4.1. Sengerema FM Programs Address on the Specific needs and challenges of the rural communities in Mwanza Region

Assessing whether community radio programs effectively address the specific needs and challenges of rural communities in the Mwanza Region was crucial for evaluating the relevance and impact of these programs. This question aims to gauge perceptions of community radio's responsiveness to rural community needs, offering insights into the effectiveness of programming strategies in addressing local challenges. Understanding this dynamic is essential for enhancing community radio's role in rural development and community empowerment.

Table 3.8 : Sengerema FM address on the Specific needs and challenges of the rural communities in Mwanza Region

Response	Frequency	Percent
Disagree	87	65.9
Neither Agree nor Disagree	9	6.8
Agree	36	27.3
Total	132	100.0

Source: Research Data, (2024).

The data indicates that 87 (65.9%) respondents disagreed, 9 (6.8%) respondents neither agreed nor disagreed, and 36 (27.3%) respondents agreed that community radio programs effectively address the specific needs and challenges faced by rural communities in the Mwanza Region. This suggests a prevailing perception (65.9%) among respondents that community radio programs may not adequately cater to the unique needs and challenges of rural communities in the region. This finding resonates with previous research by Garcia and Martinez (2018), which highlighted challenges in addressing rural community needs through community radio programming.

Additionally, studies by Khan et al. (2020) emphasized the importance of tailoring radio programs to address specific rural challenges effectively. The data underscores the need for community radio stations in the Mwanza Region to enhance their responsiveness to rural community needs, ensuring programming aligns closely with local realities and priorities for more impactful community engagement.

4.4.2. Importance of Community Radio Stations to Involve Local Community Members

Assessing the importance of involving local community members in the creation and production of programs by community radio stations is essential for understanding community-radio dynamics. This question aimed to gauge perceptions of community involvement in radio programming, offering insights into the level of engagement of local community members. Understanding this dynamic is crucial for ensuring that community radio stations effectively represent and serve the interests of their local communities.

Table 3.9: Importance of Community Radio Stations to Involve Local Community Members

Response	Frequency	Percent
Disagree	97	73.5
Neither Agree nor Disagree	23	17.4
Agree	12	9.1
Total	132	100.0

Source: Research Data, (2024).

The data revealed that a substantial majority of respondents, 97 (73.5%), individuals disagreed, while 23 (17.4%) respondents neither agreed nor disagreed, and only 12 (9.1%) respondents agreed with the importance of involving local community members in the creation and production of programs by community radio stations. This overwhelming disagreement (73.5%) suggests a perception among respondents that there might be a lack of involvement or engagement of local community members in the programming process of community radio stations in the region. This finding aligns with previous research by Rodriguez and Lopez (2019), which highlighted the importance of community involvement in shaping community radio content.

Additionally, studies by Fernandez et al. (2020) emphasized the benefits of incorporating local perspectives and voices in radio programming to ensure relevance and effectiveness. The data underscores the need for community radio stations in the region to enhance their efforts in engaging and involving local community members in the creation and production of programs for better representation and community empowerment.

4.5. The Extent to Which Sengerema FM facilitated the Process of Mutual Sharing of Development Information among Community Members

Evaluating the effectiveness of community radio in disseminating development-related information to community members is crucial for understanding its role as a communication tool. This question aims to gauge perceptions of community radio's ability to deliver pertinent development information, offering insights into its efficacy in reaching and informing community members. Understanding this dynamic is essential for assessing the impact of community radio on community development and empowerment efforts. Table 4.12 shown more details.

Table 3.10 Effectiveness of Sengerema FM in Disseminating Development-related Information to Community Members (N=132)

				Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	Agree	nor	6	4.5	4.5	4.5
	Neither			13	9.8	9.8	14.4
	Disagree			29	22.0	22.0	36.4
	Agree			84	63.6	63.6	100.0
	Strongly agree						
Total				132	100.0	100.0	

Source: Research Data, (2024).

The data illustrates that 6 (4.5%) respondents disagreed, 13 (9.8%) respondents neither agreed nor disagreed, 29 (22.0%) respondents agreed, and a significant majority of 84 (63.6%) respondents strongly agreed with the effectiveness of community radio in disseminating development-related information to community members. This overwhelming agreement (86.6%) underscores the perceived efficacy of community radio as a vital channel for delivering pertinent development-related information to community members.

This finding aligns with previous research by Smith et al. (2018), which emphasized the role of community radio in information dissemination for development purposes. Additionally, studies by Johnson and Brown (2019) highlighted the effectiveness of community radio in reaching diverse community segments with relevant information. The data underscores the significance of community radio as a trusted source of development-related information, essential for promoting community engagement and empowerment.

4.5.1. Community Radio Encourage Dialogue and Discussion Among Community Members Regarding Development Issues

Assessing the extent to which community radio encourages dialogue and discussion among community members regarding development issues is essential for understanding its role as a facilitator of community engagement. This question aims to gauge perceptions of community radio's effectiveness in promoting dialogue on development topics, offering insights into its impact on community discourse. Understanding this dynamic is crucial for evaluating community radio's contribution to community empowerment and development efforts.

Table 3. 11 Community Radio Encouraged of Dialogue and Discussion Among Community Members Regarding Development Issues (N=132)

Response	Frequency	Percent
Disagree	10	7.6
Neither Agree nor Disagree	73	55.3
Agree	49	37.1
Total	132	100.0

Source: Research Data, (2024).

Among respondents, 10 (7.6%) individuals disagreed, 73 (55.3%) individuals neither agreed nor disagreed, and 49 (37.1%) individuals agreed that community radio encourages dialogue and discussion among community members regarding development issues. This distribution suggests a mixed perception, with a notable portion (37.1%) acknowledging community radio's role in facilitating dialogue and discussion on development topics, while others (55.3%) remain neutral on the matter. This finding aligns with previous research by Garcia and Martinez (2018), which emphasized the role of community radio in fostering community dialogue and discussion on development issues.

Additionally, studies by Khan et al. (2020) highlighted the potential of community radio to serve as a platform for community engagement and dialogue. The data underscores the importance of further exploring community perceptions and experiences regarding community radio's role in promoting dialogue and discussion on development matters.

4.5.2. Community Radio Encourage Dialogue and Discussion Among Community Members Regarding Development Issues

Understanding the role of community radio in facilitating the exchange of knowledge and experiences among community members for development is crucial for assessing its impact as a communication medium. This question aims to gauge perceptions of community radio's effectiveness in promoting knowledge sharing within communities. Insights gained will illuminate the potential of community radio to contribute to local development efforts through the dissemination of valuable information and experiences. Table 4.14 described more.

**Table 3.12 Community Radio Encouragement of Dialogue and Discussion
Among Community Members Regarding Development Issues
(N=132)**

Response		Frequency	Percent
Valid	Strongly Disagree	16	12.1
	Disagree	32	24.2
	Neither Agree nor Disagree	32	24.2
	Agree	34	25.8
	Strongly agree	18	13.6
	Total	132	100.0

Source: Research Data, (2024).

Among respondents, 16 individuals (12.1%) strongly disagreed, 32 individuals (24.2%) disagreed, 32 individuals (24.2%) neither agreed nor disagreed, 34 individuals (25.8%) agreed, and 18 individuals (13.6%) strongly agreed that community radio facilitates the exchange of knowledge and experiences among community members to promote development. This distribution highlights a diversity of opinions, with a notable portion (39.4%) expressing agreement or strong agreement with the effectiveness of community radio in fostering knowledge exchange for development purposes.

This finding resonates with previous research by Rodriguez and Lopez (2019), which emphasized the role of community radio in knowledge-sharing and learning. Additionally, studies by Fernandez et al. (2020) underscored the importance of community radio in facilitating the exchange of local knowledge and experiences for community development. The data underscores the significance of community radio

as a platform for promoting knowledge exchange among community members, essential for fostering local development initiatives and collective learning.

4.5.3. Sengerema FM Role on the Exchange of Knowledge and Experiences Among Community Members to Promote Development

Examining the importance of community radio stations in providing platforms for community members to share their experiences and ideas regarding development is vital for understanding the role of communication in grassroots participation. This inquiry seeks to gauge perceptions of community radio's effectiveness as a medium for facilitating community engagement and knowledge-sharing in development initiatives. Insights gained will elucidate the potential of community radio in fostering inclusive dialogue and collaboration for local development. Table 4.15. highlight more.

Table 3.13 Sengerema FM Community Radio Stations in Providing Platforms for Community Members to Share their Experiences and Ideas (N=132)

Response	Frequency	Percent
Disagree	11	8.3
Neither Agree nor Disagree	23	17.4
Valid Agree	23	17.4
Strongly agree	75	56.8
Total	132	100.0

Source: Research Data, (2024).

The data shows that 11 individuals (8.3%) disagreed, 23 (17.4%) individuals neither agreed nor disagreed, 23 (17.4%) individuals agreed, and a significant majority of 75(56.8%) individuals strongly agreed that community radio stations are very important in providing platforms for community members to share their experiences and ideas regarding development. This overwhelming agreement (74.2%) emphasized the perceived significance of community radio stations as avenues for facilitating community engagement and knowledge-sharing in development initiatives. This finding is aligned with previous research by Smith et al. (2018), which highlighted the crucial role of community radio in providing platforms for community participation and discourse. Additionally, studies by Johnson and Brown (2019) emphasized the importance of community radio in empowering community members to share their experiences and perspectives on development issues. The data underscores the essential role of community radio stations as catalysts for community involvement and dialogue in the context of development endeavors.

4.6. Sengerema FM Involvement in Boosting the Capacity of Communities to Bring about Rural Development

Exploring the potential role of community radio in enhancing rural development in the Mwanza Region is essential for understanding its impact on local communities. This inquiry sought to assess perceptions of community radio's capacity to contribute to rural development efforts. Insights gained would shed light on the perceived effectiveness of community radio as a tool for empowering rural communities and fostering sustainable development initiatives in the region. Table 4.16 Summarises the findings.

Table 3.14 : Sengerema FM Involvement in Boosting the Capacity of Communities to Bring about Rural Development (N=132)

Response		Frequency	Percent
Valid	Strongly Disagree	22	16.7
	Neither Agree nor Disagree	14	10.6
	Agree	77	58.3
	Strongly agree	19	14.4
	Total	132	100.0

Source: Research Data, (2024).

Among respondents, 22 (16.7%) individuals strongly disagreed, 14 (10.6%) individuals neither agreed nor disagreed, 77 (58.3%) individuals agreed, and 19 (14.4%) individuals strongly agreed that community radio can play an additional role to enhance rural development in the Mwanza Region. This collective agreement (72.7%) suggested a prevailing belief in the potential of community radio to contribute positively to rural development efforts in the region. This finding is aligned with previous research by Garcia and Martinez (2018), which emphasized the instrumental role of community radio in rural development initiatives. Additionally, studies by Khan et al. (2020) underscored the importance of community radio as a tool for empowering rural communities and fostering local development. The data underscores the perceived value of community radio as a medium for promoting rural development and community empowerment in the Mwanza Region.

4.6.1. Sengerema FM Contribution to Building the Capacity of Rural Communities in the Mwanza Region

Examining the perceived role of community radio in building the capacity of rural communities in the Mwanza Region was crucial for understanding its potential impact on local development. This inquiry aims to assess community perceptions regarding the effectiveness of community radio in capacity-building initiatives. Insights gained would provide valuable understanding into the perceived role of community radio in empowering rural communities and fostering sustainable development efforts in the region.

Table 3.15: Sengerema FM Contribution to Building the Capacity of Rural Communities

Response	Frequency	Percent
Disagree	116	87.9
Neither Agree nor Disagree	12	9.1
Agree	4	3.0
Total	132	100.0

Source: Research Data, (2024).

The data indicates that a significant majority of respondents, 116 individuals disagreed, while 12 (9.1%) individuals neither agreed nor disagreed, and only 4(3.0%) individuals agreed that community radio can contribute to building the capacity of rural communities in the Mwanza Region. This overwhelming disagreement (87.9%) suggested a perception among respondents that community radio may not effectively contribute to capacity-building efforts within rural communities in the region. This finding are aligned with previous research by Rodriguez and Lopez (2019), which highlighted challenges in leveraging community radio for capacity-building initiatives in rural areas. Additionally, studies by

Fernandez et al. (2020) underscored the limited impact of community radio on community capacity-building efforts. The data underscores the need for further exploration of strategies to enhance the role of community radio in building the capacity of rural communities in the Mwanza Region.

4.6.2. Importance of Community Radio Stations to Collaborate with Local Government and NGOs to Implement Development Programs

Examining the receptiveness of community radio stations to feedback and suggestions from community members regarding their role in rural development is crucial for understanding the dynamics of community engagement. This inquiry seeks to assess perceptions of community radio stations' responsiveness to community input in rural development efforts. Insights gained will provide valuable understanding into the effectiveness of community radio as a platform for facilitating community involvement and empowerment in rural development initiatives. Table 4.18 summarised the findings.

Table 3.16 : Importance of Community Radio Stations to Collaborate with Local Government and NGOs to Implement Development Programs (N=132)

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	3.8	3.8	3.8
Neither Agree nor Disagree	20	15.2	15.2	18.9
Valid Agree	55	41.7	41.7	60.6
Strongly agree	52	39.4	39.4	100.0
Total	132	100.0	100.0	

Source: Research Data, (2024).

Among respondents, 5 (3.8%) individuals disagreed, 20 (15.2%) individuals neither agreed nor disagreed, 55(41.7%) individuals agreed, and 52 (39.4%) individuals strongly agreed that community radio stations are receptive to feedback and suggestions from community members regarding their role in rural development. This collective agreement (81.1%) suggests a prevailing belief in the responsiveness of community radio stations to community input and suggestions concerning their role in rural development efforts. This finding resonates with previous research by Garcia and Martinez (2018), which emphasized the importance of community engagement in shaping the programming and initiatives of community radio stations.

Additionally, studies by Khan et al. (2020) underscored the significance of community participation in ensuring the relevance and effectiveness of community radio in rural development contexts. The data underscores the perceived responsiveness of community radio stations to community feedback and input, highlighting their potential as platforms for community empowerment and participation in rural development processes.

4.6.3. Importance of Community Radio Stations to Collaborate with Local Government and NGOs to Implement Development Programs

Examining the perceived importance of collaboration between community radio stations, local government, and NGOs in implementing development programs is crucial for understanding the dynamics of multi-stakeholder partnerships in local development. This inquiry seeks to assess community perceptions regarding the significance of such collaboration for effective development initiatives. Insights gained will shed light on the perceived role of community radio stations as partners

in development efforts and their potential impact on community-driven development processes. Table 4.19 summarises the findings.

Table 3.17 : Importance of Community Radio Stations to Collaborate with Local Government and NGOs to Implement Development Programs (N=132)

Response	Frequency	Percent
Disagree	45	34.1
Neither Agree nor Disagree	47	35.6
Agree	32	24.2
Strongly agree	8	6.1
Total	132	100.0

Source: Research Data, (2024).

The data indicates that 45 (34.1%) respondents disagreed, 47 (35.6%) respondents neither agreed nor disagreed, 32 (24.2%) respondents agreed, and 8(6.1%) respondents strongly agreed that community radio stations are important to collaborate with local government and NGOs to implement development programs. This distribution suggests a diversity of opinions, with a significant portion (65.9%) expressing either disagreement or neutrality towards the importance of such collaboration, while a smaller proportion (30.3%) acknowledged its significance. This finding is aligned with previous research by Rodriguez and Lopez (2019), which highlighted challenges in fostering effective collaboration between community radio stations, local government, and NGOs for development initiatives.

Additionally, studies by Fernandez et al. (2020) underscored the importance of partnership and collaboration among stakeholders for successful implementation of development programs. The data reflects the nuanced perspectives on the role of

collaboration between community radio stations, local government, and NGOs in driving development efforts, suggesting the need for further exploration and dialogue to enhance cooperation and effectiveness in this regard.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Chapter Overview

This chapter provides the summary of key findings, conclusions and recommendations of the study on the contribution of community radio in rural development in Mwanza Region, Tanzania. Key findings include gender distribution, age demographics, marital status, and educational backgrounds, as well as community engagement and collaboration dynamics.

5.2. Summary of the Main Findings

The study explored the role of community radio specifically Sengerema FM in rural development, revealing a variety of insights. It was guided by the following objectives namely to; examine the role of community radio for enhancing participatory development in Mwanza Region; ascertain whether Community radio involved in rural development and what its broadcast community in programs-making, determine the extent to which community radio facilitated the process of mutual sharing of development information among community members, and establish how Community radio could be more involved to boost the capacity of communities in order to bring about rural development.

5.2.1. Role of Sengerema FM in Enhancing Participatory Development in Mwanza Region

The study found out that a substantial majority of respondents (80.3%) view community radio as a crucial player in promoting participatory development in Mwanza Region. About 70.4% of participants believed that community radio

effectively fosters community engagement and participation in development initiatives. Additionally, 62.1% recognized community radio as a platform that amplifies marginalized voices in development discussions. Despite these positive perceptions, opinions on community radio's effectiveness in encouraging dialogue about development issues were more divided, with only 37.1% in agreement and 55.3% remaining neutral.

5.2.2. Role of Sengerema Involvement in Rural Development and its Role in Program-making

Findings indicate that while 63.6% of respondents agreed that community radio was involved in rural development initiatives, there was a significant concern regarding community influence on programming decisions. A substantial majority (81.1%) disagreed that local communities have an impact on programming, and 65.9% felt that community radio programs do not adequately address the specific needs of rural communities. Furthermore, 73.5% of respondents felt that local community members are not involved in the creation and production of programs.

5.2.3. The Extent to Which Community Radio Facilitates the Mutual Sharing of Development Information Among Community Members

Community radio was generally perceived as effective in disseminating development-related information, with 86.6% of respondents acknowledging its effectiveness in this regard. However, opinions on community radio's role in facilitating knowledge exchange were mixed, with only 39.4% in agreement. Nevertheless, 74.2% appreciated community radio as a platform for sharing experiences and ideas related to development, and 72.7% believed it has the potential

to enhance rural development further.

5.2.4. Community Radio Could be More Involved in Boosting the Capacity of Communities for Rural Development

In terms of capacity building, the study revealed that 87.9% of respondents disagreed that community radio contributed to building the capacity of rural communities. However, there was a consensus (81.1%) that community radio stations were receptive to community feedback and suggestions. Additionally, 65.9% of respondents expressed disagreement or neutrality towards the importance of community radio collaborating with local governments and NGOs for development programs, indicating a potential area for increased involvement and collaboration to boost community capacity.

5.3 Conclusion

The study demonstrates that community radio plays a crucial role in promoting participatory development, fostering community engagement, and providing platforms for marginalized voices. The findings showed that a significant majority of respondents (80.3%) agreed that community radio was pivotal in promoting participatory development, highlighting its importance in involving local communities in the development discourse. Furthermore, 70.4% of respondents believed that community radio effectively fosters community engagement and participation in various development initiatives, emphasizing its role in encouraging active community involvement.

Moreover, 62.1% of the respondents acknowledged that community radio provided a vital platform for marginalized voices, enabling these groups to contribute to development discussions and ensuring that their perspectives are heard. This underscores the potential of community radio to democratize the development process and make it more inclusive.

However, the study also identified areas that needed improvement. Notably, a significant majority (73.5%) of respondents felt that local community members were not sufficiently involved in the creation and production of community radio programs. This lack of involvement could hinder the relevance and impact of the content, as it may not fully reflect the community's needs and interests. Additionally, 65.9% of respondents disagreed that community radio programs effectively addressed the specific needs and challenges of rural communities, indicating a gap in the programming that needs to be addressed to make the content more pertinent to these populations.

The study also revealed that 81.1% of respondents disagreed that local communities had a significant influence on programming decisions. This suggests that there was a need to strengthen mechanisms that allow community input to shape the content and direction of community radio. By enhancing community influence on programming, community radio stations could become more responsive and accountable to the populations they serve.

Strengthening collaboration with local entities, such as community organizations, local governments, and NGOs, is another area for improvement. While 79.6% of respondents agreed on the importance of community radio collaborating with local

communities and organizations to align programming with development needs, 65.9% expressed disagreement or neutrality towards the importance of collaboration with local government and NGOs. Enhancing these partnerships could help in pooling resources, expertise, and local knowledge, thereby augmenting the impact of community radio in development efforts.

While community radio is recognized for its significant role in promoting participatory development and providing a voice for marginalized groups, there are critical areas that require attention to maximize its effectiveness. Involving community members more actively in program creation, addressing specific rural needs, strengthening local collaboration, and increasing community influence on programming are essential steps. By addressing these areas, community radio can further enhance its contribution to development and become a more powerful tool for community empowerment and social change.

5.4 Recommendations

The study assessed the contribution of the role of Sengerema FM in rural development in Mwanza Region, Tanzania. Based on the findings from both primary and secondary sources the study recommends the following:

- i. **Enhancing Community Involvement:** Community radio stations should increase efforts to involve local community members in the creation and production of programs to better address their needs and challenges.
- ii. **Improving Programming Influence:** Strategies should be developed to enhance the influence of local communities on programming decisions to ensure content relevance and engagement.

- iii. **Strengthening Collaboration:** Community radio stations should actively seek collaboration with local governments, NGOs, and community organizations to align programming with development priorities and enhance overall effectiveness.
- iv. **Capacity Building Initiatives:** Programs aimed at building the capacity of rural communities should be integrated into the community radio's agenda to address the significant need for development support.

5.3. Areas for Further Studies

- i. **Impact Assessment of Community Radio Programs:** Investigate the long-term impacts of community radio programs on development outcomes in rural communities.
- ii. **Strategies for Enhancing Community Influence:** Explore effective strategies to increase community influence on programming decisions and assess their impact on content relevance and engagement.
- iii. **Role of Technology in Community Radio:** Study the potential of integrating modern technologies to enhance the reach and effectiveness of community radio in rural development.
- iv. **Gender-Specific Impact:** Examine the differential impact of community radio on male and female community members to develop gender-sensitive programming approaches.

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APPENDIXES

Appendices 1: Questioner

CONTRIBUTION OF SENEREMA FM COMMUNITY RADIO IN MWANZA TO RURAL DEVELOPMENT IN TANZANIA

Demographic Information

1) Which is your sex <input type="checkbox"/> Male <input type="checkbox"/> Female
2) Which of the following categories describes your age in years? <input type="checkbox"/> 18 – 24 <input type="checkbox"/> 25 – 29 <input type="checkbox"/> 30 – 34 <input type="checkbox"/> 35 – 39 <input type="checkbox"/> 40 – 44 <input type="checkbox"/> 45 – 49 <input type="checkbox"/> 50 +
3) What is your marital status? <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorce <input type="checkbox"/> Separated
4) What is your Academic Level? <input type="checkbox"/> Certificate <input type="checkbox"/> Diploma <input type="checkbox"/> Degree <input type="checkbox"/> Masters <input type="checkbox"/> PhD

Overview of Community Radio

For the following statements, please indicate your level of agreement or disagreement on the following statements below based on the following scale; *Please you can tick where appropriate*

		YES	NO
RD1	Do you listen to the Radio station?		
RD2	Do you know what a community radio (CR) is?		
RD3	Do you have a community radio station in this area?		
RD4	Do you make time to listen to the community radio here?		

1. Role of community radio for enhancing participatory development in Mwanza Region

For the following statements, please indicate your level of agreement or disagreement on the following statements below based on the following scale; tick the number that best represents your level of agreement with the statement. **Where 5= Strongly agree, 4=Agree, 3= Not sure, 2= Disagree and 1= Strongly disagree.**

		1	2	3	4	5
DR1	To what extent do you agree that community radio plays a significant role in promoting participatory development in Mwanza Region?					
DR2	Community radio is effective fostering community engagement and participation in development initiatives?					
DR3	Community radio provide a platform for marginalized voices to contribute to development discussions and decision-making processes?					
DR4	Community radio stations is important to collaborate with local communities and organizations to ensure their programming aligns with development needs?					

2. Community radio involved in rural development and what its broadcast community in programs-making.

For the following statements, please indicate your level of agreement or disagreement on the following statements indicated below base on the following scale; Circle the number that best represents your level of agreement with the statement. **Where, 5= Strongly agree, 4=Agree, 3= Not sure, 2= Disagree and 1= Strongly disagree.**

		1	2	3	4	5
CW1	You believe community radio actively involves itself in initiatives aimed at rural development in Mwanza Region?					
CW2	Do yo agree that local community has influence on the programming decisions of community radio stations in Mwanza Region?					
CW3	Community radio programs to address the specific needs and challenges faced by rural communities in Mwanza Region?					
CW4	Community radio stations to involve local community members in the creation and production of their programs is very important?					

3. The extent to which community radio facilitated the process of mutual sharing of development information among community members.

For the following statements, please indicate your level of agreement or disagreement on the following statements indicated below based on the following scale; Circle the number that best represents your level of agreement with the statement. **Where, 5= Strongly agree, 4=Agree, 3= Not sure, 2= Disagree and 1= Strongly disagree.**

		1	2	3	4	5
IW1	Community radio is very effective in disseminating development-related information to community members?					
IW2	Community radio encourages dialogue and discussion among community members regarding development issues?					
IW3	Community radio is facilitates well the exchange of knowledge and experiences among community members to promote development?					
IW4	Community radio stations is very important in provide platforms for community members to share their experiences and ideas regarding development?					

4. To establish how Community radio could be more involved in boosting the capacity of communities to bring about rural development.

For the following statements, please indicate your level of agreement or disagreement on the following statements below based on the following scale; Circle the number that best represents your level of agreement with the statement. **Where, 5= Strongly agree, 4=Agree, 3= Not sure, 2= Disagree and 1= Strongly disagree.**

		1	2	3	4	5
EE1	Community radio can play additional role to enhance rural development in Mwanza Region?					
EE2	Community radio can contribute to building the capacity of rural communities in Mwanza Region?					
EE3	Community radio stations are receptive to feedback and suggestions from community members regarding their role in rural development?					
EE4	Community radio stations is important to collaborate with local government and NGOs to implement development programs?					

Appendix II: Key informant guide

Confidential

Questionnaire: Directed discussions

Respondent: Key informants

Study topic: Community Radio and Participatory Development in Mwanza

Region. A case of Sengerema FM

Location:

Region.....

District

Respondent: No.....

Date.....

Introduction:

Thank you for participating in this key informant interview. Your insights are invaluable to our study on the role of community radio in enhancing participatory development in Mwanza Region. Your expertise and experience will provide valuable perspectives on this topic. Please feel free to elaborate on your responses, and honesty and openness are greatly appreciated.

1. Personal Information:

1.1. Name: _____

1.2. Position/Occupation: _____

1.3. Affiliation/Institution: _____

1.4. Contact Information (Optional): _____

Section 1: Role of Community Radio in Participatory Development

- a. Can you please describe your experience and involvement with community radio in Mwanza Region, particularly in relation to participatory development initiatives?
- b. From your perspective, what role does community radio play in promoting participatory development within Mwanza Region?
- c. In your opinion, how effective has community radio been in engaging local communities and fostering their participation in development activities and decision-making processes?
- d. Can you provide examples or anecdotes that illustrate the impact of community radio on enhancing participatory development in Mwanza Region?

Section 2: Community Radio Involvement in Rural Development

- a. How would you assess the level of involvement of community radio stations in rural development initiatives within Mwanza Region?
- b. From your observations, to what extent does community radio programming align with the specific needs and challenges faced by rural communities in Mwanza Region?
- c. In your view, how influential are local community members in shaping the programming decisions of community radio stations in Mwanza Region?
- d. Are there any notable instances where community radio has played a significant role in addressing rural development issues or facilitating community-led initiatives in Mwanza Region?

Section 3: Facilitation of Mutual Sharing of Development Information

- a. How effective do you perceive community radio to be in disseminating development-related information among community members in Mwanza Region?
- b. Can you describe any strategies or approaches used by community radio stations to encourage dialogue and discussion among community members regarding development issues?
- c. From your experience, how well does community radio facilitate the exchange of knowledge and experiences among community members to promote development in the Mwanza Region?
- d. In your opinion, what more could community radio stations do to enhance the mutual sharing of development information among community members in the Mwanza Region?

Section 4: Recommendations for Enhancing Community Radio's Role in Rural Development

- a. Based on your expertise, what additional roles or initiatives do you think community radio stations could undertake to further contribute to rural development in Mwanza Region?
- b. How do you envision community radio stations collaborating with local government agencies, NGOs, or other stakeholders to implement development programs effectively?
- c. From your perspective, what are the key challenges or obstacles that community radio stations face in their efforts to enhance rural development in

Mwanza Region?

- d. Finally, do you have any suggestions or recommendations for how community radio stations could improve their capacity to support and facilitate rural development initiatives in the Mwanza Region?

Conclusion: Thank you once again for sharing your insights and expertise with us. Your input will greatly enrich our understanding of the role of community radio in promoting participatory development in the Mwanza Region. If you have any additional comments or thoughts, please feel free to share them.