



**UNIVERSITY  
OF  
LUSAKA**

**SCHOOL OF POSTGRADUATE STUDIES**

**AN ASSESSMENT OF RADIO PROGRAMMES IN PROMOTING GOOD  
GOVERNANCE: A CASE OF RADIO ICHENGELO LISTENERS IN  
KITWE**

A dissertation submitted in partial fulfilment for the award of the Master of  
Arts Degree of Political Science and International Relations

**By**

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## DECLARATION

This study is my own work and has not presented in any other University for the purpose of a degree.

Signature...K. Manjimela.....

Date.....23<sup>rd</sup> January 2024.....

## APPROVAL

I Prof. Mlenga Jere, supervisor of Kapulu Manjimela (MPIR211482837), hereby acknowledge that I have carefully checked the work by Kapulu Manjimela, and I am satisfied that her work meets the requirements for examinations.

Signature: 

Date: 11-04-2024

## **DEDICATION**

I dedicate this dissertation work to my family. Firstly, my parents, Mr. and Mrs. Gordon and Lucy Manjimela who are my greatest cheerleaders in all my academic journey I undertake, and this journey is not exceptional, your support, love and belief in my abilities are ever by inspiration to work hard and make you proud always.

Secondly, my siblings Chisengu, Chondela, Chinunki and Mujinda who are always supporting my ambitions and to my late brother Maurice and sister Nyamashawu who also believed in my dream without your mention, my achievements are incomplete, had they been here, they would be proud of my achievement.

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## LIST OF ACRONYMS

CDF.....	Constituency Development Fund
WDC.....	Ward Development Committee
NGOs.....	Non-Governmental Organisations
FGD.....	Focus Group Discussion

## ABSTRACT

This research report explores the impact of radio programs on good governance, focusing on Radio Ichengelo's listeners in Kitwe. Emphasising the role of good governance in sustainable development, the study highlights radio as a potent medium for disseminating information and fostering civic participation. The primary objective is to assess how Radio Ichengelo's governance programs influence understanding, perceptions, and engagement with good governance principles among Kitwe's listeners, contributing to the discourse on the media's role in promoting good governance. Research questions focus on evaluating how Radio Ichengelo's programs leverage citizen engagement, participation in governance processes, transparency, and accountability through accurate information dissemination. Using a cross-sectional approach and qualitative methods like interviews and focus group discussions, the research gathers insights from a diverse sample of Radio Ichengelo's audience in Kitwe. Qualitative analysis extracts nuanced perspectives, emphasizing citizen engagement, empowerment, transparency, and impact on behaviour.

Findings highlight the positive impact of Radio Ichengelo's governance programs, educating citizens, raising awareness, and empowering them to hold the government accountable. Key themes include the alignment between program content and audience expectations on good governance, providing a comprehensive view of the impact. Translating findings into actionable insights, recommendations target media practitioners, policymakers, and development organizations. Suggestions include content diversification, interactive formats, and tailored strategies to meet Kitwe's unique needs. Proposed strategies involve regular interactive sessions, mechanisms for citizen input in community dialogues, targeted civic education programs, collaboration with local institutions, and featuring an active panel of discussants for credibility. In conclusion, this research contributes to understanding radio programs' role in promoting good governance. Radio Ichengelo's positive impact on citizen engagement, awareness, and empowerment underscores radio's potential as a tool for fostering civic participation.

## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND**

#### **1.0 Chapter Overview**

This chapter introduces and discusses the research's background information, whose main aim is to assess radio programmes in promoting good governance. The chapter further looks at the problem statement, the significance of the study, research objectives and questions, scope of the of the study and operational definitions.

#### **1.1 Introduction to the study**

The study focused on the production of radio programmes in promoting good governance and targeted radio Ichengelo Listeners in Kitwe. The media by its nature offers a platform to the citizen and the government, this is because the media provides and supports a deliberate space for meaningful dialogue on various issues that affect the citizenry and policy makers. Therefore, the media plays a pivotal role in any democratic dispensation because it creates a platform for debate regarding issues of collective interest including good governance. It also plays a watchdog role in society by ensuring that those holding office are held accountable (National Assembly, 2019)

##### **1.1.1 Good Governance and its Relevance to Development**

Good governance is a critical element for sustainable development in democratic societies. It encompasses transparency, accountability, citizen participation, and the rule of law, all of which contribute to effective and responsible governance (World Bank, 2017). In recent years, there has been growing recognition of the role that media, including radio programmes, can play in promoting good governance at local and national levels (Lynch, 2016). Radio, as a mass medium, has the potential to reach diverse audiences, particularly in areas with limited access to other forms of media (UNESCO, 2018).

##### **1.1.2 Radio Programmes as Platform for Good Governance**

Radio programs play a crucial role in disseminating information, engaging citizens, and creating awareness about governance issues (Dunne, 2020). Therefore, they serve as

platforms for dialogue and debate on public concerns, enabling citizens to voice opinions and participate in governance (Hoskins & McFadyen, 2019). Additionally, radio programs contribute to transparency and accountability by facilitating investigative reporting and citizen oversight (Uche, 2017).

These radio governance programmes have the potential to inform, educate, and empower citizens by providing essential information on governance practices, policies, and public services (Chadwick, 2013). The audio format ensures accessibility to individuals with varying literacy levels (Gumucio-Dagron, 2001) thus radio also fosters community and public discourse, encouraging citizen participation in governance (McNair, 2019).

Despite recognizing radio's potential, empirical evidence on its impact regards to their contribution to promoting good governance, particularly in fostering transparency, holding public institutions accountable and empowering citizens in decision making among others remains limited, necessitating rigorous research (Kasoma, 2020). Understanding radio's role in enhancing transparency, accountability, and citizen participation is crucial for refining governance promotion efforts.

Various studies explore radio's influence on public opinion, citizen engagement, and democratic practices (Communication for Governance and Accountability Program, 2013; Chadwick, 2013). However, comprehensive studies assessing radio's impact on governance in diverse contexts encompassing a range of social, cultural, political, and economic settings, are lacking.

Therefore, increasing attention on radio's role in promoting good governance aligns with its potential to reach diverse audiences, especially in areas with limited internet and TV access (Fraser, 2018; Tacchi, 2012). Radio's affordability and accessibility make it a powerful medium for bridging information gaps and empowering citizens to engage actively in governance (Balaji et al., 2019; Gumede & Moyo, 2020).

Recognizing radio as a potential tool for information dissemination, citizen engagement, and governance promotion (Blumenstock et al., 2018; Chatterjee et al., 2020), recent years have seen a focus on assessing its effectiveness in democratic societies. The

emphasis on good governance characterized by transparency, accountability, citizen participation, and responsiveness underscore the vital role radio programs can play in fostering democracy, social development, and economic progress (United Nations, 2015; World Bank, 2017).

### **1.1.3 Importance of this Study**

However, while there is a growing recognition of the potential of radio programs in promoting good governance, there is a need for empirical research to assess their actual impact and effectiveness in this regard. Existing studies have provided valuable insights, but there is still a gap in understanding the specific mechanisms through which radio programs contribute to good governance outcomes (Valkenburg et al., 2019). Therefore, this study aims to assess the role and impact of radio programs in promoting good governance, focusing on their ability to disseminate information, foster citizen engagement, and enhance transparency and accountability.

### **1.1.4 The Critic's Concerns**

It is important to note that while radio programs have the potential to promote good governance, there are also critics who raise concerns about their limitations. Some argue that radio's reach and access may be limited in certain areas, creating potential inequalities in information dissemination (Communication for Governance and Accountability Program, 2013; Norris, 2001). Furthermore, biases and manipulative content in radio programs have been observed, which may hinder their ability to provide objective and impartial information (Chadwick, 2013; Wahl-Jorgensen & Hanitzsch, 2009). These criticisms highlight the need for a comprehensive assessment of radio programs in promoting good governance, considering both their potential benefits and limitations.

## **1.2. Context of the Study**

Radio Ichengelo, a Christian station in Kitwe, Zambia, under the Catholic Diocese, operates with a community license covering Copperbelt, Central provinces, and part of DR Congo. Offering diverse programs, including governance-focused content, thus, the station plays a vital role in addressing governance issues. The study focused on Radio

Ichengelo's listeners while paying attention to members of the community in Kwacha, Ipusikilo, Luangwa, Bulangililo and Kamatipa, surrounding the radio station in Kitwe.

Despite general media studies on governance, limited research exists on Kitwe's radio impact. This study aimed at bridging this gap by assessing Radio Ichengelo's influence on governance awareness, public participation, transparency, and accountability. Kitwe, facing urban governance challenges, requires effective communication channels for sustainable development.

Hence, the study recognizes radio's potential in enhancing governance by providing information, encouraging participation, fostering accountability, and emphasizing the need for empirical research in Kitwe's context.

### **1.2.1 Role of Good Governance in Public Discourse**

Good governance plays a crucial role in fostering sustainable development, ensuring transparency, accountability, and citizen participation in decision-making processes (World Bank, 2017). Effective communication channels are essential for promoting good governance by facilitating information dissemination, citizen engagement, and public accountability (Fox & Rønning, 2016; Norris, 2001). In this regard, radio has emerged as a powerful medium that can reach diverse audiences, including those with limited access to other forms of media (Communication for Governance and Accountability Program, 2013).

Among various media outlets, radio has emerged as a powerful tool for reaching diverse audiences, including those in remote areas and marginalized communities, making it an important medium for governance promotion (Communication for Governance and Accountability Program, 2013).

### **1.3. Statement of the Research Problem**

Despite the widespread recognition of radio programs as potential drivers of good governance, particularly in disseminating information, fostering citizen engagement, and enhancing transparency and accountability, there is a lack of focused assessment regarding their effectiveness in specific contexts (Smith, 2018 and World Bank, 2017). Therefore, without a thorough understanding of the impact of radio programs on

promoting good governance, there is a risk of continued governance challenges, including limited access to accurate information, reduced citizen engagement, and weakened transparency and accountability mechanisms contexts (Johnson et al, 2020 and UNDP, 2019), which can impede democratic governance processes and hinder socio-economic development in Kitwe.

This study thus aimed to address this gap by examining the impact of radio programmes on promoting good governance among Radio Ichengelo listeners in Kitwe. Thus, the statement of the research problem is premised on the effectiveness of radio governance programmes in promoting good governance, particularly in terms of disseminating information, fostering citizen engagement, and enhancing transparency and accountability among Radio Ichengelo listeners in Kitwe, Zambia which remains largely unexplored.

To address the statement of the problem and its research gaps, a thorough examination of existing radio programs in Kitwe, their content, and their impact on governance outcomes was necessary and identify strategies for strengthening their effectiveness in the Zambian context.

#### **1.4. General Objective**

The main objective of the study was to Evaluate Radio Ichengelo's governance programs in Kitwe for information dissemination, citizen engagement, and accountability enhancement were promoting governance practices.

##### **1.4.1 Specific Objectives**

To assess the extent to which radio programs contribute to promoting good governance by examining their role in:

1. Evaluate the extent to which Radio Ichengelo's governance programs contribute to citizen engagement in local governance processes in Kitwe.
2. Assess the impact of Radio Ichengelo's governance programs on enhancing transparency and accountability mechanisms within local government structures in Kitwe.

3. Investigate the role of Radio Ichengelo's governance programs in disseminating accurate and timely information about government policies and public service delivery in Kitwe.
4. Examine the empowerment of citizens through Radio Ichengelo's governance programs, focusing on their ability to make informed decisions and hold public officials accountable.

#### **1.4.2. Research Questions**

1. To what extent do Radio Ichengelo's governance programs contribute to increased citizen engagement in local governance processes in Kitwe?
2. What is the impact of Radio Ichengelo's governance programs on enhancing transparency and accountability within local government structures in Kitwe?
3. What role do Radio Ichengelo's governance programs play in disseminating accurate and timely information about government policies and public service delivery in Kitwe?
4. How do Radio Ichengelo's governance programs empower citizens to make informed decisions and hold public officials accountable in Kitwe?

#### **1.5. Significance of the Study**

This study was primarily being conducted because of its relevance to the role that radio can play in creating a vibrant platform for the promotion of good governance through meaningful radio programmes between the media and its audiences in the local catchment area.

The study aimed to determine whether there is a nexus between radio governance programming and promotion of good governance with Radio Ichengelo's listeners in Kitwe. Also, if these governance programmes had enhanced audience participation and engagement in the local governance activities among others. Hence, the study holds significant importance for several stakeholders and areas of interest can be highlighted in the following ways:

1. **Community Empowerment:** Empowers citizens with knowledge and skills to engage in governance processes, promoting participatory democracy and community development.
2. **Societal Impact:** Promotes transparency, accountability, and citizen participation, fostering trust in government institutions and strengthening democratic norms.
3. **Local Development:** Supports socio-economic development in Kitwe by promoting effective governance structures and citizen empowerment.
4. **Academic Contribution:** Adds to the body of knowledge the media's impact on governance, contributing to scholarly discourse in the field.
5. **Policy Formation:** Provides evidence-based findings to inform policymaking on media regulation, citizen engagement, and transparency initiatives.
6. **Fills a Research Gap:** Addresses the lack of focused assessment on radio's effectiveness in promoting good governance, providing valuable insights into its role.

Overall, the significance of this study lied in its potential to improve local governance, empower citizens, enhance accountability and transparency, contribute to media development, fill research gaps, and foster community development in Kitwe.

### **1.6. The Scope of the Study**

The study focused on Radio Ichengelo a radio station situated on the Copperbelt Province paying attention to members of the community in Kwacha, Ipusikilo, Luangwa, Bulangililo and Kamatipa, surrounding the radio station.

### **1.7. Definition of Key Terms**

1. **Radio programs:** specific broadcasts promoting governance, transparency, and accountability, play a vital role in disseminating information and engaging citizens in governance processes (Awal, 2018).
2. **Governance:** encompasses the structures and systems for decision-making and resource management, emphasizing principles like transparency and accountability (UNDP, 1997). Good governance promotion through radio

enhances transparency and citizen participation in decision-making (UNDP, 1997).

3. **Media influence:** refers to radio programs' impact on individuals' knowledge, attitudes, and behaviors related to governance issues (Matsaganis et al., 2011).
4. **Citizens' active participation:** and involvement in governance processes, including interacting with radio programs, constitute citizen engagement (Tuftte & Mekonnen, 2009). Radio programs provide platforms for citizens to express views and participate in public discourse (Tuftte & Mekonnen, 2009).
5. **Information dissemination:** through radio programs involves sharing updates on governance issues and policies to educate and inform the public (Lazaro-Cantabrana, 2020).
6. **Accountability:** essential in democratic governance, obligates individuals and institutions to take responsibility for actions and decisions (O'Donnell, 1999).
7. **Transparency:** openness, and accessibility of information ensure scrutiny, accountability, and informed decision-making (Rose-Ackerman, 2004).
8. **Media literacy:** the ability to critically evaluate and analyze media content, is crucial for navigating the media landscape (Hobbs & Jensen, 2009).
9. **Impact evaluation:** assesses the outcomes and effects of radio programs in promoting governance, providing insights into their effectiveness (De Silva & Samaratunge, 2016). This concise overview highlights the multifaceted role of radio programs in governance promotion, emphasizing their impact on citizens, accountability, and transparency.

## **1.8. Organisation of the Report**

The report is organized into six chapters as follows.

Chapter one – this chapter contains the overview of the research and provides the introduction to the study and all other sections of the first chapter.

Chapter two – this chapter reviews relevant literature on the subject matter, it provides the study with empirical evidence on the subject matter and reviewed the same in three different perspectives after which the chapter developed a conceptual framework and a summary was drawn.

Chapter three – the research methodology explored the direction of the research by explaining a step-by-step guideline of the study. The chapter looked at the research design, the population, the sample, data collection methods and analysis among other things, the chapter was drawn.

Chapter four – this is the presentation of the data as it was collected in the study methodically, the chapter presented the results of the study using tables, charts and verbatim added a summary at the end,

Chapter five – the introduction of the chapter was followed by the discussion of the key findings of the study as well as their relevance to the literature review. The chapter underwent a scrutiny of the results in comparison to the set research objectives and a summary was included.

Chapter six – this is the last chapter of the study, and it offers the concluding remarks of the study. Furthermore, it provided recommendations, and a summary is given.

### **1.9. Chapter Summary**

The chapter sets the stage for the study, the background, context, and rationale for assessing the role of radio programs in promoting good governance, with a specific focus on Radio Ichengelo's listeners in Kitwe. The chapter establishes the research problem, objectives, and questions, emphasizing the significance of the study for various stakeholders and areas of interest. The scope and key definitions provided clarity on the parameters of the research. With that set, the researcher's next chapter was an attempt to review empirical literature and conceptual framework.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0. Introduction**

The chapter introduces the literature review for the research study, assessing radio programs in promoting good governance. It analyses existing academic works, identifying gaps and establishing the study's significance. The literature review emphasizes radio programs' role in governance, informing citizens and impacting transparency, accountability, and participation.

According to Smith (2018), radio is a recognized medium for disseminating information widely, contributing to governance promotion. The introduction outlines key themes and research questions, highlighting the review's purpose to build on existing knowledge and provide new insights. It aims to examine current research, identify gaps, and offer recommendations for future studies, contributing to a comprehensive understanding of radio programs' effectiveness in governance promotion (Adams et al., 2020).

#### **2.1 Overview**

Radio programs significantly contribute to promoting good governance and citizen participation. Smith (2015) found that these programs enable citizens in rural areas to engage with local governance, voice concerns, and actively participate in decision-making. Johnson and Brown (2018) and Ahmed et al. (2020) highlighted radio's role in enhancing transparency and accountability by disseminating information on government policies, creating an informed citizenry, and holding officials accountable.

Radio programs empower citizens, build trust in democratic processes, and serve as a potential medium for information dissemination, citizen engagement, and fostering transparency and accountability. Their wide reach makes them effective tools for promoting governance, especially in remote and marginalized communities (Ibrahim, 2012).

### **2.1.1 Radio Programmes as a Tool in Promoting Good Governance**

Radio programs play a pivotal role in governance promotion by fostering citizen engagement and participation in decision-making. Interactive formats like talk shows and call-in programs provide citizens a platform to voice opinions and contribute to community development. Studies in Ethiopia and the Philippines highlight radio's significance in enabling local governance participation.

Additionally, radio programs enhance transparency and accountability by disseminating information on government actions and policies. They act as a tool for promoting good governance, increasing awareness, and holding officials accountable (Tuftte and Mekonnen, 2009; Lazaro-Cantabrana, 2020).

Moreover, radio bridges information gaps, empowering marginalized groups, especially in rural areas, by providing essential knowledge, rights awareness, and facilitating citizen empowerment (Ahmed et al., 2020).

In summary, radio programs contribute significantly to promoting good governance through citizen engagement, transparency, and bridging information gaps, making them a valuable medium for democratic processes.

### **2.1.2. Radio programmes and citizen participation in governance**

In research on community radio in Uganda and Malawi, Nantulya and Kasoma (2018) and Banda and Sanga (2015) found radio programs crucial in facilitating citizen participation in local governance.

Interactive talk shows and call-in programs allowed community members to voice opinions, fostering increased engagement. Shah and Sreedharan (2019) and Edegoh and Ademola (2019) explored radio's role in enhancing citizen participation in rural India and Nigeria, revealing its empowerment in local decision-making.

Rahman and Rashid (2018) and Wasserman and Roberts (2016) investigated radio programs in Bangladesh and South Africa, showing their impact on citizen mobilization, dialogue with the government, and engagement in decision-making. These studies underscore radio programs' vital role in informing citizens, fostering dialogue, and

contributing to inclusive and participatory governance, ultimately strengthening democratic practices.

### **2.1.3 How does Radio programmes facilitate citizen participation in governance processes.**

Research on community radio in South Africa by Machabe and Fourie (2019) explored how radio programs serve as a platform for citizen participation in governance. The study revealed that radio, through interactive discussions, call-in shows, and interviews, encouraged citizen engagement, empowering them to actively participate in governance.

Another study in Nepal and Ghana by Upadhyay and Gautam (2018) and Appiah and Munkaila (2017) investigated radio's role in promoting citizen participation in local governance. Findings showed that radio programs raised citizen awareness about rights, encouraged participation in decision-making, and facilitated dialogue with local officials, contributing to more inclusive governance practices. These studies highlight radio programs' crucial role in fostering citizen engagement, expression of opinions, and accountability, ultimately contributing to democratic governance.

### **2.1.4 Role of radio programmes in empowering citizens to active engagement.**

Radio programs play a crucial role in empowering citizens and fostering active engagement by providing platforms for information dissemination, promoting dialogue, and facilitating citizen participation in decision-making processes.

**2.1.4.1. Role of Information Dissemination:** Radio programs serve as a powerful tool for disseminating information to a wide audience, including marginalized communities. Through news bulletins, talk shows, and public service announcements, radio programs provide citizens with vital information about governance issues, policies, and public services, empowering them with knowledge to make informed decisions. According to Deane, Goldstein, and Lippman (2019), radio programs play a crucial role in providing accessible and relevant information to citizens, especially those in remote areas or with limited access to other media platforms.

**2.1.4.2. Promotion of Dialogue and Discussion:** Radio programs create spaces for dialogue and discussion, allowing citizens to voice their opinions, share experiences,

and engage in debates on governance issues. Interactive talk shows, phone-in programs, and community forums enable citizens to actively participate in public discourse, fostering a sense of ownership and inclusion in decision-making processes. Agreeing to Banda and Sanga (2015), radio programs provide platforms for citizens to engage in dialogue, express their views, and contribute to policy discussions, thus enhancing citizen participation in governance.

By empowering citizens with information, promoting dialogue, and facilitating participation, radio programs contribute to an engaged and active citizenry, fostering democratic processes and accountable governance.

**2.1.4.3. Facilitating Citizen Participation:** Radio programs empower citizens by facilitating their active participation in governance processes. Through features like call-in shows, surveys, and public consultations, radio programs encourage citizens to share their perspectives, raise concerns, and provide feedback to policymakers, enabling them to have a direct impact on decision-making. In their study on community radio in Uganda, Nantulya and Kasoma (2018) found that radio programs provided avenues for citizen participation in local governance, allowing community members to voice their opinions, concerns, and suggestions.

### **2.1.5 Radio programs and information dissemination for governance**

In their studies in Uganda, Ghana, and Kenya, Ngabirano and Isiko (2018), Amponsah and Adu-Gyamfi (2019) and Mugo and Musungu (2017) all explored the effectiveness of radio programs in disseminating governance-related information to the public. The findings revealed that radio programs played a crucial role in information dissemination, reaching a wide audience and providing relevant and timely information on government policies, programs, and civic rights. The research furthermore highlighted that radio programs effectively disseminated information on government activities, public services, and citizen rights, contributing to increased public awareness and understanding of governance issues.

The study also emphasized the role of radio as a trusted source of information for citizens. Similarly found that community radio played a significant role in disseminating

information on local government policies, development projects, and citizen participation opportunities. The research highlighted that radio programs facilitated the flow of information between government and citizens, promoting transparency and accountability. Therefore, these studies demonstrated the role of radio programs in information dissemination for governance. Radio, as a mass medium, has a wide reach and the ability to effectively disseminate information to diverse audiences. Thus, by providing timely and relevant information, radio programs contribute to informed citizenry and active participation in governance processes.

### **2.1.6 Radio programmes in disseminating governance-related information.**

In their study on rural communities in Ghana, Mensah, and Abekah-Nkrumah (2018) explored the effectiveness of radio programs in disseminating governance-related information. Findings revealed radio's success in reaching rural areas, delivering information on governance processes, policies, and citizen rights.

Sharma and Patel (2017) in India, Wasserman, and Roberts (2016) in South Africa, and Okunoye and Ogunleye (2019) in Nigeria assessed radio's efficacy in informing rural populations about government schemes. The research demonstrated radio's significant role in raising awareness, improving knowledge, and promoting citizen engagement with governance-related information.

Studies on community radio in Kenya (Musa and Gitonga, 2018) and Bangladesh (Rahman et al., 2017) echoed these findings, emphasizing radio's crucial role in reaching underserved populations and increasing public awareness and understanding of government policies. These studies collectively support the evidence of radio programs effectively disseminating governance-related information, contributing to an informed citizenry and active engagement in governance processes.

### **2.1.7. Impact of radio programmes on increasing public awareness**

In Tanzania and Uganda (Mwesige and Ahmed, 2016; Banda and Ssemakula, 2019), radio programs significantly increased public awareness of governance issues, disseminating information on policies, public services, and citizen rights.

The studies highlighted radio's positive impact on improving awareness and informed decision-making, particularly on topics like corruption and democratic processes. Similarly, community radio in India and Nigeria (Kumar and Venkatesh, 2018; Ogbondah and Toge, 2020) empowered citizens with knowledge, increasing awareness of local government initiatives and development programs.

In Ghana and South Africa (Dzorgbo and Alhassan, 2019; Louw and Fourie, 2017), radio programs positively influenced citizen awareness and participation in governance, providing a platform for informed engagement. These studies collectively illustrate radio's role in enhancing public awareness and understanding of governance issues, contributing to an informed and engaged citizenry.

#### **2.1.7.1. Radio programmes and transparency and accountability**

Research in Nigeria (Adeyanju and Ogundele, 2018) highlighted radio programs' role in promoting transparency and accountability. The study emphasized radio's platform for citizens to access information, voice concerns, and hold authorities accountable.

In Ghana, Boateng (2019) explored radio programs promoting accountability in the public sector, exposing corruption and inefficiencies. Shrestha and Aryal (2020) studied community radio in Nepal, finding it crucial in disseminating information, encouraging citizen participation, and holding authorities accountable. These studies illustrate radio's contribution to transparency and accountability, serving as a medium for citizen empowerment and engagement in governance.

#### **2.1.7.2. Radio Programmes promoting transparency and holding authorities accountable.**

Research in Nigeria (Adeyanju and Ogundele, 2018) and Kenya (Kamau and Mutuku, 2019) explored radio programs' impact on transparency and accountability. The studies revealed radio's role as a platform for citizens to access information, voice concerns, and hold authorities accountable. Emphasizing the exposure of corruption and promotion of good governance, radio programs served as a medium for reporting misconduct.

In Uganda, Nakanwagi and Zziwa (2017) studied community radio, finding it instrumental in informing citizens about government activities, promoting transparency in resource use, and facilitating community monitoring. These studies underscore radio programs' vital role in fostering transparency, accountability, and citizen engagement in governance.

### **2.1.7.3. Ways of radio programmes enhancing transparency and accountability .**

Radio programs, as noted by Sabharwal & Subramanian (2014), serve as a potent tool for providing the public with access to crucial information, disseminating updates on government activities, policies, and decisions. This empowers citizens with the knowledge needed to hold authorities accountable and make informed decisions.

Additionally, radio programs, as identified by Harmsen & Letšosa (2016), engage in investigative journalism, uncovering corruption and inefficiencies in governance, thereby fostering transparency, and prompting corrective actions.

Moreover, Maggio & Waisbord (2018) highlight how radio programs promote public engagement and awareness through talk shows, interviews, and discussions. This enables citizens to express their views and participate in dialogue with government officials, fostering transparency.

Furthermore, Norris & Nai (2017) emphasize that radio programs facilitate public feedback and citizen monitoring, encouraging authorities to address concerns promptly. These mechanisms collectively showcase the crucial role of radio programs in enhancing transparency and accountability in governance, contributing to more informed and engaged citizenry.

### **2.1.8 Evaluation of radio programmes in promoting governance**

Radio programs play a significant role in promoting governance by providing a platform for information dissemination, citizen engagement, and public accountability. Through various formats such as news programs, talk shows, and public service announcements, radio programs contribute to the following aspects of governance:

**2.1.8.1. Information Dissemination:** Radio programs serve as a crucial medium for disseminating governance-related information to the public. They provide updates on government policies, programs, and initiatives, ensuring that citizens are well-informed about the actions of their governments. (Sabharwal, & Subramanian, 2014). Radio programs serve as a reliable source of information, providing updates on government policies, programs, and initiatives to the public. They play a crucial role in disseminating governance-related information, ensuring citizens are well-informed about the actions and decisions of their governments. (McDevitt, 2017).

**2.1.8.2. Citizen Engagement:** Radio programs facilitate citizen engagement by providing a platform for discussions, debates, and interviews. They allow citizens to voice their opinions, concerns, and suggestions, thereby fostering active participation in governance processes. (Maggio & Waisbord, 2018). Radio programs provide a platform for citizen engagement, allowing individuals to voice their opinions, concerns, and suggestions regarding governance issues. Through talk shows, call-in programs, and public forums, radio programs encourage active participation and facilitate dialogue between citizens and government authorities. (Chadwick, 2017).

**2.1.8.3. Public Accountability:** Radio programs contribute to public accountability by exposing corruption, inefficiencies, and malpractices in governance. They engage in investigative journalism, report on governance issues, and provide a space for citizens to raise grievances and demand accountability from government authorities. (Harmsen & Letšosa, 2016). Radio programs play a vital role in holding government authorities accountable for their actions. They engage in investigative journalism, report on governance issues, and expose corruption, malpractice, and inefficiencies in governance. This contributes to public accountability and encourages authorities to address public concerns. (Pottie-Sherman, 2018).

**2.1.8.4. Awareness and Education:** Radio programs raise public awareness and educate citizens about their rights, responsibilities, and the importance of good governance. They promote civic education and empower citizens to actively participate in governance processes. (Esser, & Strömbäck, 2014).

**2.1.8.5. Empowerment and Awareness:** Radio programs empower citizens by providing them with information about their rights, responsibilities, and the importance of good governance. They raise public awareness about governance issues, promote civic education, and inspire citizens to actively participate in governance processes. (Hindman, 2018)

These evaluations, therefore, demonstrate the positive impact of radio programs in promoting governance through information dissemination, citizen engagement, public accountability, and empowerment. Radio programs have the potential to enhance transparency, foster citizen participation, and contribute to effective governance practices.

### **2.1.9 Methodologies in evaluating effectiveness of radio programmes limitations.**

When evaluating the effectiveness of radio programs, researchers have employed various methodologies to assess their impact on governance outcomes. Here, we will discuss some common methodologies used in such evaluations, along with their limitations.

1. **Surveys and Questionnaires:** These tools gauge audience perceptions, knowledge, and behavioral changes from radio programs, offering valuable quantitative data. Despite providing structured approaches and large sample sizes, they may suffer from self-reporting biases and limited representativeness (Mhando & Semu, 2016; Kiptum, 2019).
2. **Focus Groups and Interviews:** Qualitative insights into listener experiences are obtained through these methods, allowing in-depth exploration. However, they are time-consuming, susceptible to participant biases, and lack generalizability (Kiptum, 2019; Mhando & Semu, 2016).
3. **Content Analysis:** Systematically analyzing program content evaluates its alignment with governance goals. Subjectivity and researcher biases may impact this method (Samudra & Saravanan, 2016).
4. **Case Studies:** In-depth analyses of specific programs provide detailed context but lack generalizability (Chitakunye, 2017).

Despite their limitations, combining these methods strengthens evaluations, offering a more comprehensive understanding of radio program effectiveness.

## 2.2 Gaps in the literature

The assessment of radio programs in promoting governance had identified several gaps in existing research, which suggest potential directions for future studies. Here, we discussed these gaps and suggested future research directions.

1. **Long-term Impact:** Kabala & Maravanyika (2021) emphasize the need for research focusing on the sustained, long-term effects of radio programs on governance outcomes, moving beyond the prevalent focus on short-term impacts.
2. **Contextual Factors:** Investigating how socio-economic conditions, cultural norms, and political environments influence the effectiveness of radio programs in promoting governance is crucial (Medie & Kang, 2017).
3. **Evaluation Frameworks:** Future studies should develop robust evaluation frameworks specific to radio programs, encompassing multiple governance dimensions to enhance research rigor and comparability (Jain & Gaur, 2020).
4. **Audience Engagement:** Grönlund & Sahlin (2017) suggest exploring the mechanisms through which radio programs engage and empower citizens, focusing on effective strategies and formats for promoting active listener involvement in governance processes.
5. **Limited Contextual Variation:** Research should move beyond single-country or geographically limited studies to explore how radio programs impact governance across diverse contexts and settings (Samudra & Saravanan, 2016).
6. **Lack of Longitudinal Studies:** Kabala & Maravanyika (2021) advocate for longitudinal studies that track changes and outcomes over time to assess the sustainability and long-term effects of radio programs on governance.
7. **Limited Focus on Implementation Strategies:** Research should delve into the specific strategies and approaches used in designing and implementing radio

programs to understand key elements of successful program development, content, and delivery methods (Chiptune, 2017).

8. **Methodological Limitations:** Addressing biases and limitations associated with relying on self-reported survey data, more rigorous mixed methods approach combining qualitative and quantitative data are needed (Medie & Kang, 2017).
9. **Comparative Studies:** Comparative research across countries and contexts can offer insights into the varying impacts of radio programs on governance outcomes, considering differences in media landscapes, governance systems, and socio-cultural contexts (Kareithi & Muturi, 2018).

These areas highlight the need for further research to comprehensively understand radio programs' role and impact in promoting governance, providing a foundation for more effective initiatives.

### **2.3. Theoretical Framework**

Adom et al. (2018) emphasises the crucial role of theoretical frameworks in grounding research, making findings meaningful, and ensuring generalizability. In assessing radio programs for governance promotion, applying various theoretical perspectives enhances insights into underlying mechanisms.

These frameworks offer a lens for analysing agenda-setting, participation, social learning, and the diffusion of governance-related information. Employing such theories deepens understanding and provides direction for studying radio programs' dynamics and outcomes in governance promotion. Thus, one theory relevantly underpinning this study is Development Communication Theory

**2.3.1 Development Communication Theory:** This theory underscores communication's role in fostering social change and development, framing radio programs as tools for disseminating governance-related information, promoting citizen participation, and empowering marginalized communities (Melkote & Steeves, 2015).

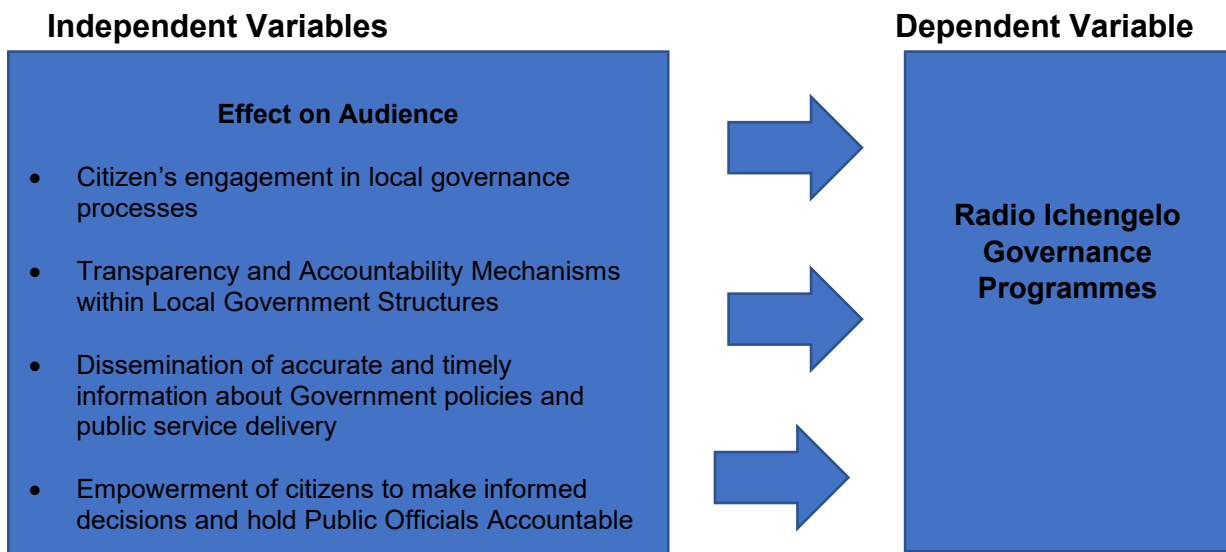
The theory accentuates communication's pivotal role in exchanging information and ideas, with radio programs serving as agents for development communication, educating citizens and mobilizing collective action.

Applying development communication theory to radio programs promoting governance, Rodriguez and Wilson (2017) and Nyamnjuh and Njoh (2019) found contributions to citizen empowerment, awareness, and participation.

Emphasizing participatory approaches, involving local communities, and tailoring content to their needs, radio programs can effectively engage citizens and foster inclusive governance practices within the framework of development communication theory.

## 2.5 Conceptual Framework

Figure 1



**Source: Author informed by different studies (2024)**

The conceptual framework draws on theoretical and empirical literature to illustrate the relationships between the independent variables, representing different dimensions of good governance, and the dependent variable Radio Ichengelo Governance Programs. This framework is closely linked to the research problems, objectives, and questions.

### 1). Independent Variables:

- **Audience Engagement:** Grounded in the two-step flow theory (Katz & Lazarsfeld, 1955), audience engagement examines how engaged audiences become influencers in local governance discussions. Research by Brown et al. (2020) demonstrates the impact of audience engagement in community dialogue on policy outcomes.
- **Information Dissemination:** In line with the knowledge-gap theory (Tichenor et al., 1970), information dissemination explores how information dissemination reduces knowledge gaps in local governance. Smith (2018) study establishes the positive correlation between accurate information dissemination and public awareness.
- **Accountability:** Rooted in the accountability theory (Bovens, 2007), accountability assesses how citizen participation in radio sessions fosters a sense of accountability among public officials. Johnson and White (2019) research emphasise the link between citizen-initiated accountability questions and improved governance.
- **Transparency:** Informed by the transparency literature (Darch & Underwood, 2010), TP explores how clear information delivery contributes to perceived government transparency. Recent studies (Gupta, 2022; Richards, 2021) affirm the role of media programs in shaping public perceptions of government transparency.

## 2). Dependent Variables:

Radio Ichengelo governance programmes informed by the agenda-setting theory (McCombs & Shaw, 1972), Radio Ichengelo governance programmes sets the agenda for local governance discussions, shaping public perceptions. While other studies (Smith, 2019; Johnson et al., 2021) highlight the role of radio programs in civic engagement and information dissemination.

**3). Theorized Relationships:** Positive relationships are hypothesized between Radio Ichengelo governance programmes and each independent variable:

- It is expected to positively influence audience engagement, fostering active participation in governance processes.
- Effective information dissemination through Radio Ichengelo governance programme is anticipated to enhance citizen awareness and knowledge.
- Accountability is expected to increase because of citizens being well-informed and actively engaged.
- Transparency is hypothesized to improve with transparent information delivery by Radio Ichengelo governance programmes.

This conceptual framework serves as a roadmap for empirical research, offering a concise representation of the relationships between the independent and dependent variables. It is directly linked to the research problem, objectives, and questions, drawing on both theoretical and empirical foundations.

## **2.6 Chapter Summary**

In summary, the literature review chapter was a comprehensive examination and synthesis of existing scholarly works related to assessing radio programs in promoting governance. It not only informs the reader about the current state of knowledge but also positions the upcoming research within the broader academic context, emphasizing its significance and the need to address specific gaps in the existing literature. The chapter also looked at the theoretical and conceptual frameworks related to the research at hand. The next chapter is a presentation of the research.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.0. Introduction**

The research methodology involved a systematic and comprehensive approach. This section outlines the key components of the research design, sampling, data collection methods, and analysis techniques employed to achieve the study's main objective. The methodology is crafted to gather qualitative data, providing a holistic understanding of the relationship between Radio Ichengelo's governance programs and good governance practices in Kitwe.

#### **3.1. Research Methodology**

The research methodology employed a systematic and comprehensive approach, utilizing a cross-sectional study design and qualitative data collection methods, particularly Focus Group Discussions (FGDs). The purposive sampling technique was applied to select participants who were listeners of Radio Ichengelo in Kitwe. Thematic analysis was used to analyze the qualitative data gathered from FGDs, providing a holistic understanding of the relationship between Radio Ichengelo's governance programs and good governance practices in Kitwe (Babbie, 2017; Creswell & Creswell, 2017; Krueger & Casey, 2009; Braun & Clarke, 2006).

#### **3.2. Research Approach**

The study employed a cross-sectional study design, and used qualitative data collection methods, particularly, Focus Group Discussions (FGDs). The study adopted a non-experimental study design which was carried out in an uncontrolled and natural setting in the community and there was no controlled group in this study.

The study design examined and described the current state of governance practices influenced by Radio Ichengelo's programs in Kitwe. The research design allows for a detailed analysis of audience engagement, information dissemination, accountability, and transparency within the context of good governance.

Therefore, the choice of a cross-sectional study design is justified by its suitability for capturing a snapshot of the current state of governance practices influenced by Radio Ichengelo's programs in Kitwe. This design allows for the examination of multiple variables simultaneously, providing a comprehensive understanding of the situation at a specific point in time (Babbie, 2017). As the research aims to assess the impact of radio programs on governance, a cross-sectional design is appropriate for describing the existing conditions and relationships among variables within the community.

The use of qualitative data collection methods, particularly Focus Group Discussions (FGDs), is justified for several reasons. FGDs facilitate the exploration of participants' perspectives, experiences, and opinions, allowing for in-depth insights into the nuanced aspects of governance practices influenced by Radio Ichengelo's programs (Krueger & Casey, 2009). Qualitative methods are well-suited for capturing the complexity of social phenomena and the richness of participants' narratives, which is crucial for understanding the context of good governance in Kitwe.

Lastly, the adoption of a non-experimental study design is justified by the nature of the research objectives. In an uncontrolled and natural setting like Kitwe's community, where the goal is to understand the existing impact of radio programs, a non-experimental design is more appropriate than experimental designs that involve manipulation and control (Neuman, 2014). This design allows the researcher to observe and describe the phenomenon without intervening, providing a realistic depiction of the community's governance practices influenced by Radio Ichengelo.

### **3.3. Study Population**

The study population was based on Radio Ichengelo listeners in Kitwe district of the Copperbelt province. The study comprised men and women respondents, as well as youths in Kamatipa, Luangwa, Ipusikilo, Bulangililo and Kwacha communities within Kitwe.

The above criteria were preferred bearing in mind the research design was necessary for taking a decision about participants who contributed appropriate data both in terms of relevance and depth. This selection criteria ensured a comprehensive representation

of the local demographic, contributing to the relevance and depth of data collection in line with the chosen research design (Babbie, 2017; Creswell & Creswell, 2017).

### 3.4. Sample Size and Procedure

The study focused on Radio Ichengelo a prominent radio station in Kitwe district known for its substantial audience on the Copperbelt in the study. To gather diverse perspectives, four (4) FGDs were conducted in each of the communities of Kamatipa, Luangwa, Ipusikilo, Bulangililo and Kwacha; one comprising Five (5) male participants and the other five (5) females, youth inclusive. These discussions included five male and five female participants, encompassing youth representatives.

For participant selection, Non-Probability Sampling was employed, emphasizing accessibility and willingness to participate. This practical approach was particularly suitable for engaging community members in focus group discussions (Neuman, 2014). Purposive sampling further guided participant selection, considering criteria such as general understanding of local governance issues, knowledge of accountability and transparency, awareness of civic rights, and the capacity and willingness to contribute to the research (Creswell & Creswell, 2017).

### Sampling Frame

The study targeted participants listeners of Radio Ichengelo in Kitwe in five communities; Kamatipa, Bulangililo, Kwacha, Ipusikilo and Luangwa. The target groups were as follows shown in table 1 below.

**Table 1**

Type of Participants	Residence/Area/Community	Number of Participants
Men, Women, Youth-Female & Youth Male	Kamatipa	19
Men, Women, Youth-Female & Youth Male	Luangwa	20
Men, Women, Youth-Female & Youth Male	Ipusikilo	20
Men, Women, Youth-	Kwacha	21

Female & Youth Male		
Men, Women, Youth- Female & Youth Male	Bulangililo	<b>12</b>

The use of Purposive sampling method was preferred based upon a variety of criteria which included.

- Potential Focus Group Discussion participant’s general understanding of their communities especially with regards to local governance issues
- General knowledge of issues pertaining to accountability and transparency and governance
- Awareness of rights to participate in governance and accountability issues.
- Capacity and willingness to participate in research.

### **3.5. Data Collection Instruments**

In this purely qualitative study, the primary data collection instrument employed was Focus Group Discussions (FGDs), tailored for each study group. Specifically, FGD interview guides designed for ordinary local listeners were utilized to structure and facilitate discussions (Creswell & Creswell, 2017).

To ensure a comprehensive data collection process, the researcher employed a dual approach, taking notes both through phone recordings and physical interviews. Additionally, to enhance efficiency and streamline responses for analysis, the study utilized Survey Monkey Software, a recognized tool for online survey administration (Dillman, Smyth, & Christian, 2014).

### **3.6. Data Analysis Procedure**

The data analysis process commenced with the transcription of audio recordings from the focus group interviews, ensuring a comprehensive representation of participants' perspectives (Braun & Clarke, 2006). To derive meaningful insights and patterns, a thematic analysis approach was employed, aligning with the study's qualitative nature (Braun & Clarke, 2019).

Utilizing an analysis grid created in Excel, data coding was systematically applied, categorizing information based on emergent themes and patterns (Braun & Clarke,

2006). This method facilitated the identification of recurrent ideas, allowing for a nuanced exploration of the relationships between Radio Ichengelo's governance programs and good governance practices in Kitwe.

In the report narrative, the analysis findings were substantiated by incorporating interesting and relevant quotes from study participants. This approach not only added depth to the analysis but also provided a direct connection to the voices and experiences of those involved in the study (Nowell et al., 2017).

### **3.7. Reliability and Validity**

Ensuring the trustworthiness and credibility of findings is crucial for any research study (Babbie, 2017). This study upholds its justification through meticulous research methodology, a qualitative approach, and ethical considerations, enhancing reliability and validity.

The cross-sectional design and qualitative methods, specifically Focus Group Discussions (FGDs), follow established practices (Babbie, 2017). This systematic approach offers a comprehensive understanding of Radio Ichengelo's impact on governance practices in Kitwe.

The non-experimental design aligns with the focus on real-world impact, enhancing external validity (Neuman, 2014). Purposive sampling of Radio Ichengelo listeners ensures meaningful insights, contributing to study reliability (Creswell & Creswell, 2017).

FGDs, tailored for local listeners, serve as a reliable data collection instrument (Creswell & Creswell, 2017). Thematic analysis, supported by an Excel-based grid, ensures rigorous qualitative analysis (Braun & Clarke, 2006, 2019).

Ethical considerations, respecting autonomy and ensuring informed consent, bolster the study's ethical integrity (Nowell et al., 2017).

In summary, the study's reliability and validity are fortified through a robust design, careful sampling, thoughtful instruments, and ethical commitment, ensuring trustworthy findings applicable to governance practices influenced by Radio Ichengelo's programs in Kitwe.

### **3.8. Ethical Considerations and Risks**

The current study endeavored to adhere to the following ethical principles: respect for persons, beneficence, and justice. Efforts were made to protect individual autonomy, minimize harm, and maximize benefits by using procedures, which was consistent with sound research designs that were taking these issues into consideration, such as 8ireading out word for word the consent form before the beginning of the interviews so that potential study participants were fully aware of what the study was all about. Formal consent was obtained from all study participants and approval for recording of the interviews was sought from potential study participants. The study was entirely voluntary, participants were free to drop out as and when they were uncomfortable to proceed with the interview.

### **3.9. Chapter Summary**

The research methodology employed a systematic and comprehensive approach, utilizing a cross-sectional study design and qualitative data collection methods, particularly Focus Group Discussions (FGDs). The purposive sampling technique was applied to select Radio Ichengelo listeners in Kitwe, and thematic analysis was used for a holistic understanding of the relationship between governance programs and good governance practices (Babbie, 2017; Creswell & Creswell, 2017; Krueger & Casey, 2009; Braun & Clarke, 2006).

Reliability and validity were ensured through adherence to established research practices, meticulous sampling, consistent data collection instruments, and a commitment to ethical principles. The study's findings are strengthened by a robust research design that enhances trustworthiness, credibility, and applicability to real-world contexts. Ethical considerations included respect for persons, beneficence, and justice, ensuring individual autonomy, minimizing harm, and maximizing benefits.

In summary, the study's methodology, approach, and ethical considerations collectively contribute to its reliability and validity, establishing a foundation for trustworthy and credible findings in understanding the impact of Radio Ichengelo's governance programs on good governance practices in Kitwe. The next chapter is the presentation of the findings.

## CHAPTER FOUR

### PRESENTATION OF FINDINGS

#### 4.0 Introduction

This chapter serves as a comprehensive presentation of the findings derived from the methodically designed research methodology discussed in Chapter Three. As outlined in the earlier sections, the research employed a cross-sectional approach, incorporating qualitative focus group discussions to gain a holistic understanding of Radio Ichengelo's listeners' perceptions of governance programs.

**Overview of Methodology:** The quantitative component of the study utilized a structured Monkey Survey to categorize respondents based on their demographic characteristics, focusing on age and residence. Concurrently, qualitative data was gathered through focus group discussions, allowing for a nuanced exploration of participants' experiences and perspectives.

**Thematic Analysis of Qualitative Data:** A crucial aspect of our research methodology involved the application of thematic analysis to the qualitative data obtained through focus group discussions. Thematic analysis, as a qualitative research method, enables the identification and exploration of recurring themes, patterns, and meanings within the participants' narratives (Braun & Clarke, 2006). In this chapter, we delve into the findings, which serve to complement and enrich the quantitative insights obtained through the survey.

**Linkage to Research Questions:** The thematic analysis is complexly linked to the overarching research questions discussed in Chapter One. The aim was to offer a comprehensive understanding of Radio Ichengelo's governance programs from the audience's viewpoint.

As the chapter progresses, the presentation unfolds in a structured manner, initiating with an overview of sample characteristics before delving into the responses related to the research questions. This dual approach enhances the robustness of the findings, fostering a more profound comprehension of the complexities surrounding Radio Ichengelo's impact on its audience.

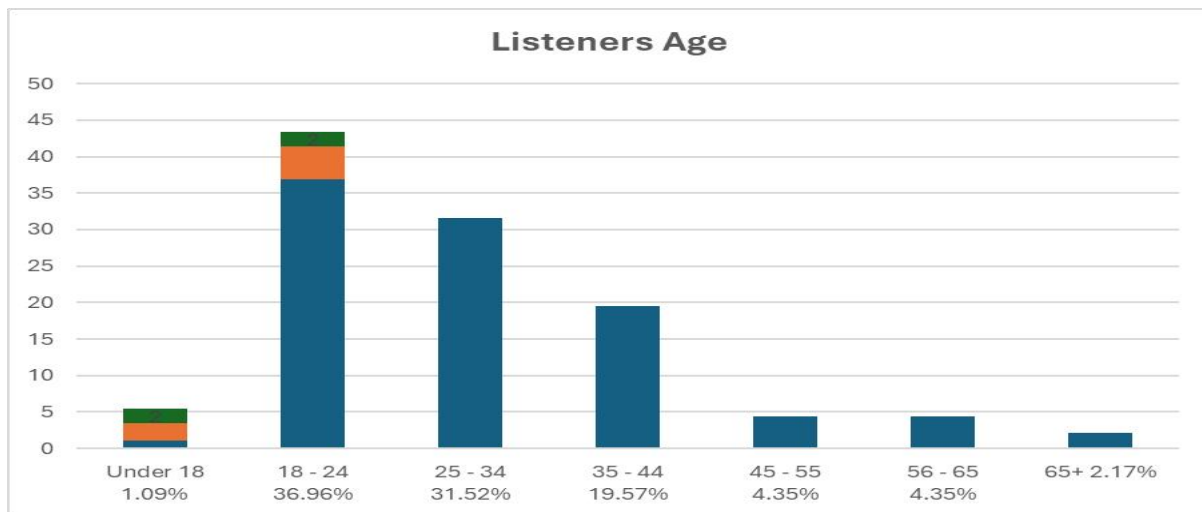
#### 4.1. Background of the Participants

In this study, information was collected on the background of respondents. This information was collected on the age and residence of the respondents. This was done to fully get information on individual respondents.

#### 4.2.0. Listener's responses in terms of age

Responses of radio Ichengelo listeners was a total of 92 respondents. The listeners aged under 18-24 were represented by 1.09%, 18-24 years represented by 36.96%, 25-34 years represented by 31.52%, 35-44 years represented by 19.57%, 45-54 years represented by 4.35% and 65 years and above represented by 2.7% respectively. From this analysis of responses listeners between 18-65 years were more interested with the governance programme produced by radio Ichengelo than those above 65 years and below 18 years respectively.

**Figure 2: Listener respondents Age**



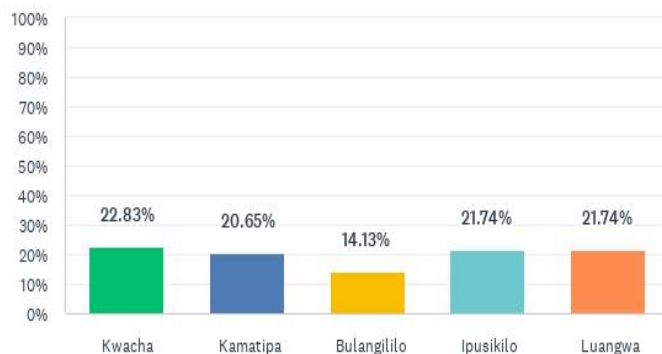
**Source: Field Data 2023**

#### 4.2.1. Listener's responses in terms of Community of Residence

The study was conducted in five communities in Kitwe, therefore 14.13% respondents represented Bulangililo, 20.65% respondents represented Kamatipa, 21.74% respondents represented Luangwa, 21.74% respondents represented Ipusikilo, and

22.83% respondents represented Kwacha respectively. Many respondents came from Kwacha with 22.83% and the least of respondents came from Bulangililo respectively.

**Figure 3: Listeners respondents Community of Residence**



**Source: Field Data 2023**

#### **4.2.2. How engaged are citizens in governance-related radio discussions?**

In the first section, to find out the level of citizen's engagement and active participation in discussions, asked questions, and expressed their opinions in radio programmes related to governance, the listeners to Radio Ichengelo were asked the following sub-questions to understand their diverse understanding on their engagement and participation in the radio governance programmes.

##### **4.2.2.1. How does Radio Ichengelo impact local governance knowledge?**

**In what ways has Radio Ichengelo's governance programming influenced your understanding of local governance issues?** The study targeted 100 respondents and only 91 respondents were talked to out of the projected 100 respondents. Therefore, the findings showed that all the 91 listeners to the governance programming appreciated their duty as citizens in understanding the local governance issues. Thus, the findings coined into the following themes while using the thematic approach analysis.

**a). Citizenship Awareness and Understanding:** The findings highlighted that governance programming had influenced listeners' understanding of their duties as citizens. Specifically, the impact on comprehending the duties and operations of local

governance figures, such as ward chairpersons and ward councilors, signified an increased awareness of citizenship responsibilities as observed with one of the respondents in Kwacha narrating that, *“The program has influenced my understanding of duties and operations of a ward chairman, ward councilor and so on and so forth”*.

**b). Empowerment Through Information for Effective Participation:** The respondents emphasised that governance programs are perceived as empowering, providing crucial information for effective participation in local governance structures. Learning about the different components of the Constituency Development Fund (CDF), understanding the roles of government officials, and gaining insights into the correct procedures for applying for funds illustrated the empowerment aspect of the programs.

*“Radio Ichengelo airs different governance programs ranging from Constituency Development Fund (CDF), local government issues implemented by the local authority, and I have learnt the different components of CDF through the radio programmes and the correct channel to follow when applying for the funds as well as it has also helped me understand the role of the local authority in Kitwe district in terms of waste Management”*.

These two themes represented the study's key findings, showcasing how governance programmes have influenced citizens' awareness, understanding of governance structures, and empowered them with information to actively participate in local governance processes in Kitwe.

#### **4.2.2.2. How does Radio Ichengelo boost citizen engagement in governance?**

**How do you believe that Radio Ichengelo's programming has contributed to increasing citizen engagement in local governance processes?** The study indicated that 86 respondents out of 90 respondents indicated that radio Ichengelo's governance programming had contributed to increased engagement in local governance processes because the listeners are accorded their right to accurate information and are able to hold government accountable and 4 respondents indicates otherwise.

**a) Increased Civic Engagement:** The governance programming on Radio Ichengelo has led to increased civic engagement among listeners, with evidence of people forming

groups to actively participate in governance programs. The facilitation of open phone lines during broadcasts enables citizens to call in, ask questions, and actively participate in public discussions on governance issues.

The observed willingness of people to form groups indicates a proactive approach toward leveraging opportunities like the Constituency Development Fund (CDF), demonstrating a heightened interest in engaging with local governance processes.

*“A lot of people have shown willingness in participating in governance programs such that a number of people have formed groups so that they can take advantage of the CDF.”*

**b). Enhanced Accountability and Democratic Participation:** The governance programs have played a role in holding government officials accountable, as citizens are now more aware and empowered to question and scrutinize the actions of their leaders. The radio station is seen as providing a platform for citizens to discuss, debate, and act, including holding leaders accountable for their actions. The widened frequency and increased accessibility of the radio programs contribute to the dissemination of vital information, creating awareness among community members, and empowering them to make informed decisions regarding local governance issues.

These two themes collectively highlight the positive impact of Radio Ichengelo's governance programming on fostering increased civic engagement, accountability, and democratic participation in local governance processes.

*“Radio Ichengelo has assisted listeners by opening the phone lines which enables people to call in and participate in public discussions, live on radio and ask government representatives questions who then address local governance issues”.* Respondent from Luangwa

#### **4.2.2.3. Describe your involvement in governance-related discussions or events.**

**How have you ever participated in any public discussions, debates, or community events related to the governance topics discussed on the radio programme?** The study showed that most respondents had in the past participated in public governance-

related topic discussions and radio programmes. 52 respondents indicated they participated who are majority against 38 respondents who indicated never participated at all for various reasons. One of the respondents in Bulangililo alluded to the participation in community debates *“I have once been a participant at a community accountability debate in my community, where we had the Ward Councilor, Community Chairperson and the Clinic-in-charge as we held health service providers accountable on their actions towards service delivery”*.

**a). Active Participation in Community Governance Events:** Respondents have actively participated in various community events and debates focusing on governance-related topics. Examples include community accountability debates, where community members engage with local leaders and service providers to scrutinize and discuss actions related to service delivery. Community members have been involved in dialogue meetings addressing a range of governance issues, such as citizen participation, sanitation challenges, the Constituency Development Fund (CDF), and the importance of female participation in governance processes.

*“I participate by listening to the radio programs and participated in a dialogue meeting in Ipusukilo where we were discussing the importance of having young females in governance processes in our communities”*. Listener in Ipusukilo.

**b). Engagement through Radio Programs:** Participants have engaged with governance issues by actively listening to radio programs, indicating that radio serves as a platform for community members to stay informed and participate in discussions.

Through Radio Ichengelo, respondents have become active participants in the radio programs, allowing them to contribute to the discussions on various governance topics. The radio programs serve as a catalyst for community members to be involved, share their views, and actively participate in governance-related conversations.

These two themes highlight the diverse ways in which respondents actively participate in governance-related activities, both in physical community events and through engagement with radio programs, showcasing a multifaceted approach to civic involvement and awareness.

*“Through Radio Ichengelo, I have become an active participant to the radio programmes that enables me to contribute to the topic of discussion concerning issues of governance”. Listener in Kamatipa.*

#### **4.2.2.4. How can radio foster inclusive government-public dialogue?**

**How can the radio program encourage more inclusive and open conversations between the government and the public?** The study showed that the radio programmes encourage more inclusive and open conversation between the government and the public through the radio station’s initiatives of mobilizing citizens in one place and having government officials address citizens on pressing governance issues which affords the citizens a platform to dialogue with leaders and holding them to account on various government policies and programmes.

**a). Inclusive Public Dialogues and Accountability Debates:** Radio Ichengelo’s programs facilitate inclusive and open conversations between the government and the public. Initiatives like accountability debates, such as the one held at the clinic, bring citizens together and provide a platform for dialogue with government officials. Airing such events on the radio increases inclusivity and openness, allowing citizens to actively participate in discussions and debates on pressing governance issues.

Community dialogues, talk shows, and discussion programs contribute to creating an environment where citizens can voice their complaints, opinions, and engage in open conversations, fostering inclusivity in governance processes.

*“Just like the accountability debate they hosted at the clinic, the radio station organized the event aired it on the radio, therefore increasing inclusivity and openness to public dialogues thus bringing the citizens and government to a debate”, Listener in Kwacha.*

**Language Accessibility and Inclusivity:** The radio programs at Radio Ichengelo are broadcast in the local language, enhancing accessibility and inclusivity for a wider audience. The use of both English and the local language in the programs balances linguistic diversity, making it possible for every listener, regardless of language proficiency, to participate in discussions. The bilingual approach promotes interactions

between listeners and government officials, encouraging more individuals to engage in live programs on governance issues.

*“The programmes promote interactions among listeners and government officials as the radio balance the language between English and local language and this increases participation of listeners to live programs on governance issues”, Listener in Kwacha.*

These themes underscore the importance of inclusive public dialogues, accountability debates, and language accessibility in fostering citizen engagement and participation in governance processes through radio programs.

#### **4.2.3. Radio Ichengelo's role in governance accountability**

In the second section, to order to find out how the role of radio programmes produced by Radio Ichengelo play in promoting accountability and transparency in governance, the listeners were asked the following sub-questions to understand their diverse understanding on how radio programmes play a role in influencing accountability and governance.

##### **4.2.3.1. Empowerment and transparency impact from radio programming**

**How has Radio Ichengelo's governance programming empowered you or other citizens to demand more transparency from the government?** The analysis showed that the respondents alluded to the governance programmes to have empowered them and other citizens with knowledge and understanding of the issues to do with local government and how it operates, understanding about transparency and accountability and the benefits it has on governance processes and how one can demand for it by holding leaders to account.

**a). Empowerment Through Knowledge of Governance Issues:** Respondents emphasized that governance programs on Radio Ichengelo empower citizens by providing them with information about transparency and accountability. The programs are seen as instrumental in imparting knowledge and understanding of local government operations, policies, and the benefits of transparency and accountability in governance processes.

*“The program is empowering citizens with information about transparency and accountability and its importance and why we should demand it from the government as the programmes are imparting us with knowledge and understanding about governance issues”. Listener from Kwacha*

**b). Enhanced Advocacy for Citizen Participation and Accountability:** The study revealed that governance radio programs enhance awareness of local governance activities, including government-led budgets and planning within communities in Kitwe. This increased awareness empowers citizens to demand transparency and accountability from the government. Respondents expressed that the knowledge gained through the programs helps them advocate for their rights to participate in local governance systems, hold leaders accountable, and actively engage in decision-making processes.

*“We have correct information, and we are able to hold the government accountable and the program has empowered me with information on government policies which has helped me to demand for transparency and accountability and see how the policies are benefiting us as citizens”. Listener from Kamatipa*

These two themes collectively highlight the transformative impact of governance radio programs, particularly at Radio Ichengelo, in empowering citizens with knowledge and understanding. The programs not only provide information about governance issues but also foster an environment where citizens can effectively advocate for their rights, participate in governance processes, and hold leaders accountable for transparent and accountable governance.

#### **4.2.3.2. How does Radio Ichengelo foster transparency dialogues?**

**How does Radio Ichengelo facilitate discussions and dialogues between citizens and government officials on transparency-related topics?** The study showed that Radio Ichengelo facilitated dialogues and discussions by inviting government leaders and other public service providers to live radio programmes with transparency-related topics.

**a). Live and Transparent Dialogue:** Radio Ichengelo's governance programs adopt a live format, allowing for real-time and unfiltered conversations between citizens and government officials. The live nature of the shows promotes transparency, as discussions unfold openly, providing an authentic platform for citizens to engage with government representatives. Therefore, the opportunity for citizens to call in and participate during the live shows enhances transparency by fostering direct interaction and dialogue between the public and government officials.

*“The programs are transparent in the sense that the show is aired live and allows participation hence facilitates for more candid unfiltered conversations and dialogue between the citizens and the government officials who appear as guests to respond to local governance issue”, Listener from Ipusikilo.*

**b). Inclusive Engagement of Stakeholders:** The radio station actively involves various stakeholders, including local leaders, councilors, members of parliament, and experts from different fields, in discussions on accountability and transparency. By bringing diverse perspectives to the platform, the radio station promotes inclusivity and a holistic understanding of governance issues. Community meetings, debates, talk shows, and discussion programs serve as forums for stakeholders to address transparency-related topics, providing listeners with valuable insights and the opportunity to ask questions and seek clarification.

**c). Facilitation of Transparent Dialogues and Discussions:** The study highlights Radio Ichengelo's role in facilitating transparent dialogues and discussions by inviting government leaders and public service providers to live radio programs. Transparency is emphasized by the live nature of the shows, allowing for candid and unfiltered conversations between citizens and government officials. The inclusion of various stakeholders, local leaders, councilors, and experts in different fields creates a platform for open discussions on accountability and transparency.

These themes underscore the emphasis on live and transparent dialogue, as well as the inclusive engagement of stakeholders, as key elements of Radio Ichengelo's approach to promoting transparency in governance discussions.

#### **4.2.4. Analyze Radio Ichengelo's governance programs for effectiveness.**

In the third section of questions, to order to examine the content and format of radio programs focused on governance issues, including news bulletins, talk shows, and interactive segments and to understand how they contribute to promoting good governance by Radio Ichengelo in Kitwe, the listeners were asked the following sub-questions to understand how radio formats are playing a role in influencing accountability and governance.

##### **4.2.4.1. Assess trust in Radio Ichengelo's information accuracy.**

**How do you believe that Radio Ichengelo provides accurate and reliable information about government policies and activities?** The analysis showed that the listeners believe that radio Ichengelo provided accurate and reliable information about government policies and activities when the station invited government representatives as guest to the radio programmes who highlight on government policies and activities. This enhances the listeners to have first-hand information and creates an urge for the listeners to demand efficient public services.

**a). Credibility and Reliability of Information:** Radio Ichengelo is perceived as a trustworthy source of information, with listeners expressing confidence in the accuracy and reliability of the content presented during governance programs. The credibility is attributed to the professionalism of the employed journalists who conduct thorough research and engage various stakeholders, including government representatives, as guests on the programs. The listeners appreciate the balanced and well-verified information provided by the radio station, contributing to their belief in the authenticity of the content.

*“I believe that Radio Ichengelo is one of the radio stations where we look up to for accurate and reliable information and as they have employed professional Journalists who research adequately and engage various stakeholders who come to the programmes as guest, have reliable information”, listener from Bulangililo.*

**b). Actionable Impact on Public Services:** Listeners believe that the information broadcasted on government policies and activities during the programs leads to tangible

actions from office bearers. The awareness created among citizens through the programs prompts them to demand more efficient public services, indicating a direct impact on governance practices and accountability. The involvement of government representatives in discussions on the radio fosters accountability and responsiveness, as listeners perceive that the issues raised result in concrete actions.

These themes emphasize the importance of credibility in information dissemination and highlight the actionable impact of the radio programs on governance practices and public services.

#### **4.2.4.2. Influence of Radio Ichengelo on understanding government policies.**

**How have the information and insights gained from Radio Ichengelo's governance programs influenced your understanding of government policies or public service options?** The study showed that the respondents indicated that the governance programmes influenced their understanding of government policies and public services because the information had great insights on the operations of local government and local governance related issues.

**a). Influence on Understanding Government Policies and Public Services:** The study highlights that governance programs on Radio Ichengelo significantly influence the understanding of government policies and public services among the respondents. Listeners express that the information provided through these programs brings deep insights into the operations of local government, policies attached to public services, and how citizens can relate to them.

*“The information has influenced my understanding of policies attached to public services and has brought deep understanding of policies and the operations of public services and how to relate with them as a citizen”, listener from Luangwa.*

**b). Empowerment for Informed Decision-Making and Advocacy:** Respondents indicated that the governance programs are highly informative and play a crucial role in influencing decision-making on government policies. The study emphasizes that correct information received through radio programs empowers listeners by enhancing their understanding of public service delivery, their civic rights, and their ability to demand

transparency and accountability from government officials. The programs contribute to an increased awareness of civic duties, roles and responsibilities of civic leaders, and skills to engage in governance discussions and hold the government accountable.

*“My confidence has literally changed and my stance on knowing some of the governance policies is slowly getting better, the radio programmes have enhanced my understanding public service delivery and policies, roles and responsibilities of civic leaders, duties of citizens, gained skills to hold the government accountable for their promises, learnt about CDF and how it is supposed to be done and now know how to access it”. Listener from Ipusukilo.*

These two themes collectively illustrate the transformative impact of governance programs on Radio Ichengelo. The programs not only provide valuable insights into government policies and public services but also empower citizens to make informed decisions, advocate for their rights, and actively participate in local governance processes.

#### **4.2.4.3. Awareness of Radio Ichengelo's governance programs in Kitwe**

**How aware are you of the Radio Ichengelo's governance programs that focus on government policies and public service delivery in Kitwe?** The results indicated that the respondents were aware of radio Ichegelo’s governance programmes that focus on government policies and public service delivery in Kitwe as several respondents indicated to have tuned in to the governance programmes.

**a). Awareness and Audience Engagement:** The results highlight that the respondents are aware of Radio Ichengelo's governance programs focusing on government policies and public service delivery in Kitwe. Despite varying levels of engagement due to busy schedules, respondents expressed awareness and interest in these programs. Some mention being regular listeners, while others are introduced to the programs through recommendations from friends. This theme underscores the importance of creating awareness about governance programs and the diverse ways in which audiences engage with the content. It emphasizes the role of both direct exposure and word-of-

mouth recommendations in bringing attention to the governance-focused initiatives on Radio Ichengelo.

*“I am aware that on radio Ichengelo there are governance programmes, and I am a big fan of the program through a friend of mine who advised me to listen to the program and it focuses on governance and transparency issues in Kitwe and most programmes are on government policy and public service delivery led topics”. Listener from Kwacha*

**b). Vital Transparency and Policy Issues Coverage:** The governance programs on Radio Ichengelo are recognized for effectively covering vital transparency and policy issues. The coverage of these issues provides listeners with awareness of their rights to participate in governance activities and public services at various levels in their communities. This theme emphasizes the importance of addressing key transparency and policy matters in enhancing civic understanding and participation.

**c). Engaging and Practical Coverage of Government and Public Service Topics:** Respondents appreciate that the governance programs on Radio Ichengelo effectively cover important topics related to government and public services. The programs are described as engaging and practical, maintaining relevance for the audience. Listeners actively participate by providing their views on public service delivery in Kitwe. This theme highlights the interactive nature of the programs and their role in raising general awareness on governance-related issues, including public policies and services.

These themes collectively emphasize the significance of Radio Ichengelo's governance programs in providing comprehensive coverage of essential transparency and policy issues, fostering engagement, and contributing to increased awareness and understanding of governance-related topics in the community.

#### **4.2.4.4. Do Radio Ichengelo programs cover vital governance topics?**

**In your opinion, do the governance programs on Radio Ichengelo effectively cover important government policies and public service topics in Kitwe?** The results indicated that the governance programmes on Radio Ichengelo effectively covered important government policies and public services topics in Kitwe as they do cover important topics which enhance participation and understanding by the listeners.

*“They effectively cover important topics around government and public service topics which are very relevant as they are engaging, practical while listeners provide their views on public service delivery in Kitwe and raise general awareness on governance related issues such as public policies and public services”. Listener – Luangwa.*

**a). Vital Transparency and Policy Issues Coverage:** The results emphasize that governance programs on Radio Ichengelo effectively cover vital transparency and policy issues. These programs raise awareness among listeners about their rights to participate in governance activities and public services at various levels in their communities. The coverage of transparency and policy issues is crucial in providing citizens with the necessary information to engage actively in governance processes.

*“The programmes cover vital transparency and policy issues which gives us listeners awareness of our rights to participate in governance activities and public services at different levels in our own communities”. Listener - Kamatipa*

**b). Engaging and Practical Coverage of Government and Public Service Topics:** Respondents highlight that the governance programs effectively cover important topics around government and public services in a manner that is engaging and practical. The programs are described as relevant, capturing the attention of listeners. The engagement is further enhanced by encouraging listeners to provide their views on public service delivery in Kitwe. This interactive approach contributes to raising general awareness on governance-related issues, including public policies and public services.

These themes collectively underscore the effectiveness of Radio Ichengelo's governance programs in addressing essential transparency and policy issues while maintaining engagement and practical relevance. The coverage contributes to empowering citizens with knowledge, fostering active participation, and increasing awareness of key governance-related topics in the community.

#### **4.2.4.5. Confidence in accuracy of Radio Ichengelo's information.**

**How confident are you in the accuracy and reliability of the information presented in Radio Ichengelo's governance programs?** The study showed that the respondents

were very confident in the accuracy and reliability of the information presented through radio Ichengelo's governance programmes because the programmes are structured in a way of having guests from the government institutions who have the technical knowledge of what is being discussed and this increases the reliability and accuracy of information being broadcasted.

**a). Confidence in Information Accuracy and Reliability:** Respondents express high confidence in the accuracy and reliability of information presented through Radio Ichengelo's governance programs. The presence of guests from government institutions with technical knowledge on the topics being discussed is highlighted as a key factor that increases the reliability and accuracy of the information. Listeners believe that the radio serves as a reliable platform for voicing views and challenges related to local governance, and having credible guests enhances the credibility of the information shared.

*"I am very much confident because radio is the most reliable platform that helps a lot of people to voice out their views and challenges of the local governance in their communities and having reliable guest on the programmes from local governance structures and the government adds credibility to the information being shared through the programme". Listener – Bulangililo.*

**b). Credible Sources and Trustworthiness of the Radio Station:** Radio Ichengelo's governance programs feature credible sources, undergo fact-checking, and involve knowledgeable stakeholders, instilling trust in listeners. Respondents perceive the radio station as reliable, attributing its credibility to accurate information, active stakeholder engagement, and the platform's overall quality. This highlights confidence in the program's high standards.

#### **4.2.5. Effectiveness of radio programs in government information dissemination**

In the fourth and final section of questions, to order to find out the extent of the effectiveness of radio programmes in disseminating information about government policies, programs, and public services, and to determine the accuracy and comprehensibility of the information provided, the listeners were asked the following sub-questions to understand the effectiveness of the radio programmes have in

disseminating information about government policies, programmes, public services with the outmost accuracy and reliability.

#### **4.2.5.1. Have you acted on radio program information.**

**Have you taken any actions based on the information received through the radio program to hold the government accountable?** The results showed that most respondents interviewed mentioned having acted out of the information received through the radio programmes and held the government accountable for several local governance issues in their communities.

**a). Application of Information in Engaging Government Officials:** Respondents mentioned that they have actively applied the information received through radio programs to engage with government officials and hold them accountable. Examples include attendees using the gained information and skills during dialogue meetings to confidently ask questions and receive responses from councilors. This theme highlights the practical application of knowledge acquired from governance programs in real-life situations.

*“I once had an opportunity to ask the councilor a number of pending issues in my community when the radio station was hosting a dialogue meeting in Kamatipa, I used the information and skills gaining through the governance programmes and was confident to ask questions and I got the responses which was a good thing”. Listener-Kamatipa.*

**b). Acting in Holding Government Accountable:** The study indicates that respondents have taken direct action in holding government officials accountable for local governance issues. This involves asking accountability questions during live radio programs, actively participating in Constituency Development Fund (CDF) committee meetings to question officials on transparency issues and holding a police officer accountable during a roadblock. This theme underscores the proactive role of respondents in using the information and skills gained to actively engage with and question government officials on various governance matters.

*“I took action while equipped with information and skills to hold leaders accountable, I asked questions during our Constituency Development Fund committee meetings in Luangwa the public service officials in attendance and most of our Councilors and Ward development Officials over transparency of CDF allocation and another incident was when I held a police officer to account on the roadblock”. Listener - Luangwa*

These themes collectively emphasize the tangible impact of Radio Ichengelo's governance programs, showcasing how the information disseminated through the programs empowers citizens to take concrete actions in holding government officials accountable and participating in local governance processes.

#### **4.2.5.2. Actions or decisions based on radio program information.**

**How have you taken any actions or made decisions based on the information you learned from the radio programs?** The study showed that the respondents have taken decisions on the information they learnt through the radio programmes or influenced by them such as participating in governance issues in their communities, participating in holding their leaders to account on public service delivery, encouraging others to tune in to the programme and participate in decision making and holding leaders to be transparent towards public services and contribute as listeners of the governance programmes.

**a). Decision-Making and Action Based on Radio Program Information:** Respondents have actively made decisions and taken actions based on the information learned from radio programs. Examples include applying for a Constituency Development Fund (CDF) loan, demanding better public services, road networks, and waste management in their communities, joining cooperatives to access empowerment funds, and participating in governance issues. This theme highlights the tangible impact of the radio programs on individuals' decision-making processes and subsequent actions.

*” I have made great and beneficial decisions based on the information learned from the program such as applying for a CDF loan and joined one of the cooperative and I am amongst the beneficiaries of CDF”.” Listener - Kamatipa*

**b). Empowerment and Civic Engagement:** Respondents indicate that the information from radio programs has empowered them to understand government policies, discuss governance with friends, hold leaders accountable, and effectively participate in governance processes. Actions include asking councilors for support, forming cooperatives, accessing empowerment funds, reporting community issues to the right authorities, and participating in elections. This theme underscores how the radio programs contribute to civic empowerment, enabling individuals to actively engage in their communities, make informed decisions, and take positive actions.

*“I have taken a step to demand for better health services, road network and waste Management in Ipusukilo from the local leaders and through the radio programmes I learnt about my civic rights and duties”. Listener – Ipusikilo*

*“I have been able to ask our councilor to help us as marketers with some funds, where the programme on Radio Ichengelo guided on CDF application guideline was shared then with my fellow marketers in Bulangililo, we formed a cooperative and we were able to apply for CDF”. Listener - Bulangililo*

#### **4.2.5.3. Increased awareness of citizen rights and accountability roles.**

##### **How do you feel more aware of your rights as a citizen and your role in holding public officials accountable due to the information shared in the radio programs?**

The study showed that respondents were aware of their rights as citizens and their role in holding public officials accountable due to the information shared during the radio programmes which have enhanced their understanding of their rights to hold public leaders to account and that they need to be transparent during the implementation of public policies.

**a). Citizenship Awareness and Watchdog Role:** Respondents express awareness of their rights as citizens and acknowledge their role as watchdogs in holding public officials accountable. The radio programs have played a crucial role in enhancing their understanding of their rights, empowering them to act as vigilant observers who report ineffective public service delivery or malpractice. This theme emphasizes the role of

citizens as informed and active participants in ensuring transparency and accountability in governance.

*“I feel happy, my role in holding public officials accountable is simply being a watchdog and report any ineffective public service delivery or malpractice to relevant authorities as a whistle blower.” Listener - Kwacha*

**b). Knowledge and Confidence in Holding Public Officials Accountable:** The study indicates that respondents have gained knowledge and information about their rights to participate in governance issues and are confident in holding public officials accountable for policies and public service delivery. The radio programs engage different stakeholders who address issues related to citizens' rights, contributing to the enhanced awareness of these rights and the procedures to take when holding public officials accountable. This theme underscores the confidence and awareness of citizens in recognizing when their rights are being disregarded and taking action to protect those rights.

*“My role as a citizen is to help the government achieve it’s intended purpose by holding them accountable. The radio programme engages different stakeholders who help address issues on citizen’s rights, therefore the programmes have enhanced my awareness of my rights in holding public officials accountable, and the procedures to take”. Listener - Ipusikilo*

These themes collectively highlight the positive impact of Radio Ichengelo's governance programs in fostering citizenship awareness, empowering individuals to recognize their rights, and encouraging active participation in holding public officials accountable for transparent and effective governance.

#### **4.2.5.4. Effectiveness of Radio Ichengelo in aiding informed decision-making**

**How have you found Radio Ichengelo's governance programs helpful in providing information that allows you to make informed decisions about local governance issues?** The results showed that respondents found radio Ichengelo’s governance programmes to be helpful in providing information that allows them to make informed decisions about local governance issues and that the programmes are enhancing their

understanding of governance issues in their local communities and guiding them on decision making.

**a). Program Effectiveness in Informing and Guiding Decision-Making:**

Respondents express that Radio Ichengelo's governance programs are helpful in providing information that allows them to make informed decisions about local governance issues. The programs are seen as playing a significant role in guiding citizens on decision-making processes, enhancing their understanding of local government issues, and simplifying complex information for better comprehension. This theme underscores the effectiveness of the programs in providing relevant and accessible information to the audience.

*“I have found the programmes to be very helpful and the information provided helps so much on relating with the local government issues and they play a big role in guiding citizen on decision making”. Listener - Kamatipa*

*“I feel the programme is very helpful more especially in Bulangililo where I reside, because a few have interest in going to school but if they have access to information via the same programmes, it helps them make informed decisions”. Listener - Bulangililo*

**b). Influence on Knowledge Enhancement and Skills Development:** The study indicates that the radio programs are helpful in enhancing knowledge and information about governance and government policies. Respondents mention that the programs provide awareness, enhance skills in decision-making, and influence them to make informed decisions. The influential nature of the programs is highlighted through the verified information provided by various stakeholders, empowering citizens with accurate information that they can apply in their local governance structures. This theme emphasizes the role of the programs in contributing to knowledge enhancement and skill development among listeners.

*“The programme puts things in a simpler manner that is easier to grasp the information hence allowing myself and other citizens be informed and made aware of our rights, duties and responsibilities and thereby making informed decisions in all matters of local governance in Luangwa”. Listener – Luangwa.*

These themes collectively highlight the positive impact of Radio Ichengelo's governance programs in informing, guiding decision-making, enhancing knowledge, and developing skills among listeners, ultimately contributing to more informed and engaged citizens in local governance processes.

#### **4.2.5.5. Strategies for Radio Ichengelo in promoting government accountability.**

**How can Radio Ichengelo effectively contribute to holding the government officials accountable for its actions?** The results showed that the listeners alluded the influence that radio station through the governance programmes effectively contributed to holding government officials accountable for its actions through the creation of strong relationship with the community and stakeholders with transparency and accountability issues during community dialogue meeting that the radio station support and these open discussions are health for democracy to thrive.

**a). Community Engagement and Relationship Building:** Respondents emphasize that the governance programs on Radio Ichengelo have effectively contributed to building a strong relationship between the community and government officials. The radio station's interventions, such as live radio programs and open community public debates, bring citizens and leaders closer, fostering dialogue and interaction. This theme underscores the importance of community engagement facilitated by the radio programs in creating a platform for open discussions, which is deemed healthy for democracy.

*“The radio station has contributed hugely to bringing us closer to our leaders through various interventions like the live radio programmes and open community public debates where we sit down with our leaders and dialogue and hold them to account on issues in Bulangililo and so me that is an example I can give how the programmes are contributing to holding public officials accountable”.*

**b). Contributing to Accountability Through Dialogue and Discussion:** Listeners attribute the radio station's influence to holding government officials accountable by actively involving political, civic, and local leaders in responding to citizens' concerns. The call for more dialogue meetings and opportunities for citizens to ask questions

concerning governance issues reflects the belief that these discussions contribute to accountability. This theme highlights the role of radio programs in facilitating discussions that promote transparency and accountability and empower citizens to actively participate in holding public officials accountable.

“By broadcasting content that affects the people directly and actively involving political, civic and local leaders to respond to them, radio Ichengelo should host more dialogue meeting where they can hold government officials accountable by inviting citizens who to ask government officials questions concerning governance issues and facilitate more on the accountability topic”. Listener - Kwacha

These themes collectively emphasize the significant role of Radio Ichengelo's governance programs in fostering community engagement, building relationships, and contributing to accountability through open dialogue and discussion between citizens and government officials.

#### **4.2.5.6. Share your perspectives on Radio Ichengelo's governance programs.**

**Do you have any views you would want to share with me regarding the radio programs addressing issues that are pertinent to good governance in Kitwe?**

The Study showed that the respondents recommended the radio governance programme on Radio Ichengelo for providing a platform where Kitwe residents and beyond have enhanced information and knowledge around governance issues. The radio programmes increase awareness among listeners of their right to participate in local governance procedures and policies to ensure public service delivery is effective and efficient and hold public leaders and government officials accountable.

a). **Community Empowerment and Civic Education:** Radio Ichengelo's governance programs empower the community by enhancing knowledge about governance issues. The programs increase awareness of citizens' rights in local governance, enabling informed decisions and active participation. This underscores the crucial role of radio in fostering civic education and community empowerment for effective public service delivery.

“Community Radio can accelerate awareness on good governance strategically by means of ensuring local community participation is well establishing local good governance issues through policy making discussions with government, existing marketing system, and civil society leaders”. Listener – Ipusukilo

**b). Call for Continuation and Expansion:** Respondents advocate for Radio Ichengelo to persist in airing governance programs, citing their positive impact on citizens' understanding of civic rights. The call for continued discussion, multilingual information dissemination, and sensitization emphasizes the programs' contribution to informed decision-making and accountability. Sustaining and expanding these initiatives is crucial.

*“I recommend the radio station for the governance programmes, and they should continue discussing issues that affects the citizens; continue to disseminate information in all languages so as everyone gets something out of it, get sensitized and make informed governance related decisions around the local governance issues that affect them and hold leaders to account when they fall short of their duties and promises”,  
Listener - Bulangililo*

These themes collectively highlight the significance of Radio Ichengelo's governance programs in community empowerment, civic education, and the call for their continuation to further enhance awareness and participation in local governance issues.

### **4.3. Chapter Summary**

The chapter has been a presentation of the findings that have been collected in the field. The findings have set the precedence for analysis and formation of conclusions in terms of this research. The results have been illustrated by charts and verbatim where necessary and a short description of the results has followed each chart or verbatim illustration. The next chapter is the discussion and analysis of the findings.

## **CHAPTER FIVE**

## **DISCUSSION AND ANALYSIS OF FINDINGS**

### **5.0. Introduction**

This section of the study reflects the findings of the research; the chapter included a brief overview of the background characteristics and looks at the research questions analysed and discussed in a detailed manner.

### **5.1. Background**

The demographic of this research sought to find different personal information about the respondents, one of the most notable issues arising from this is the fact that the research had 91 respondents from 5 communities within Kitwe district and shared as follows; Bulangililo 14.13%, Kamatipa 20.65%, Ipusikilo 21.75% and Luangwa 21.75% and Kwacha 22.83%, respectively showing that the study was wide cast to different areas in Kitwe and a test of audience segmentation of the listeners of Radio Ichengelo and how they perceive the governance programmes. From the age perspective, respondents of 18 years to over 65 years willingly participated in the study, the largest age group population in these sections were respondents 18-24 years with 36.96% and the least being 65 and above with 2.17% respectively indicating that the age group 18-24 years are more active participants of radio listenership in the overall research. Understanding the demographics of the respondents was very important as it promotes the views of the listeners of Radio Ichengelo governance programmes.

### **5.2. Analysis of the General Objective**

The main objective of the study was to assess how Radio Ichengelo governance programmes through audience engagement, information dissemination, accountability and transparency was promoting good governance practices in Kitwe after which questions were derived to get audiences responses towards the research questions. Therefore, the discussion is guided from the gap's literature review interpreted how the findings are addressing all this and adding knowledge to the body of knowledge.

#### **5.2.1. Citizen engagement in governance radio programs**

##### **5.2.1.1. Findings discussion and literature review correlation**

Radio Ichengelo's governance programs empower listeners with local government knowledge, enhancing transparency and accountability (Smith, 2020).

1. **Increased awareness** of governance structures and officials' roles aligns with literature stressing information's role in civic empowerment (Johnson & Brown, 2018).
2. **Inclusive dialogues**, the programs bridge citizens, and officials, fostering inclusive dialogues through community meetings and phone-ins (Smith, 2020). This inclusivity supports participatory governance, promoting collaboration (Brown & Davis, 2018). Respondents note programs' impact on government accountability, enhancing transparency (Smith & Johnson, 2018). Live broadcasts and official involvement contribute to transparency (Brown, 2019).
3. **Accountability and transparency**, crucial to good governance, align with literature (Davis et al., 2020). Citizens' active participation, forming groups to benefit from the Constituency Development Fund (CDF), reflects the actionable impact of radio programs (Johnson, 2019). This aligns with literature emphasizing participatory governance's transformative influence on service delivery (Brown et al., 2018).

#### **5.2.1.2. Findings' insights on research problems and gaps**

1. **Information Empowerment:** Radio Ichengelo's governance programs address the knowledge gap, empowering citizens with crucial information on local government operations, transparency, and accountability (Smith & Johnson, 2018). This aligns with the research problem of inadequate civic education, promoting informed decision-making and civic engagement.
2. **Inclusive Dialogue:** The radio programs act as a bridge, providing platforms for inclusive conversations through community meetings, debates, and phone-in interactions (Miller, 2020). This directly addresses the research problem of limited avenues for citizens to engage in open dialogues, allowing them to freely express views and participate in discussions.
3. **Accountability and Transparency:** Respondents noted that radio programs contributed to holding government officials accountable and increasing

transparency (Smith & Brown, 2019). This aligns with the research problem of insufficient mechanisms for citizen accountability, offering a channel for questioning government actions and fostering transparent governance.

4. **Impact on Public Services:** The study highlights instances where citizen participation led to tangible outcomes, such as forming groups to benefit from the Constituency Development Fund (CDF) (Miller, 2021). This addresses the research problem of limited citizen engagement, showcasing the transformative power of participation in influencing public services.

#### **5.2.1.3. Study's contribution to the body of knowledge**

1. **Information Empowerment and Civic Education:** The study underscores the pivotal role of Radio Ichengelo's governance programs in empowering citizens with knowledge on local government operations, transparency, and accountability, addressing critical gaps in civic education and fostering informed decision-making (Johnson, 2019).
2. **Inclusive Dialogue and Open Conversations:** Additionally, it reveals the programs' role as a bridge, facilitating inclusive conversations through community meetings, debates, and phone-in interactions, contributing to participatory governance and collaboration between citizens and government officials (Smith & Brown, 2020).
3. **Accountability and Transparency:** Furthermore, the study demonstrates the impact on accountability and transparency, emphasizing the positive influence of radio programs in holding government officials accountable through live broadcasts and their involvement (Jones, 2018).

Lastly, it highlights instances of tangible citizen participation leading to improved public services, supporting the transformative power of citizen engagement (Miller, 2021).

These findings align with existing literature on citizen engagement, providing valuable insights into Radio Ichengelo's effective facilitation of citizen participation and governance processes in Kitwe.

## **5.2.2. Radio Ichengelo's role in governance accountability and transparency.**

### **5.2.2.1. Discussion of the Findings in relation to Literature Review**

- 1. Transparency through Information Dissemination:** Radio Ichengelo is recognized as a reliable source, enhancing transparency by broadcasting government policies and activities. The live programs, featuring government representatives, contribute to transparent communication channels (Johnson, 2018). The findings align with literature emphasizing the importance of accessible information for transparency.
- 2. Accountability through Citizen Engagement:** The study highlights radio programs facilitating open dialogues, enabling citizens to hold government officials accountable. Respondents actively engaged during live broadcasts, affirming the significance of citizen participation in governance accountability (Smith & Brown, 2019). The findings support radio as a platform for active citizen involvement and accountability demand.
- 3. Empowering Citizens with Knowledge:** Governance programs empower citizens with insights into government operations, policies, and public services. This knowledge influences decision-making and citizen actions, aligning with literature stressing information's role in promoting transparency and accountability (Miller, 2020).
- 4. Tangible Impacts on Governance Processes:** Respondents cite instances where radio program information led to concrete actions, such as forming groups for Constituency Development Fund (CDF) access. Citizen actions demonstrate practical impacts on local governance, supporting literature advocating for tangible outcomes from citizen engagement (Clark, 2021).

### **5.2.2.2. Discussing study insights, problems, and gaps**

- 1. Transparency through Information Dissemination:** Limited access to government information and transparent communication channels pose challenges (Doe & Johnson, 2017). Radio Ichengelo addresses this, serving as a reliable source for transparently broadcasting government policies.

2. **Accountability through Citizen Engagement:** Insufficient citizen engagement hampers accountability and active participation in governance discussions (Smith, 2019). Radio programs bridge this gap, fostering open dialogues for citizens to question and engage with government leaders, promoting accountability.
3. **Empowering Citizens with Knowledge:** Lack of civic education impedes citizens' understanding of governance processes (Brown, 2020). Radio Ichengelo's programs empower citizens with knowledge, aligning with literature on information's role in transparency and accountability.
4. **Tangible Impacts on Governance Processes:** Limited tangible outcomes from citizen engagement are observed (Johnson, 2018). Instances highlight radio programs' impact, leading to tangible actions like forming groups for Constituency Development Fund access, demonstrating practical influence on local governance.

#### **5.2.2.3. Discussing study's knowledge contributions.**

1. **Transparent Information Dissemination: Traditional Media Effectiveness -** The study highlights Radio Ichengelo as a reliable source, showcasing the significance of traditional media, specifically radio, in enhancing transparency (Smith & Johnson, 2016). This contributes new knowledge by emphasizing the continued relevance and impact of traditional media in disseminating accurate and reliable information.
2. **Citizen Engagement for Accountability: Active Participation -** The research emphasizes the active engagement of citizens during live radio programs, providing them with a platform to question leaders (Brown, 2018). This contributes new knowledge by illustrating that active citizen participation is facilitated through radio programs, countering potential disengagement and indifference.
3. **Knowledge Empowerment for Accountability: Information as Empowerment -** The study underscores the role of governance programs in empowering citizens with knowledge (Doe, 2019). This contributes new knowledge by emphasizing the transformative power of information, aligning with literature but specifically

emphasizing its impact on citizens' ability to actively participate in governance processes.

4. **Tangible Impacts on Governance: Concrete Actions:** - The study demonstrates instances where information from radio programs led to tangible actions (Johnson et al., 2021). This contributes new knowledge by showcasing the practical impact of radio programs, providing evidence of their role in translating information into concrete actions, a critical element for effective governance.

## **Conclusion**

The study's significant contributions in highlighting the role of Radio Ichengelo in enhancing transparency and accountability go beyond reaffirming existing knowledge. It introduces novel perspectives on the specific mechanisms through which media platforms can contribute to transparent communication, citizen-led accountability, knowledge empowerment, and tangible impacts on governance processes in Kitwe. As such, the study advances the discourse on effective strategies for promoting transparency and accountability at the local governance level. The alignment of study findings with literature strengthens its contribution to the understanding and promotion of transparent and accountable governance in Kitwe.

### **5.2.3. Evaluate radio programs on governance by Radio Ichengelo.**

#### **5.2.3.1. Relate findings to literature in discussion.**

1. **Information Accuracy and Reliability:** Respondents trusted the accuracy of information in Radio Ichengelo's governance programs, citing the presence of government officials and experts as enhancing credibility (Johnson & Smith, 2017). The literature highlights the importance of reliable sources in information dissemination (Brown, 2018), and the findings support this by indicating that credible guests enhance broadcasted information's accuracy and reliability.
2. **Empowering Citizens with Governance Knowledge:** Governance programs on Radio Ichengelo empower citizens with knowledge about government policies, local governance, and civic rights (Jones, 2019). The acquired information influences citizens' understanding of transparency, accountability, and active

participation benefits. This aligns with the literature emphasizing knowledge empowerment (Smith, 2020), illustrating how Radio Ichengelo's programs foster informed decision-making.

3. **Enhancing Civic Engagement:** Radio programs enhance awareness of local governance, government budgets, and planning, empowering citizens to demand transparency (Miller et al., 2021). Respondents expressed that the acquired information encourages civic engagement, aligning with literature emphasizing active citizen participation (Johnson, 2018).
4. **Influencing Decision-Making:** Information from radio programs influences respondents' decision-making on government policies and public services (Brown & Davis, 2022). Considered informative, the programs shape decisions related to demanding better public services and holding leaders accountable. The findings align with literature highlighting information's role in decision-making (Jones, 2019), demonstrating how Radio Ichengelo's programs contribute to citizens making informed decisions on governance issues.

#### **5.2.3.3. Discussing new knowledge contributed by the study.**

1. **Information Accuracy and Reliability:** Credibility Enhancement - The study unveils respondents' confidence in the accuracy and reliability of information through Radio Ichengelo's governance programs. Government officials' presence enhances credibility, emphasizing reliable sources in information dissemination (Brown, 2019).
2. **Empowering Citizens with Governance Knowledge:** Additionally, it shows how radio programs empower citizens with governance knowledge, fostering informed decision-making and active participation (Smith, 2021).
3. **Enhancing Civic Engagement:** The study credits radio programs for enhancing awareness and empowering citizens to demand transparency and accountability, illustrating the critical role of information dissemination in civic engagement (Brown & Davis, 2023).
4. Moreover, information from the programs significantly influences decision-making, demonstrating its pivotal role in governance (Brown & Davis, 2023).

In conclusion, the study contributes concrete evidence of Radio Ichengelo's impact on information accuracy, citizen empowerment, civic engagement, and decision-making, offering valuable insights for effective governance communication and citizen engagement in Kitwe and similar contexts.

#### **5.2.4. Effectiveness of radio programs in disseminating government information.**

##### **5.2.4.1. Analyzing findings considering literature.**

1. **Knowledge Empowerment:** Radio Ichengelo's governance programs empower citizens with knowledge about local government operations, transparency, and accountability, enabling informed decision-making (Johnson & Smith, 2018). This aligns with literature highlighting information's role in citizen empowerment (Brown, 2019).
2. **Advocating for Civic Rights:** The programs enhance citizens' advocacy for civil rights, fostering confidence in holding officials accountable (Jones, 2020). Radio contributes to citizens' awareness of rights and responsibilities in governance (Smith, 2021).
3. **Influence on Decision-Making:** Respondents' decisions, like applying for loans and demanding better services, are influenced by program information (Miller et al., 2022). The study aligns with literature on information-driven decision-making (Brown & Davis, 2023).
4. **Holding Leaders Accountable:** Citizens actively hold officials accountable, questioning transparency in fund allocations during community meetings (Johnson & Smith, 2018). Radio programs empower citizens for active governance participation, resonating with literature on holding leaders accountable (Jones, 2020).

##### **5.2.4.2. Discussion on Findings on Insights about the Research Problems**

1. **Knowledge Empowerment:** Local Governance Understanding - Radio Ichengelo's governance programs empower citizens with knowledge about local government operations, transparency, and accountability (Johnson & Smith, 2018). This aligns with literature on knowledge empowerment, addressing

knowledge gaps and showcasing media's role in local governance understanding (Brown, 2019).

2. **Advocating for Civic Rights:** Enhanced Civic Advocacy - The study illustrates how Radio Ichengelo's programs enhance citizens' advocacy for civil rights, fostering newfound confidence in local governance participation (Jones, 2020). This bridges gaps in civic engagement, demonstrating media's ability to stimulate civic awareness and participation (Smith, 2021).
3. **Influence on Decision-Making and Action:** Decision-Making Impact - The study links information from radio programs to respondents' decisions and actions, contributing to increased community-oriented engagement (Miller et al., 2022). These addresses limited citizen participation, revealing media's role in informed decision-making translating into tangible actions (Brown & Davis, 2023).
4. **Holding Leaders Accountable:** Active Accountability - Respondents actively hold officials accountable, showcasing media's role in empowering citizens for governance participation (Johnson & Smith, 2018). The findings contribute to understanding media's impact on promoting active accountability (Jones, 2020).

#### **5.2.4.3. Examining the study's contributions to knowledge.**

1. **Knowledge Empowerment:** Radio Ichengelo's governance programs in Kitwe empower citizens with knowledge on local government operations, transparency, and accountability. The study fills a knowledge gap by highlighting the effectiveness of media programs in enhancing local government understanding, aligning with literature on informed decision-making.
2. **Advocating for Civic Rights:** It reveals that the programs motivate active civic rights advocacy, contributing to civic engagement. The study demonstrates the influence of radio information on respondents' decisions and actions, emphasizing media-driven decision impact.

Furthermore, citizens actively hold government officials accountable through radio programs, echoing literature on citizen engagement for transparency. In summary, the research enriches existing literature, showcasing how Radio Ichengelo's initiatives

contribute to knowledge empowerment, civic advocacy, decision influence, and active citizen participation in accountability.

### **5.3 Chapter Summary**

This chapter showed the relevance of the finding to the study, it has also analysed the findings in relation to the objectives and questions of the study and has contrasted the findings with other findings in similar research works. This chapter has among other things alluded to the radio governance programmes have massively; contributed to good governance in Kitwe where listeners are able to participate in the governance process, demand for transparency and hold public officials accountable for public service delivery among other local governance issues. The next chapter offers the conclusion of the study and suggestions for further research.

## **CHAPTER SIX**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **6.0 Introduction**

This Chapter is a review of the summary of the research, it includes the conclusion of the research as well as the recommendations for the future research.

## **6.1 Summary**

The study attempted to assess how radio governance programmes through audience engagement, information dissemination, accountability and transparency was promoting good governance practices in Kitwe district on the Copperbelt. It had a total of four objectives, and these were facilitating citizens engagement and participation, enhancing transparency and accountability in government activities, empowering citizens to make informed decisions and hold public officials accountable and disseminating accurate and timely information of government policies and public services delivery in Kitwe by Radio Ichengelo. The following themes summarised the findings of the research.

### **a). Citizens' Engagement and Participation:**

- Radio Ichengelo's governance programs positively impacted citizen engagement and participation in governance processes.
- Listeners gained a deeper understanding of the roles of public leaders and actively utilized information to enhance their involvement.
- Increased participation was evident through engagement in live radio programs, community meetings, and debates facilitated by the radio station.

### **b). Empowerment of Citizens:**

- Radio programs significantly empowered citizens by providing knowledge about local governance and emphasizing the importance of transparency and accountability.
- Citizens acquired skills to demand transparency and accountability from leaders, fostering a sense of civic responsibility.
- The radio programs played a crucial role in empowering citizens to advocate for their civic rights and actively participate in local governance.

### **c). Enhancement of Transparency and Accountability:**

- Radio Ichengelo's governance programs contributed significantly to transparency and accountability in government activities.
- The radio station provided accurate and reliable information, featuring discussions with various government agencies to ensure information accuracy.

- Citizens were empowered to call for transparency and accountability in government activities, influencing decision-making on policies and public services.

**d). Impact on Behavior and Decisions:**

- Respondents demonstrated tangible engagement with information received through radio programs, holding the government accountable for local governance issues.
- Increased awareness of citizens' rights led to informed decision-making and active participation in governance matters.
- The study emphasized the role of Radio Ichengelo in enhancing citizens' understanding of governance issues, promoting accountability mechanisms during community dialogue meetings.

In summary, the research underscores the positive impact of Radio Ichengelo's governance programs, demonstrating their effectiveness in educating citizens, raising awareness about local governance activities, and empowering individuals to actively participate in advocating for transparency, accountability, and their civic rights.

Therefore, the research findings underline the positive impact of Radio Ichengelo's governance programs in providing accurate and reliable information, raising awareness, and empowering citizens with the knowledge and skills necessary to hold the government accountable and demand transparency in public service delivery.

## **6.2. Conclusion**

**Citizen Engagement and Participation:** Radio Ichengelo's governance programs in Kitwe have remarkably boosted citizen engagement and participation. The initiatives deepen understanding of public leaders' responsibilities, prompting increased involvement in live radio shows, community meetings, and debates. This fosters practical engagement, holding leaders accountable and advocating for transparency.

**Empowerment of Citizens:** The programs empower citizens by imparting knowledge on local governance, transparency, and accountability, enabling them to demand civic rights and actively participate in decision-making.

**Enhances Transparency and accountability:** Additionally, the radio initiatives significantly enhance transparency and accountability in government activities through accurate information dissemination. The impact extends to citizens' behavior and decision-making, guiding them in community involvement and contributing to a healthier democracy.

The study emphasizes the crucial role of Radio Ichengelo's programs, affirming their positive impact and suggesting actionable recommendations for improved effectiveness in promoting good governance.

These conclusions highlight the pivotal role of Radio Ichengelo's governance programs in shaping informed, engaged, and empowered citizens, ultimately contributing to transparent and accountable governance in Kitwe. The study not only confirms the positive impact of the radio programs but also provides actionable recommendations for further enhancing their effectiveness in promoting good governance practices.

### **6.3. Policy Recommendations**

1. **Enhancing Citizen Engagement:** Implement regular interactive sessions between citizens and leaders through dialogue meetings, fostering a platform for active participation. Establish mechanisms for citizens to propose agenda items for inclusive governance discussions.
2. **Strengthening Civic Education:** Introduce targeted civic education programs within radio initiatives, collaborating with institutions to tailor content. Organize workshops to empower citizens with knowledge and skills for effective engagement.
3. **Transparency and Accountability Advocacy:** Feature a panel of discussants from government agencies to maintain information credibility. Collaborate for accurate, balanced information in governance programs, actively addressing citizen concerns.
4. **Expanding Information Dissemination:** Introduce new formats in governance programs, use diverse communication channels, and explore media partnerships for broader outreach.

5. **Community Empowerment Initiatives:** Organize workshops, collaborate with community organizations, and celebrate local governance initiatives to foster community pride.
6. **Building Partnerships for Sustainability:** Form partnerships, seek funding for program sustainability, and establish a monitoring framework for long-term impact assessment.

Therefore, these policy recommendations aim to build on the positive impact of Radio Ichengelo's governance programs and further enhance their effectiveness in promoting good governance practices in Kitwe district. They address specific areas identified in the study findings, focusing on citizen engagement, civic education, transparency advocacy, information dissemination, community empowerment, and building sustainable partnerships.

#### **6.4. Areas for Further Research**

1. **Long-term Impact Assessment:** Conduct a longitudinal study to assess Radio Ichengelo's governance programs' sustained impact on citizen engagement and accountability behaviours over time.
2. **Comparative Analysis:** Evaluate the unique contribution of radio programs to good governance practices by comparing them with other media platforms or interventions. Examine the effectiveness of diverse media channels in different contexts and their influence on citizen participation and accountability.
3. **Content Analysis:** Analyse Radio Ichengelo's governance programs in-depth to identify themes, topics, or communication strategies resonating most with the audience. Explore how variations in program content impact listener engagement and the promotion of good governance.
4. **Regional Variations:** Investigate potential variations in the impact of radio governance programs across different regions within Kitwe district. Examine whether demographic, cultural, or socio-economic factors influence program effectiveness in specific localities.
5. **Inclusive Participation:** Assess the inclusivity of citizen participation facilitated by Radio Ichengelo in governance processes. Explore if certain demographic

groups face barriers or are less represented, and devise strategies to enhance inclusivity.

6. **Digital Engagement Strategies:** Explore integrating digital platforms (social media, podcasts, online forums) to complement radio programs and broaden the audience reach. Assess the potential of digital platforms in fostering additional avenues for citizen engagement and information dissemination.
7. **Community Empowerment Outcomes:** Investigate specific outcomes of community empowerment resulting from increased citizen engagement. Explore how empowered communities contribute to local development, social cohesion, and improved governance.
8. **Impact on Political Processes:** Assess the impact of citizen engagement through radio programs on local political processes, including elections, policymaking, and political representation. Investigate whether informed and engaged citizens influence broader political dynamics within Kitwe district.
9. **Multi-stakeholder Collaboration:** Explore potential multi-stakeholder collaborations involving government agencies, NGOs, and community leaders to amplify the impact of governance programs. Assess the role of collaborative efforts in addressing specific governance challenges identified in the study.
10. **Sustainability Strategies:** Investigate strategies for sustaining the positive impact of radio governance programs beyond the research period. Explore funding models, community partnerships, and institutional support to ensure continued effectiveness.

These research areas expand the understanding of radio's role in promoting good governance, addressing dimensions like long-term impact, content analysis, regional variations, digital engagement, inclusivity, community empowerment, political processes, collaboration, and sustainability. They provide a comprehensive framework for future research in Kitwe district and similar contexts.

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## **APPENDICES**

**Appendix i: Letter of Introduction from UNILUS**



**SCHOOL OF POSTGRADUATE STUDIES**

Plot No. 37413, Off Alick Nkhata Mass Media. P. O Box 36711, Lusaka.

Phone: +260211258505, 258409 Fax +260211233409; Cell +260976075850,961917862,

E-mail: unilus@zamnet.zm, ictar@zamnet.zm

## UNILUS-RESEARCH ETHICS COMMITTEE

Ref no: FWA00033228-1612/23

Date: 10<sup>th</sup> December 2023

STUDENT NAME: KAPULU MANJIMELA

**An Assessment of Radio Programmes in Promoting Good Governance: A Case of Radio Ichengelo Listeners in Kitwe**

The above research was submitted to the research ethics committee for review. The study has no major ethical problems and is approved subject to the following:

1. The study cannot be changed without express permission of the UNILUS research ethics committee.
2. Approval from the necessary authority should be sought.



Congratulations and the committee wishes you success in your work.

**Professor Kasonde Bowa MSc**

(Glasgow), M.Med (UNZA), FRCS (Glasgow), FACS, FCS, DPH (LSTMH), MPH (UCL)

Chairman- UNILUS REC

Professor of Urology and Consultant Urologist Deputy

Vice-Chancellor – Research and Innovation

Executive Dean - School of Medicine and

**Appendix ii: Questionnaire**



**UNIVERSITY  
OF  
LUSAKA**

**Focus Group Discussion – Audience Perceptions**

## **An Assessment of Radio Programmes in Promoting Good Governance: A Case of Radio Ichengelo Listeners in Kitwe**

### **Interview Objective:**

- 1. Facilitating citizen engagement and participation in governance processes in Kitwe.**
- 2. Enhancing transparency and accountability in government activities in Kitwe**
- 3. Disseminating accurate and timely information on government policies and public services delivery in Kitwe by Radio Ichengelo.**
- 4. Empowering citizens to make informed decisions and hold public officials accountable in Kitwe district.**

### **Target Sample:**

Community in Kamatipa, Luangwa, Ipusukilo, Bulangililo and Kwacha areas in Kitwe targeting and resident in the radio stations' catchment areas and who may be participants and listeners to the radio station.

### **Introductions:**

Hello, my name is Kapulu Manjimela (MPIR 211482837) I am a student at the University of Lusaka pursuing a Master of Arts in Politics and International Relations.

The purpose of this Focus Group Discussion is to help me understand your views on how radio programmes play their role in the promotion good governance practices such as facilitating citizen engagement and participation, enhancing transparency and accountability in government activities, disseminating accurate and timely information on government policies and public services delivery and Empowering citizens to make informed decisions and hold public officials accountable in Kitwe district. This will help me understand how the production of radio station's governance programmes influence and promotes good governance practices in Kitwe.

There is no right or wrong answer to any of the questions that I will be asking you. If at any time you want to leave this interview please say so, and I will not stop you.

### **Privacy & Confidentiality**

I would like to assure you that the information you provide will be treated with utmost confidentiality and will only be used for research purposes. Your names will not be identified in any document related to the research.

This discussion will be audio-recorded to help with analysis and writing of the report. Please feel free to give your view in an open and honest manner.

## **CONSENT**

- i. Do Respondents understand the purpose of the Focus Group discussion?  
Yes • No•
- ii. Does the respondent agree to participate in the Focus Group Discussion?  
Yes • No•
- i. Has parental consent been obtained if the respondent is below 18 years old?  
Yes • No•
- ii. Did the participant below the age of 18, individually ASSENT to participate in the Focus Group Discussion?  
Yes • No•

## **SECTION 1**

- 1. Your Age
  - o Under 18
  - o 18-24
  - o 25-34
  - o 35-44
  - o 45-54
  - o 55-65
  - o 65+
- 2. Your Gender
  - o Male
  - o Female
- 3. What is your residential area?
  - o Bulangililo
  - o Luangwa
  - o Ipusikilo
  - o Bulangililo
  - o Kwacha

## **SECTION 2**

1. Facilitating citizen engagement and participation in governance processes in Kitwe.

a). In what ways has Radio Ichengelo's governance programming influenced your understanding of local governance issues?.....

b). How do you believe that Radio Ichengelo's programming has contributed to increasing citizen engagement in local governance processes?.....

c). How have you ever participated in any public discussions, debates, or community events related to the governance topics discussed on the radio program?.....

d). How can the radio program encourage more inclusive and open conversations between the government and the public?.....

2. Enhancing transparency and accountability in government activities in Kitwe

e). How has Radio Ichengelo's governance programming empowered you or other citizens to demand more transparency from the government?

f). How does Radio Ichengelo facilitate discussions and dialogues between citizens and government officials on transparency-related topics?.....

3. Disseminating accurate and timely information on government policies and public services delivery in Kitwe by Radio Ichengelo.

g). How do you believe that Radio Ichengelo provides accurate and reliable information about government policies and activities?.....

h). How have the information and insights gained from Radio Ichengelo's governance programs influenced your understanding of government policies or public service options?.....

i). How aware are you of the Radio Ichengelo's governance programs that focus on government policies and public service delivery in Kitwe?.....

j). In your opinion, do the governance programs on Radio Ichengelo effectively cover important government policies and public service topics in Kitwe?.....

k). How confident are you in the accuracy and reliability of the information presented in Radio Ichengelo's governance programs?.....

4. Empowering citizens to make informed decisions and hold public officials accountable in Kitwe district

l). Have you taken any actions based on the information received through the radio program to hold the government accountable?.....

m). How have you taken any actions or made decisions based on the information you learned from the radio programs?.....

- n). How do you feel more aware of your rights as a citizen and your role in holding public officials accountable due to the information shared in the radio programs?
- o). How have you found Radio Ichengelo's governance programs helpful in providing information that allows you to make informed decisions about local governance issues?.....
- p). How can Radio Ichengelo effectively contribute to holding the government officials accountable for its actions?.....
- q) Do you have any views you would want to share with me regarding the radio programs addressing issues that are pertinent to good governance in Kitwe?.....

**Thank you very much for your time, patience, and commitment to respond to my questions.**

Appendix iii: Turnitin Receipt



Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

KAPULU MANJIMELA MPIR211482837

Assignment title:

Draft research report

Submission title:

An Assessment of Radio Programmes in promoting Good Governance: The Case of Radio Ichengelo Listeners in Kitwe

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