

UNIVERSITY OF CAPE COAST

THE ROLE OF COMMUNITY RADIO IN GHANA'S DEVELOPMENT: A CASE
STUDY OF PARTICIPATION IN THE CAPE COAST METROPOLITAN AREA

BY

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Thesis submitted to the Department of Communication Studies of the College of Humanities
and Legal Studies, University of Cape Coast, in partial fulfilment of the requirements for the
award of Master of Philosophy degree in Communication Studies.

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DECLARATION

Candidate's Declaration

I attest that this Thesis is the culmination of my scholarly investigation and that no portion of it has been previously submitted for another degree within this university or elsewhere.

Candidate's Signature.....Date.....

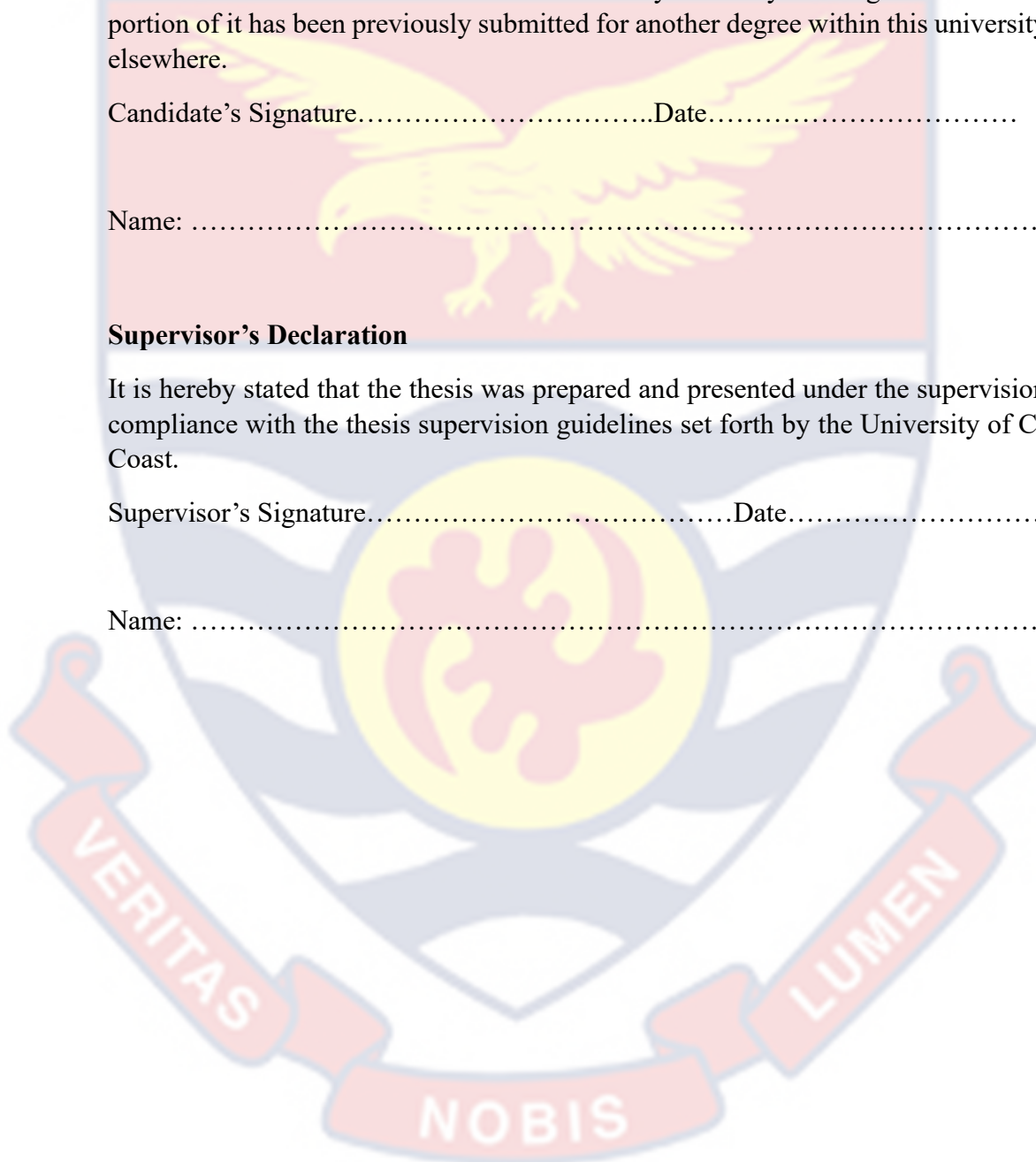
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Supervisor's Declaration

It is hereby stated that the thesis was prepared and presented under the supervision in compliance with the thesis supervision guidelines set forth by the University of Cape Coast.

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ABSTRACT

Drawing on the theory of participatory development communication, this research employs a qualitative research approach to examine the role of community radio on development in Ghana, with a specific emphasis on the Cape Coast Metropolis. The study aims to investigate the extent of community participation in development efforts, emphasizing the essential role that community radio stations play in driving socio-economic advancement, empowering local perspectives, and fostering community solidarity.

The study used in-depth interviews to collect data from a purposive sample of 13 participants, including radio staff, community members, local authorities, and development practitioners. The research explores the extent of community engagement with radio programming and its perceived impact on key development indicators such as education, health, agriculture, sanitation, youth empowerment, and civic participation.

The thesis has shown remarkable advancements in the fields of agriculture, healthcare, and sanitation, as well as youth empowerment. It highlights that individuals who are most active in development projects tend to be members of Radio Listenership Clubs. Furthermore, it uncovers the reality that community radio stations may not always be community-owned, but can instead be established through the entrepreneurial endeavors of individuals. However, private ownership could potentially hinder local participation efforts if certain owners interfere.

The study recommends that Ghana's Ministry of Local Government and Rural Development take steps to streamline the Community Radio Broadcasting model into Ghana's local government system by supervising the setting up of community radio station (CRS) in every district capital (especially those considered rural and without community radio stations) in a non-partisan manner.

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DEDICATION

My life's road was paved with the prayers, wise guidance, selfless commitment, and sacrifice of my devoted grandmother, Madame Catherine Otoo, to whom I dedicate this work. I hope it has inspired you all, my dear wife and children, Juan-Miguel, Anne-Marrie, Amy-Dianne, and Mia-Ralphella, respectively. Never lose sight of the fact that anything is possible with God's help, perseverance, and hard work.



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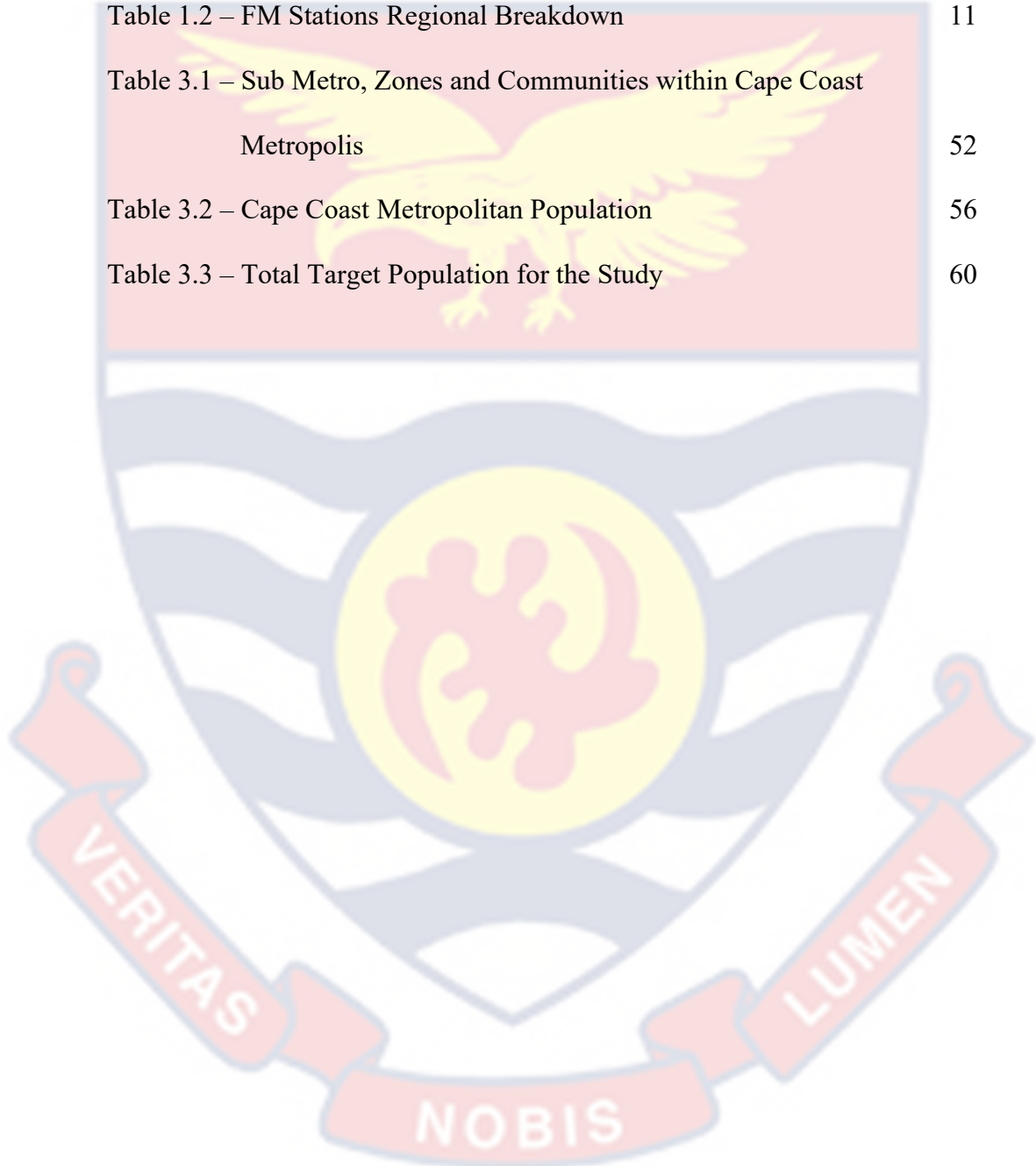
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LIST OF ABBREVIATIONS AND ACRONYMS

AMAEC – Association Mondiale Des Radiodiffuseurs Communautaire

CCMA – Cape Coast Metropolitan Assembly

CR – Community Radio

CRB – Community Radio Broadcasting

CRS – Community Radio Services

FAO - Food and Agriculture Organisation

FM – Frequency Modulation

GBC - Ghana Broadcasting Corporation

GCRN – Ghana Community Radio Network

GFAB Ghana Frequency Allocation Board

MMDAs – Metropolitan, Municipal and District Assemblies

NGO Non-Governmental Organisation

NCA National Communications Authority

NMC National Media Commission

OECD Organisation for Economic Co-operation and Development

ICT – Information Communication Technology

IGF – Internally Generated Fund

PANAFEST – Pan African Festival

QSR – Quantitative System Regulation

SMS – Short Messaging System

UGCC – United Gold Coast Convention

UCCIRB – University of Cape Coast Institutional Review Board

CHAPTER ONE

INTRODUCTION

Background to the Study

Since the 1950s, researchers in the realm of development practice have emphasized the significant impact of mass media on development processes (Föllmer & Badenoch, 2018). Föllmer and Badenoch (2018) highlight that communication systems serve as both signs and catalysts of social transformation. They contend that mass media play a vital role in shaping new skills, attitudes, and behaviors, serving as a 'mobility multiplier' that can reach large audiences simultaneously. This is due to the influential nature of media in conveying messages and influencing attitudes.

Radio has been the primary tool for participatory communication and development for over fifty years. It is evident that this communication medium has gained widespread popularity and has consistently served as an effective platform for instigating change (Gumucio-Dagron, 2001). Community radio, in particular, has been recognized as the most suitable medium for facilitating social change within grassroots communities, leading to a significant increase in the number of community radio stations worldwide over the last fifty years (Diedong, 2019).

History and Rationale of Community Media – The Post-World War II Epoch

Introduction

Community media refers to media platforms and initiatives that are owned, managed, and operated by local communities. These forms of media stand in contrast to state-controlled or commercial media, as they aim to foster grassroots participation, cultural identity, and social change. The emergence and growth of community media

can be traced back to the post-World War II era, a period marked by significant political, social, and technological changes that reshaped communication landscapes worldwide.

Historical Context of Post-World War II Developments

The period following World War II (1939-1945) was a time of profound transformation across the globe. It witnessed geopolitical shifts, economic reconstruction, and the rise of social movements, all of which created an environment conducive to the emergence of community-based media. Several global and regional factors contributed to this historical moment: Decolonization: After WWII, many countries in Africa, Asia, and the Caribbean gained independence from colonial powers. Newly established governments, often with limited infrastructure and resources, sought to build strong national identities and communicate with diverse populations. Traditional media structures, heavily influenced by colonial powers, were insufficient to serve local needs, leading to the rise of alternative, community-driven media.

Cold War Rivalry: The Cold War between the Soviet Union and the United States heightened the ideological importance of media. While state-controlled media became tools for propaganda, there was growing recognition of the need for independent and participatory media to provide alternative perspectives. Social Movements: The post-WWII period saw the rise of various social movements, including the civil rights movement in the U.S., feminist movements, and anti-colonial struggles. These movements often used alternative media to voice concerns that were ignored or marginalized by mainstream, commercial media outlets.

The rationale for community media is rooted in several key principles, each of which addresses perceived shortcomings in traditional media systems: Democratization of Communication. In the immediate aftermath of WWII, the need for democratic media participation became evident. Traditional media systems, whether state-run or commercial, were centralized and top-down, often marginalizing minority voices and concerns. Community media arose as a tool for public access and inclusion, allowing ordinary people to engage with media production and dissemination. This democratization was crucial in countries emerging from colonial rule, where access to information and self-representation was limited (McQuail, 1987). Example: The Indian People's Radio (established post-1947) played a significant role in providing a platform for diverse communities in India to share local knowledge, political issues, and cultural narratives outside the influence of state-controlled media.

Following World War II, there was growing recognition of the importance of preserving local cultures and indigenous languages, particularly in the face of globalizing forces. Traditional media often imposed dominant national or Western cultures. Community media provided a means for local groups to articulate their own identities, share indigenous knowledge, and promote local languages. Example: In Latin America, Radio Sutatenza (Colombia) became a landmark community media initiative that used radio to promote literacy and education, while also serving as a platform for local cultural expression and the voice of rural communities.

Post-WWII, the idea of development communication emerged, emphasizing the role of media in promoting economic and social progress. Community radio and other forms of community media were seen as tools for development in rural and

marginalized communities. Media could be used to spread educational content, improve health awareness, and inform citizens about their rights and responsibilities. This model was deeply influenced by the works of scholars like Everett Rogers and Paulo Freire, who advocated for media as tools of participatory communication. Example: In Africa, community radio stations like Radio Maria (established in several countries during the 1980s) have been used not only to entertain but also to educate populations on health, hygiene, and community development.

Empowerment and Participation

The primary rationale behind community media is its potential to empower local communities by giving them a platform to express themselves and participate in public discourse. Paulo Freire's (1970) *Pedagogy of the Oppressed* emphasized that communication should be dialogic and empowering, rather than monologic and disempowering. By fostering active participation in the media production process, community media enable individuals to shape narratives and engage in collective problem-solving. For example, the rise of community radio in South Africa during the apartheid era created a platform for marginalized communities to voice opposition to state repression, organize protests, and unite in the struggle for liberation. The rise of community media was not confined to specific regions but became a global movement, supported by international organizations such as UNESCO and the International Communication Association. These organizations recognized the importance of supporting community-driven media in fostering democratic engagement, social cohesion, and cultural diversity. The World Association of Community Radio Broadcasters (AMARC), founded in 1983, became a key institution advocating for the

recognition of community radio as an essential form of communication. AMARC's role was pivotal in global advocacy, pushing for legal and regulatory frameworks that allowed community media to flourish, especially in the Global South (Hamelink, 1995).

The history and rationale of community media are deeply rooted in the post-World War II period, when shifts in political, social, and economic landscapes created the need for alternative communication platforms. These media are driven by the principles of democratization, cultural autonomy, development, and empowerment. Over time, community media have become a critical part of the media landscape, offering a space for marginalized voices, promoting social change, and fostering participatory democracy. As communication technologies have evolved, the role of community media has become more vital in digital spaces, and its influence continues to grow as a tool for community-driven development worldwide.

Following the end of World War II, there was a global movement to rebuild democratic societies, foster communication rights, and decentralize power structures. This climate provided fertile ground for the emergence of community radio, which was envisioned as a counterbalance to state-run and commercial broadcasting monopolies. Community radio began to take root as a medium that could facilitate bottom-up communication, allowing marginalized and rural populations to participate in public discourse and development initiatives. The medium gained traction in response to the limitations of centralized media, which often failed to reflect the diverse realities and voices of local communities (Lewis & Booth, 1989). The rise of community radio was influenced by participatory communication theories and liberation theology in Latin

America. These frameworks emphasized the role of communication as a tool for emancipation, education, and community empowerment (Freire, 1970). Community radio was thus aligned with Paulo Freire's notion of dialogical communication – a process where people collectively reflect and act upon their realities to transform their conditions.

In Colombia, Radio Sutatenza was founded in 1947, becoming a pioneer in educational radio for rural farmers. It aimed to improve literacy, agricultural knowledge, and civic engagement. This model inspired other faith-based and civil society initiatives across Latin America (Fraser & Restrepo-Estrada, 2001).

Post-independence African nations in the 1960s and 1970s adopted radio as a tool for national unity and education. UNESCO supported several pilot community radio projects aimed at rural development and adult literacy, including experiments in Senegal, Mali, and Zimbabwe (Jallov, 2012).

In the Philippines and India, community radio grew alongside rural development campaigns. In India, the Kheda Communication Project (1975–1990) used radio and video to support farmers and health education (Singhal & Rogers, 2001). Democratization and Policy Recognition By the 1980s and 1990s, community radio began gaining legal recognition as part of the broader democratization movements in Latin America, sub-Saharan Africa, and Southeast Asia. Governments, NGOs, and international bodies began to recognize community radio as a third sector of broadcasting, distinct from public and commercial media.

In South Africa, for instance, community radio was institutionalized following the end of apartheid to grant marginalized groups greater access to the airwaves

(Bosch, 2003). Furthermore, Fraser and Estrada (2001) elaborate that the media provide crucial information enabling individuals to make informed decisions on socio-economic issues. They also facilitate mechanisms for citizens to provide feedback on matters affecting them. Fraser and Estrada (2001) observe that the media's contribution to nation-building often revolves around promoting socio-economic development, premised on the idea that national consensus is essential for mobilizing society towards national development goals, including radio broadcasting in Ghana and across Africa.

In Africa, community radio played a pivotal role in the democratization wave that swept across the continent in the early 1990s. This movement, including in parts of Sub-Saharan Africa like Ghana, led to the deregulation and liberalization of broadcasting, shifting away from authoritarian control to a more participatory, democratized, and open broadcasting system (Lingela, 2008).

The roots of radio in Ghana, formerly the Gold Coast, date back to the mid-1930s during the tenure of Sir Arnold Hodson, the Governor of the Gold Coast. Hodson recognized radio's potential as a tool for colonial administration and laid the groundwork for the Gold Coast Broadcasting System in 1935 (Awadzi, 2019). Initially serving the colonial administration's informational and propaganda needs, radio broadcasting expanded significantly after Ghana gained independence from British colonial rule in 1957. Dr. Kwame Nkrumah, Ghana's first Prime Minister and later President, extensively utilized radio for communication and propaganda purposes. Under Nkrumah's leadership, the Ghana Broadcasting Corporation (GBC) was established in 1954 as the state-owned broadcaster, further bolstering radio infrastructure across the nation (Adams, 2015).

During Nkrumah's presidency, radio played a crucial role in disseminating his political ideology, fostering national unity, and mobilizing the populace for development initiatives. Nkrumah leveraged radio to directly engage with the Ghanaian people, delivering speeches, addressing national issues, and promoting his vision of Pan-Africanism and socialism (Awadzi, 2019). However, Nkrumah's regime also utilized radio for political propaganda and stifling dissenting voices, resulting in restricted freedom of expression and censorship of alternative viewpoints (Adams, 2015).

Following Nkrumah's overthrow in 1966, subsequent governments-maintained control over radio broadcasting, with GBC dominating the airwaves through channels like GBC 1 and GBC 2, primarily featuring government-sanctioned programming (Adams, 2015). Despite this state dominance, independent and community radio initiatives emerged over time. For instance, Radio Zoy was established in the 1980s as an independent community radio station in northern Ghana, providing a platform for local voices and addressing community-specific issues (Owusu-Kwarteng, 2013).

In the Fourth Republic of Ghana, starting in 1992, efforts were made to liberalize the media landscape and promote private ownership of radio stations. The National Communications Authority (NCA) now regulates the broadcasting sector, issuing licenses to private operators. This has led to a proliferation of private radio stations nationwide, offering diverse programming tailored to specific audiences and interests (Adams, 2015). The evolution of Ghana's community radio movement has been particularly noteworthy. Although community radio is mandated to disseminate information that supports livelihood enhancement and to reflect the interests of local

communities in its programming, many community members possess only a limited understanding of its core principles and underlying ideologies. Ghana's media landscape was officially liberalized in 1992, with concrete signs of broadcasting deregulation appearing by 1995 under the supervision of the Ghana Frequency Allocation Board (GFAB), which was later restructured into the National Communications Authority (NCA) (Diedong & Naaikuur, 2012). This liberalization paved the way for the establishment of Radio Progress—widely acknowledged as Ghana's first community radio station since the 1980s. The success of Radio Progress subsequently inspired the creation of other stations, including Radio Peace and Radio Ada. Currently, the NCA has granted frequency authorizations to 747 FM broadcasting stations in Ghana, with 550 stations operational as of the fourth quarter of (NCA, 2023). Below is a breakdown of authorizations by classification group.

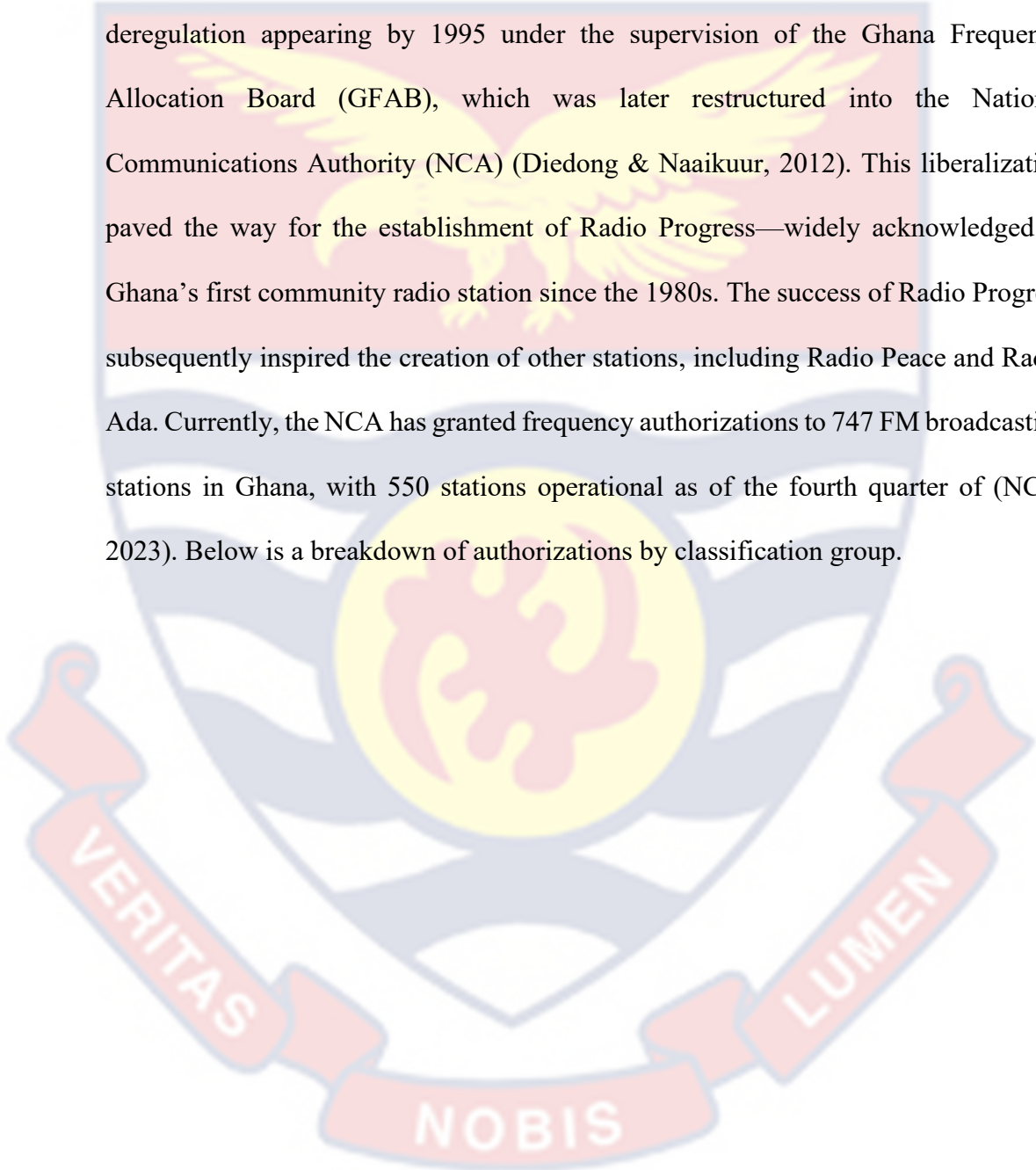


Table 1.1 – Authorisation and Classification of FM Stations in Ghana

No	Classification	Total Number
1	Public Radio Stations	31
2	Public (Foreign) Radio Stations	5
3	Community Radio Stations	137
4	Campus Radio Stations	25
5	Commercial Radio Stations	549

Source: NCA, 2023

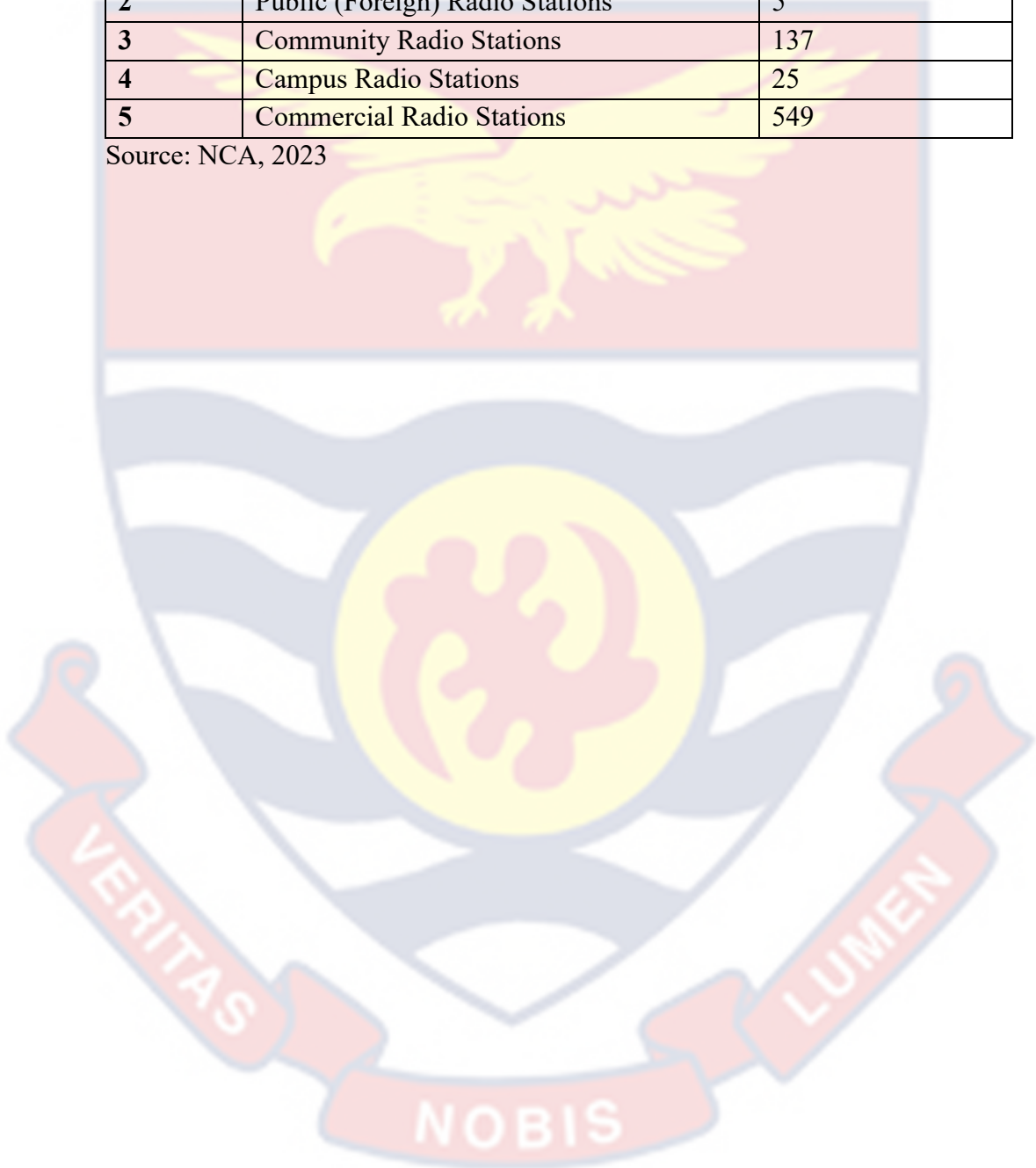


Table 1.2 – Regional Breakdown of FM Stations

No.	Regions	No. Authorised	Public	Public (Foreign)	Community	Campus	Commercial	Operational	Non-operation
1	Ashanti	111	2	1	21	5	82	88	23
2	Bono	59	1	0	6	3	49	45	14
3	Bono East	32	2	0	4	0	26	27	5
4	Ahafo	19	0	0	3	0	16	12	7
5	Central	64	2	0	17	3	42	40	24
6	Eastern	61	2	0	20	1	38	50	11
7	G.T. Accra	82	2	3	13	4	60	69	13
8	Northern	49	3	0	10	1	35	28	21
9	Savannah	14	3	0	4	0	7	8	6
10	North East	11	1	0	3	0	7	3	8
11	Upper East	37	2	0	10	3	22	29	8
12	Upper West	31	2	0	10	2	17	23	8
13	Volta	49	3	0	5	1	40	37	12
14	Oti	15	1	0	3	0	11	9	6
15	Western	87	2	1	8	2	74	64	23
16	West. North	26	3	0	0	0	23	18	8
T'TAL		747	31	5	137	25	549	550	197

Source: NCA, 2023

Teer-Tomaselli (2001) explains that Ghana's National Media Commission (NMC) grants two types of community broadcasting licenses: geographical and community of interest. Geographical licenses serve residents of specific areas, while community of interest licenses target groups united by shared, distinct interests.

Since the launch of Radio Progress, community radio in Ghana has progressed, though operational challenges remain. Participation is at the core of community radio's communication strategy, extending beyond broadcasting to promote social change, cultural growth, and democratic inclusion (Price-Davies & Taachi, 2001). Diedong and Naaikuur (2012) reinforce this, noting that community radio empowers individuals to discover their voice and self-worth, fostering critical engagement with media. They argue that traditional radio stations, whether state-owned or commercial, often dictate the development discourse on their terms, whereas community radio thrives on allowing local contexts to shape these dialogues. According to Diedong and Naaikuur (2012), community radio not only broadens access for marginalized voices based on location and language but also revitalizes appreciation for indigenous languages, fostering social cohesion among diverse populations.

Effective management and programming of community radio hinge on robust public participation, as emphasized by Fraiser and Estrada (2001). Teer-Tomaselli and De Villiers (1998) emphasize the significance of promoting community ownership and democratic management in the production and scheduling of programs. They stress the value of inclusive production formats that empower community organizations to create programs. Furthermore, they stress

the role of public forums in facilitating open exchanges of views, essential for horizontal communication among individuals and groups.

The governance of community radio stations typically involves a Board of Directors representing various community interests (Girard, 2007). This participatory approach not only amplifies the voices of historically marginalized groups but also integrates them into democratic processes. Girard (2007) argues that volunteers at community radio stations undergo transformative experiences, becoming more confident, capable, and engaged members of their communities. This transformation plays a crucial role in community mobilization and the diffusion of innovative ideas.

Research Problem

Community Radio (CR) has long been recognized as a powerful tool for participatory communication and local development. According to Kankam and Attuh (2022), CR holds the potential to disseminate information that not only informs but also influences positive behavioral and attitudinal change within communities. This transformative role of CR becomes even more relevant in contexts where traditional mass media remain the most accessible communication channels.

Despite the global rise in digital media consumption, traditional radio continues to hold significant relevance in Ghana. The Ghana Statistical Service (GSS, 2019) underscores that radio is still the most widely consumed form of traditional media in the country, serving as a critical platform for the dissemination of news, entertainment, and public service information. Community radio, in particular, plays a unique role by providing localized content in indigenous

languages, addressing community-specific issues, and facilitating inclusive development (Alhassan, 2018).

However, the realization of this potential is hindered by persistent challenges. Empirical studies (Diedong & Naaikuur, 2023; Alhassan, 2018; Ghartey, 2015) highlight key obstacles such as inadequate funding, limited technical capacity, and the insufficient involvement of community members in program design and station governance. These constraints undermine the participatory ethos of CR and weaken its developmental impact.

Within the Cape Coast Metropolitan Area (CCMA), these challenges may be equally prevalent, yet there is limited scholarly engagement with the specific conditions under which CRs operate in this context. Moreover, while national-level studies exist, there remains a paucity of literature that critically examines the contributions of CR to local development within the CCMA. Particularly under-researched are the dynamics of community participation, the role of CR in promoting governance and accountability, and how CR programming reflects the developmental priorities of the community.

Given this gap, it becomes imperative to investigate how CR stations in the CCMA are contributing to local development, with an emphasis on community participation in both content creation and decision-making processes. This study, therefore, seeks to explore the extent to which community radio enhances participatory development in the Cape Coast Metropolitan Area and to identify both the opportunities and barriers associated with its operation and impact.

Scope of Study

This qualitative research aims to explore the role of community radio in contributing to development in Ghana, with a specific focus on participation levels

in the Cape Coast Metropolitan Area. The study seeks to understand how community radio stations in this area engage community members and facilitate various development initiatives, including educational programs, health awareness campaigns, civic engagement activities, and economic empowerment efforts.

The research will encompass an examination of the organizational structures and operational mechanisms of community radio stations operating within the Cape Coast Metropolitan Area. This includes investigating their objectives, target audience, and programming content related to development themes. The study will also delve into the perceptions, attitudes, and experiences of community members regarding their participation in community radio programs and initiatives aimed at promoting development outcomes. This involves understanding their motivations for engaging with community radio, the perceived benefits, and the challenges encountered in accessing and contributing to programming.

Furthermore, the study will analyze the role of community radio stations as platforms for promoting social inclusion, fostering dialogue, and amplifying marginalized voices within the Cape Coast Metropolitan Area. It will explore the strategies and approaches employed by these stations to enhance community participation and ownership of development initiatives, assessing their effectiveness in achieving desired outcomes.

Key stakeholders involved in community radio development activities within the Cape Coast Metropolitan Area will be identified and their perspectives sought. These stakeholders include radio station staff, community leaders, civil society organizations, and local government officials. Their insights into the role and impact of community radio on development will be examined, alongside an

exploration of contextual factors and challenges influencing the effectiveness of community radio in promoting development outcomes. These factors may include regulatory constraints, financial sustainability, technological limitations, and socio-cultural dynamics.

In order to gather comprehensive and detailed insights from a diverse range of stakeholders within the Cape Coast Metropolitan Area, the research will employ qualitative data collection methods, such as in-depth interviews.

The purpose of the study is to examine the role of CR in Ghana's development, using CCMA as a case study.

The specific objectives are to;

1. identify the contributions made by CRSs in the Cape Coast Metropolitan Area.
2. examine how the programming of CR influences the livelihood of the community members.
3. explore how vital community participation is to the running of CR in the Cape Coast Metropolitan.
4. examine the programming policy of CR in the Cape Coast Metropolitan regarding governance issues.

Main Research Questions

Why is the community members' participation in the operations of community radio important?

Specific Research Questions:

1. What are the contributions of CRSs to the development of Cape Coast Metropolitan Area?
2. What does community radio programming add to the livelihoods of community members?

3. How effective is community participation in ensuring the effective operation of community radio in the Cape Coast Metropolitan Area?

1. How do community radio programming policies prioritize governance issues?

Significance of the Study

This study enriches the body of knowledge on participatory communication by providing empirical insights into how community radio (CR) is used as a tool for development in the Cape Coast Metropolitan Area (CCMA). It bridges the gap between theory and practice in participatory media and local governance, especially in the Ghanaian context. Few studies have specifically explored the relationship between community participation and the effectiveness of CR in the CCMA.

The research fills this gap by assessing levels of community involvement in programming, governance, and development-driven initiatives. The findings can inform policymakers, especially the Ministry of Information, the Ministry of Local Government, and the National Communications Authority (NCA), on how to better support CR through favorable policies, funding, and integration into local development planning. Local governments can use the insights to improve community engagement strategies. Community radio managers and staff can use the study's results to enhance participatory practices, content relevance, and community trust. The study offers suggestions on how to overcome operational challenges such as low community participation or resource constraints. By highlighting the voices and roles of community members in CR, the study promotes grassroots empowerment and civic responsibility. It encourages the use of CR as a democratic platform for expressing local concerns, needs, and aspirations.

The study aligns with SDG 16 (Peace, Justice and Strong Institutions) and SDG 17 (Partnerships for the Goals) by promoting inclusive institutions and partnerships at the community level. It reinforces the importance of access to information and participation in public affairs.

Research Limitations

Several limitations affected the research process. Significant challenges included high transportation costs for sourcing research materials and time constraints. Secrecy surrounding information related to income sources and living conditions posed difficulties in data collection. Additionally, inadequate funds for stationery and field data collection presented obstacles.

Organization of the Study

Five chapters comprise the organisation of this work. The problem statement, study scope, objectives, research questions, study significance, and limits are all included in the first chapter's introduction to the research. The literature on community radio, radio for development, participation, and the notion of development communication is reviewed in Chapter 2. Furthermore, the study's conceptual framework is presented. The study design, population, sampling techniques, research tools, data collecting processes, modes of analysis, limits, and ethical issues are all covered in detail in Chapter 3, which also contains an explanation of the research methodology. Chapter Five contains particular results, conclusions, and suggestions, whereas Chapter Four provides the data analysis and discussion.

Chapter Summary

This chapter examines the role of community radio in development, with a particular focus on its historical evolution and relevance in Ghana, especially

within the Cape Coast Metropolitan Area (CCMA). Since the 1950s, mass media, particularly radio, has played a pivotal role in driving social change by promoting new skills, knowledge, and attitudes (Föllmer & Badenoch, 2018). Community radio emerged in the post-World War II era, shaped by decolonization, Cold War dynamics, and various social movements. It served as a tool for democratic communication, cultural preservation, and community empowerment. Notable examples, such as Radio Sutatenza in Colombia and Radio Maria in Africa, underscore its educational and developmental value.

In Ghana, radio broadcasting dates back to the 1930s, with a significant expansion following the country's independence in 1957. Under the leadership of Kwame Nkrumah, radio was strategically employed as a tool for national development and unity. The liberalization of the media sector in the 1990s further accelerated the growth of community radio, leading to the establishment of stations like Radio Progress that amplified local voices and concerns.

Despite its promise, community radio in Ghana faces several challenges, including inadequate funding, limited technical capacity, and low levels of community participation. This study explores the contributions of community radio to participatory development in the CCMA. It focuses on aspects such as governance, community involvement, and operational constraints, using qualitative methods to gather perspectives from key stakeholders.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This literature review seeks to explore the concepts of participation, participatory development communication, and community radio, examining their commonalities, differences, and practical implications for community radio in the Cape Coast Metropolitan Area of Ghana. It identifies gaps in existing research on community radio, which this thesis aims to address. The distinguishing features of community radio from commercial and public broadcasters include its emphasis on participation, ownership, and a nonprofit business model (Association Mondiale Des Radiodiffuseurs Communautaires (AMAEC), 1998). This chapter examines insights from prior studies to explore how these characteristics shape the operations of community radio stations, focusing on participation and community development. The review highlights how community radio stations in the Cape Coast Metropolitan Area integrate these principles into their practices.

Conceptual Review

The Concept of Community Radio (CR)

Community Radio (CR) is a distinctive form of broadcasting that operates on the principles of participatory communication, local ownership, and social accountability. Unlike commercial or state-run media, CR is community-based, community-managed, and community-oriented. Its central aim is not profit or propaganda but the empowerment of local people through inclusive and localized communication (Fraser & Restrepo-Estrada, 2001). At its core, CR fosters an environment where members of the community are not merely passive consumers of information but active participants in the content creation, management, and

evaluation of the station's output. This bottom-up model of communication enables people to tell their own stories, share local knowledge, discuss development challenges, and propose solutions that are relevant to their everyday lives (Jallov, 2012).

Through this participatory structure, community radio becomes a powerful catalyst for transformation in the following key areas:

Media Democratization – Community radio counters the dominance of centralized media by broadening access to communication channels. It provides marginalized groups, including women, youth, linguistic minorities, and rural communities, a platform to express their concerns and engage in public discourse. This enhances media pluralism and supports the principles of free expression and democratic participation at the grassroots level (AMARC, 2005).

Local Development and Education – CR plays a vital role in community development by broadcasting educational content tailored to local needs, such as health advice, agricultural practices, financial literacy, and civic education. Its use of local languages ensures that information is accessible and culturally resonant. Moreover, CR is instrumental in informal and non-formal education, especially in regions with limited access to schools or training institutions (Tabing, 2002).

Preservation of Indigenous Knowledge and Culture – Community radio acts as a repository for indigenous knowledge systems, oral traditions, folklore, and cultural practices that are often overlooked by mainstream media. By producing content in local dialects and promoting traditional music, festivals, and storytelling, CR preserves cultural heritage and strengthens community identity (Girard, 2007).

Promoting Sustainable Practices and Civic Engagement – CR supports sustainable development by airing programs on environmental conservation,

climate change adaptation, public health, and sanitation. It also promotes active citizenship by encouraging people to engage with local governance structures, demand accountability, and participate in decision-making processes. In this way, CR contributes to building informed, responsible, and resilient communities (Jallov, 2012; Fraser & Restrepo-Estrada, 2001).

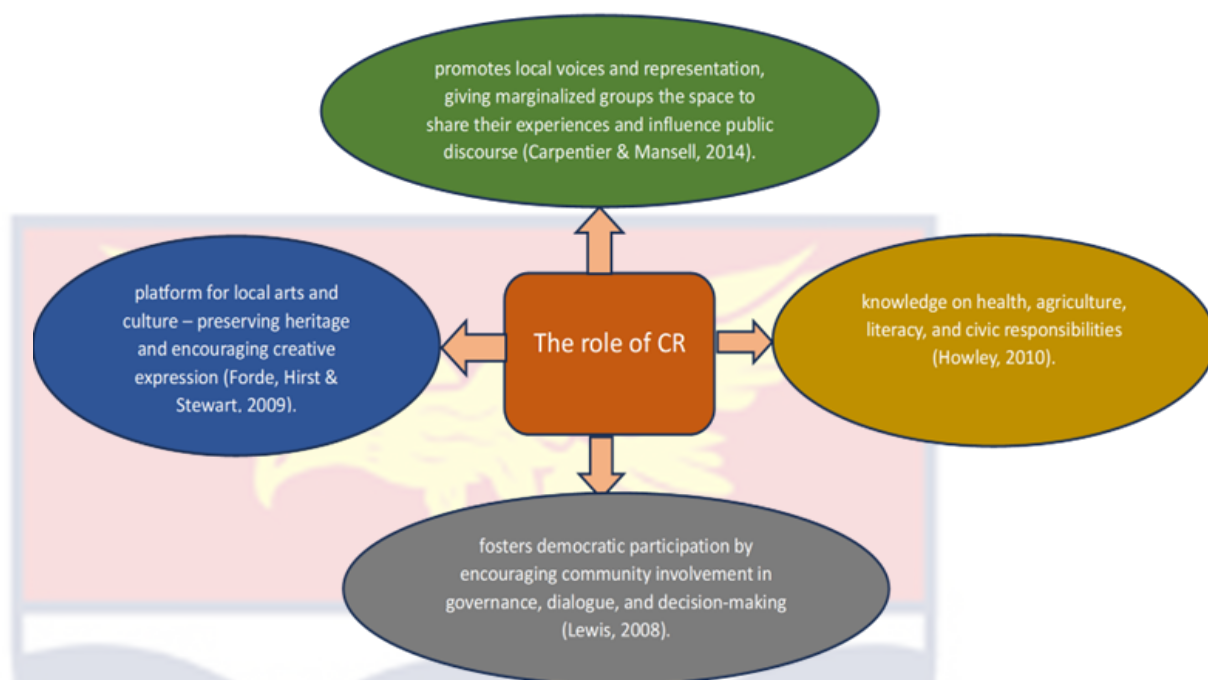
Community radio (CR) is a multifaceted concept that resists a singular definition, shaped by various scholars to align with their research focus. Saeed (2009) describes CR as independent from market forces, state control, and multilateral agencies, producing content in local languages that prioritizes community-relevant issues over mainstream narratives. As a social process, CR enables collective participation in program design, allowing community members to act as producers and steer discussions toward their development priorities. This participatory communication empowers communities to drive their change agenda democratically, fostering dialogue and sustainable interventions rather than imposing external perspectives. CR is about communities communicating and collaborating for shared goals.

The Ghana Community Radio Network (GCRN) defines CR as radio that serves a specific, marginalized community, with representative ownership and management. It pursues a participatory social agenda and operates as a non-profit, non-partisan, and non-sectarian entity. Reuter et al. (2019) view CR as a localized broadcasting service that caters to regional interests, delivering content often overlooked by commercial or mainstream media. For this research, CR is defined as: “Small-scale, decentralized broadcasting initiatives that are people-centered, actively encourage participation in programming, and incorporate elements of community ownership or membership.”

Well-managed CR can bridge gaps left by national media, both public and commercial. Banda (2003), in his study of CR in Zambia, presents it as a communicative tool to mobilize communities for development initiatives, whether led by governments, international aid agencies, or local NGOs. CR promotes good governance, transparency, and accountability, empowering people to take ownership of their developmental destiny. Egargo (2008) notes that during the 1994 AMARC conference in Slovenia, CR operators declared it the optimal tool for promoting freedom of expression, information, opinion formation, and active participation in development. They outlined CR's objectives: advancing the right to communicate, fostering local talent, enabling marginalized groups to access and generate information, protecting cultural heritage, ensuring accurate reporting, promoting the right of reply, and recognizing volunteerism's role in development.

CR addresses the limitations of one-way, non-participatory communication, demystifying mass media and making it accessible. Banda (2003) observes that the shift from the dominant development paradigm led to decentralized rural broadcasting, delegating program production to community members. Local media, like CR, are better positioned to serve indigenous populations, providing a "voice for the voiceless," encouraging diverse opinions, and fostering critical thinking to address community challenges. To fulfill these roles, CR staff require training in community leadership, discussion moderation, and establishing community-based organizations to facilitate participatory dialogue on critical issues. Rennie (2006) suggests CR's developmental impact is most significant within development projects, but its potential to drive progress persists independently, as communication and information exchange are foundational to development processes.

The Role of Community Radio in Development



The Concept of Participation in Community Radio

Participation in community radio (CR) is valued for both its intrinsic and instrumental importance. Intrinsically, participation is inherently meaningful, valuable in itself, regardless of its outcomes. This view aligns with Amartya Sen's Development as Freedom theory, which highlights participation as a core element of human freedom in the development process (Sen, 1981). Sen argues that development entails expanding individual freedoms, empowering people to pursue and achieve the capabilities they value. Meaningful participation in communal affairs is identified as one such fundamental freedom (Sen, 1981). Sen distinguishes between two aspects of freedom relevant to this context: the opportunity aspect, which pertains to achieving valuable outcomes like freedom from hunger or disease, and the process aspect, which concerns the manner in which these outcomes are achieved—including whether individuals have the freedom to influence and direct these processes (Sen, 1989). Development involves

enhancing both aspects of freedom, as people value not only the end results but also the processes that lead to these results (Sen, 1981). Therefore, the ability to participate actively in shaping pathways toward desired outcomes is intrinsic to development itself, not merely a means to an end. This intrinsic value underscores people's preference for participatory processes over those directed by external authorities, reflecting their inherent desire for agency in determining their own destinies (Boafo & George, 2001).

The argument that participation in the development process is inherently valuable extends beyond philosophical circles. It is recognized in international human rights discourse, where the right to participate is enshrined alongside other civil, political, and socio-economic rights. The United Nations' Declaration on the Right to Development (1986) explicitly affirms that all individuals and peoples have an inalienable right to participate, contribute to, and benefit from economic, social, cultural, and political development—underscoring that the right to development includes active engagement in its realization, not just passive receipt of its benefits (UN, 1986).

Boafo and George (2001) assert that participation transcends developmental contexts, constituting a universal right applicable across all domains of public life in both developed and developing countries. This universality underscores the intrinsic value of participation in fostering inclusive governance and societal engagement.

Comparing its relationship with empowerment and social capital further elucidates the instrumental role of participation. These concepts serve as intermediary variables through which participation enhances efficiency and equity. Varshney (2002) explains that participation empowers individuals by enabling them to

influence decisions that profoundly affect their lives, contrasting with traditional governance structures dominated by distant decision-makers (Varshney, 2002). Even minimal participation can empower individuals by granting them a voice in decision-making processes, thereby increasing their agency relative to more powerful elites.

Moreover, participation helps build social capital by strengthening the networks of relationships among diverse individuals and groups within the public sphere. By facilitating interactions and collaborations during decision-making activities, participation promotes both bonding (among similar groups) and bridging (across different societal roles) types of social capital (Bratton, 2006). These interactions enhance social cohesion and collective action, contributing to more equitable and efficient outcomes in decision-making processes. By amplifying diverse voices and perspectives, participation improves decision-making accountability and responsiveness to marginalized groups, thereby reinforcing principles of equity and fairness in governance (Varshney, 2002).

Forms of Participation in Community Radio

Content-Related Participation: The Individual's Right to Access Radio Programming:

Community radio stations are designed not only to engage with the community's life but also to empower community members to take an active role in the functioning and content of the station itself (Girard, 2001). This becomes possible when a community radio station is physically present within a locality, providing opportunities for ordinary people to participate in various ways and to varying degrees. Similarly, Flor (1995) conceptualizes access as the ability to engage with broadcasting technologies and media content, aligning this with the

individual's fundamental right to information. He argues that establishing community radio in marginalized areas satisfies the natural human desire for information and circumvents barriers posed by low literacy rates, which limit access to print media. Community radio, he posits, creates inclusive platforms through which local information is disseminated, thereby enhancing access for broader segments of society.

Additionally, Flor highlights that community radio enables the broadcast of locally relevant content, including programs requested by the public. Beyond request-based broadcasts—often sponsored by individuals or organizations—community radio stations prioritize content that addresses the developmental needs of their communities. Individuals retain the agency to disengage from content they perceive as irrelevant to their personal or communal development (Berrigan, 1979).

Mhagama (2015) supports this position, explaining that program themes commonly reflect pressing community concerns such as HIV/AIDS, transportation, security, education, agriculture, and child welfare. These themes are selected specifically to resonate with the community and foster active listenership. According to Berrigan (1979), the availability of diverse content chosen by listeners, rather than imposed by production entities, is a critical form of participation. Offering content deemed relevant by the audience is key to sustaining interest and respecting the individual's right to preferred media.

Participation in Programme Scheduling

Scholars argue that participation should begin at the inception of media projects, especially in the identification and definition of local problems (Berrigan, 1979). Ideally, future listeners of a community radio station should play a central

role in determining programming. However, empirical studies suggest that local populations are often excluded from initial planning stages. Mhagama (2015) notes that program ideas typically originate with staff, who are entrusted with developing content around developmental themes. Audience input is often sought only after preliminary programming has been established.

Fairchild (2001) echoes this concern, noting that many programs are designed by consultants or external personnel to keep stations operational. These preliminary drafts frequently become permanent fixtures, limiting public participation in programming decisions. This practice mirrors the top-down model found in modernization paradigms, where participatory dialogue is often dismissed as costly and inefficient (Lennie & Tacchi, 2003).

Participation in Programme Production

According to Fraser and Estrada (2001), community radio functions as a social process wherein community members collaborate to design, produce, and broadcast content. This transforms them into active agents in their development. Mhagama (2015) documents cases where locals not only present programs but also produce content that reflects their experiences, especially in agriculture, where farmers share techniques and outcomes.

Turkoglu (2011) asserts that such involvement empowers ordinary people to take control of media narratives. Bresnahan (2007) echoes this, arguing that community radio repositions locals from passive recipients to active producers of information. Mhagama (2015) further notes that this approach ensures adherence to local content principles and strengthens community participation.

In some instances, donor or NGO-sponsored program ideas are translated into radio dramas or documentaries featuring local actors. Similarly, national development initiatives often require the localization of media in native dialects, thereby involving local talent in the production process (Carpentier, 2011). Berrigan (1989) outlines two main modes of community participation in production: (1) when producers gather and air content drawn from community members' daily activities, and (2) when community groups independently produce and submit programs. Though station managers ultimately decide what airs, this level of participation, while not absolute, constitutes a union of efforts and places the community closer to the upper rungs of Arnstein's (1969) "ladder of participation."

Interaction Between Producers and Audience

Berrigan (1979) identifies direct interaction between station personnel and community members as vital for inclusive media participation. Mhagama (2015) describes several interaction modes such as greetings, dedications, announcements, and participation in station events. These avenues provide feedback and foster mutual understanding between the station and its audience.

Such interaction dismantles barriers to participation, particularly for illiterate members of the community. For example, during outreach visits, people who may not know how to use mobile phones can voice concerns directly to station staff, ensuring inclusivity (Mhagama, 2015). Community radio can thus act as a corrective measure to the exclusion illiterate populations face in mainstream media, offering representation and a voice (Jeffery, 2002). However, unless supported by

other participatory structures, such forms of interaction can be superficial and, as Arnstein (1969) argues, tokenistic.

Feedback Mechanisms

A fundamental function of community radio is to facilitate two-way communication (Fairchild, 2010). Feedback mechanisms allow ordinary citizens to participate in public discourse, thereby enhancing their agency and contributing to local development. Mhagama (2015) observes that community radio stations often consult audiences before launching new content and solicit feedback on optimal broadcast times.

Listeners can express dissatisfaction via various channels, including phone calls, SMS, and community feedback boxes. Cuddeford (2012) emphasizes that while community feedback helps tailor programming, producers are not strictly bound to audience recommendations. Hence, while valuable, feedback-based participation is most effective when combined with other participatory models.

Structural and Operational Participation

Structural participation refers to the active involvement of community members in the governance and administrative processes of radio stations (Carpentier, 2011; Berrigan, 1979). This includes electing leadership, formulating policies, and contributing to station sustainability. Such participation embodies democratic control and collective ownership.

Mhagama (2015) highlights community engagement in management processes through the presentation of annual reports and consultative problem-solving. Local stakeholders, including district assembly officials, are often

involved in station oversight. Bordenave (1994) recommends forming a board of trustees that represents various community sectors—business, agriculture, religious groups, youth, and government institutions. This body provides resources and advocates for funding and operational sustainability (Cromwell, 2008). The inclusion of rotating board members helps avoid stagnation and promotes diverse leadership. Such governance structures, when inclusive and representative, align community media with broader development goals.

Financial Contributions

Financial participation, while empowering, is contested. Community members often contribute through coupon sales, greetings, and local advertisements (Mhagama, 2015). Local businesses also view sponsorships as community investments (Loeser, 2011). However, Tamminga (1997) and Loeser (2011) caution against relying on financially vulnerable populations for station upkeep.

In economically disadvantaged areas, revenue from local advertising and contributions may be insufficient. As such, scholars recommend legitimizing support from international donors to supplement local income (Mtinde et al., 1998). While financial contributions foster a sense of ownership, Arnstein (1969) critiques this model as inherently unequal and exclusionary, being dependent on the community's spending power.

Participation in Station Management

Fraser and Estrada (2001) assert that communities should exercise substantial control over station management. While universal participation is

unrealistic, they propose the formation of representative management committees. Mhagama (2015) notes that such committees are already in practice, ensuring local involvement in administrative decision-making. Bordenave (1994) advocates for professional and technological experts within the community to support these boards. This approach ensures a comprehensive strategy for community development by involving key local actors, including government representatives, in station governance.

Enhancing Governance and Self-Representation

Carpentier (2011) states that community media enhances participatory democracy by enabling citizens to influence governance. Participation in media fosters political awareness and civic engagement (Held, 2006). By providing platforms for dialogue with local authorities, community radio enables residents to voice development concerns and offer feedback on public policy and projects (Mhagama, 2015). Such mediated interaction strengthens democratic processes, encourages accountability, and promotes informed public debate.

New Media and Digital Participation

ICTs significantly enhance participation in community radio. Gilberts and Myers (2012) emphasize the importance of integrating mobile technology and social media into broadcasting practices. With mobile penetration exceeding 127% in Ghana by 2015 (NCA, 2016), mobile phones serve as crucial tools for information sharing, content production, and interactive communication.

As mobile technology becomes more accessible, it bridges the gap between traditional and digital media, expanding opportunities for participation in both rural

and urban settings. The combination of mobile access, robust legal frameworks, and improving infrastructure positions Ghana favourably for integrating new media into community broadcasting.

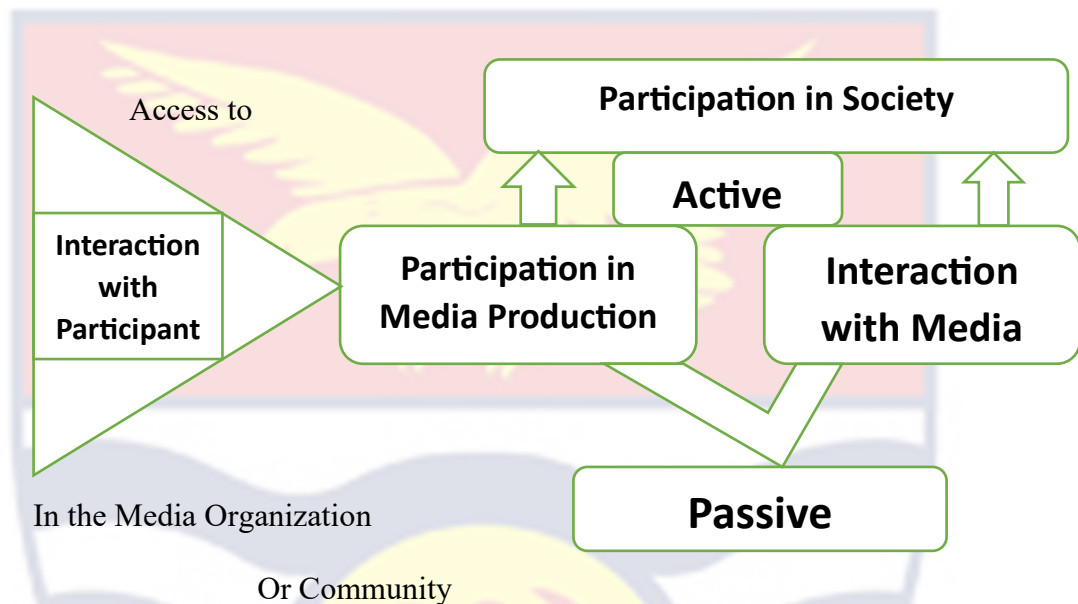


Figure 1: The three components (or types) of participation by Capentier (2011, p.67)

The figure above visualizes the combination of the dimensions of participation in terms of maximalist/minimalist with the notion of participation in/through the media to demonstrate three dimensions. These are: 1. Interaction with media content, 2. Participation in media production and 3. Participation in society.

Interaction with Media Content: Maximalist Approach: This perspective advocates for extensive interaction with media content. It encourages active engagement such as commenting, sharing, remixing, and creating user-generated content. In contrast, the minimalist approach to interaction with media content promotes more passive forms of engagement. It may involve limited interaction, such as simply consuming

media without actively engaging with it or having the opportunity to provide feedback (Capentier, 2011).

Participation in Media Production: Maximalist Approach: Maximalist participation in media production entails active involvement in the creation and dissemination of media content. This can include citizen journalism, blogging, podcasting, and other forms of grassroots media production. The minimalist perspective on participation in media production involves limited opportunities for individuals to contribute to the creation process. (Capentier, 2011).

Participation in Society: Maximalist Approach: Maximalist participation in society through the media emphasizes the role of media platforms as spaces for civic engagement and political participation. It encourages individuals to use media channels to express their views, mobilize for social causes, and participate in public discourse. Conversely, the minimalist approach to participation in society through the media may limit opportunities for civic engagement and political participation. It may result in media environments that prioritize entertainment over substantive issues, marginalizing political discourse and civic engagement. (Capentier, 2011).

Theoretical Framework (Participatory Development Communication)

Participatory Development Communication (PDC) is a communication-based approach and theoretical orientation that places community involvement at the heart of development interventions. Unlike traditional top-down models of communication, PDC promotes horizontal, inclusive, and dialogic communication processes, where the aim is not merely to inform people, but to empower them to identify, articulate, and address their development challenges (Servaes, 1999; Dagron, 2001). Rather than treating communication as a one-way transfer of knowledge from experts to passive recipients, PDC conceives it as a collaborative

process that strengthens local agency, encourages collective decision-making, and fosters ownership of development outcomes.

Theoretical Foundations

The evolution of Participatory Development Communication (PDC) stems from its critique of the mid-20th-century modernization paradigm that shaped development discourse. Early scholars like Daniel Lerner (1958) and Wilbur Schramm (1964) promoted the idea that development could be achieved by disseminating modern values and practices, primarily through mass media like radio and television, from the West to the "developing" world. Critics rejected this unidirectional, message-focused approach as ethnocentric, paternalistic, and disconnected from local contexts. In response, the participatory approach to development communication gained traction in the 1970s and 1980s, influenced heavily by Paulo Freire's (1970) work, *Pedagogy of the Oppressed*. Freire proposed a dialogical model of communication, emphasizing *conscientização* (critical consciousness), where people reflect on their social realities through dialogue, thereby enabling liberation and self-determination. This model reframed communication as a process of mutual learning, rather than didactic teaching. Building on Freire's ideas, scholars such as Servaes (1999) and Dagron (2001) developed PDC into a comprehensive framework for community-centered development, where listening, dialogue, and cultural sensitivity are central tenets.

Core Principles of Participatory Development Communication

Dialogue and Mutual Learning

Communication is viewed as a two-way, co-creative process. Communities are engaged in identifying issues, discussing solutions, and evaluating outcomes alongside facilitators and practitioners.

Community Ownership and Empowerment – PDC promotes shared control over the communication process, which fosters local leadership, autonomy, and sustainability. This principal challenges external, top-down development agendas and reinforces community-led decision-making (Dagron, 2001).

Cultural Relevance – Communication strategies are embedded in local languages, traditions, and knowledge systems, making messages meaningful and relatable. By respecting local contexts, PDC enhances trust and increases the likelihood of lasting social change.

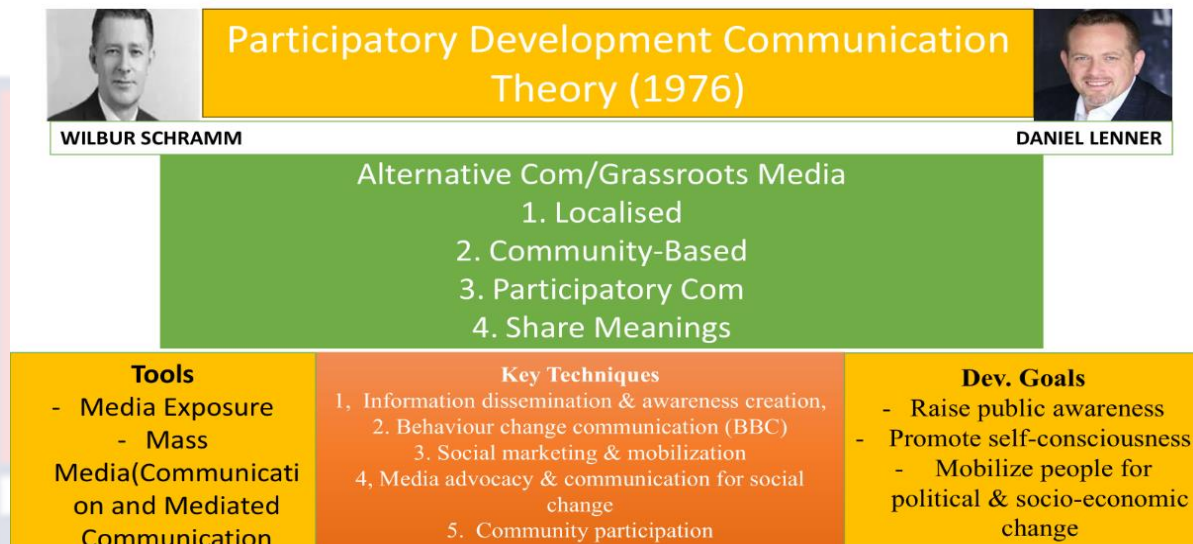
Collective Action and Social Transformation – The goal of PDC is not only individual behaviour change but also mobilizing communities for collective action that addresses structural inequalities (Gumucio-Dagron & Tufte, 2006). It aligns with the broader goal of participatory development—to transform societies through active citizenship and inclusive governance.

Relevance to Community Radio (CR)

Community Radio (CR) is one of the most effective real-world applications of PDC. It functions as a platform for grassroots expression, where local people can create, disseminate, and manage content that reflects their realities, aspirations, and challenges. CR enables participatory processes in both content creation and governance—allowing communities not only to consume media but to become media producers. CR also: Encourages bottom-up dialogue on issues such as health, agriculture, education, and governance. Provides space for underrepresented voices, including women, youth, and linguistic minorities. Reinforces social accountability by enabling citizens to hold leaders and institutions accountable through public discourse. Through this role, community radio exemplifies the ideals of Participatory Development Communication, by

localizing communication, fostering empowerment, and driving inclusive development outcomes (Jallov, 2012).

Theoretical Framework



Emergence of Participatory Development Communication across Continents

The emergence of participatory development communication marks a transformative shift in the field of communication for development, moving away from top-down, sender-receiver models of information dissemination toward inclusive, dialogical, and locally rooted processes. This paradigm places communities at the heart of communication strategies, emphasizing empowerment, local knowledge, and active engagement in shaping their own development pathways (Servaes, 1999). While participatory communication has gained global recognition, its evolution has unfolded uniquely across continents due to differing socio-political, cultural, and historical contexts.

Latin America

Latin America has been a pioneer in participatory development communication, with strong intellectual roots in liberation theology and critical pedagogy. Influenced by Paulo Freire's (1970) work on dialogic communication

and conscientization, participatory models in the region emphasize horizontal dialogue, community media, and collective action. Grassroots radio stations, popular education, and theatre-for-development have all played a central role in enabling marginalized communities to challenge structural inequalities and articulate their own development goals (Gumucio-Dagron, 2001).

Africa

In Africa, participatory communication emerged prominently during the 1980s and 1990s as countries transitioned from postcolonial authoritarianism toward democratic governance. The shift was driven by the realization that top-down communication strategies often failed to resonate with diverse cultural realities. Community radio has become a cornerstone of participatory communication in Africa, particularly in multilingual and rural settings where conventional media may not be accessible (Fraser & Restrepo-Estrada, 2002). Projects focusing on health, education, agriculture, and conflict resolution have demonstrated the efficacy of participatory approaches in building trust, facilitating dialogue, and fostering local ownership of development initiatives (Manyozo, 2012).

Asia

Asia presents a hybrid model where state-driven development and community participation intersect. Countries like India, Nepal, and the Philippines have experimented with participatory communication, particularly in rural development and disaster preparedness programs. India's long-standing tradition of community media, including Community Radio Stations (CRSs) and participatory video, has empowered rural populations to voice their concerns and propose solutions (Servaes & Malikhao, 2005). In the Philippines, participatory models

have been essential in post-disaster recovery and environmental advocacy, highlighting the role of communication in resilience-building (Dagron & Tufte, 2006).

Europe and North America

While Europe and North America were historically associated with diffusion models (Rogers, 1962), these regions have also contributed significantly to the theoretical development of participatory communication. Institutions in these continents have played a key role in refining participatory approaches through research, advocacy, and international cooperation. Participatory development communication has also been applied within marginalized and indigenous communities in both regions, particularly in areas related to urban regeneration, health equity, and environmental justice (Wilkins, 2000). The concept of communication for social change has gained traction as a holistic and ethically grounded alternative to conventional models.

International organizations such as UNESCO, FAO, UNICEF, and UNDP have embraced participatory communication frameworks as part of sustainable development initiatives. These agencies promote methodologies like Participatory Rural Appraisal (PRA), Communication for Development (C4D), and community dialogue sessions, which are designed to engage stakeholders in collaborative decision-making processes (FAO, 2014). The participatory approach aligns closely with the Sustainable Development Goals (SDGs), particularly in fostering inclusive governance, reducing inequalities, and ensuring that development is people-centered.

Review of Empirical Studies

Introduction

Community radio (CR) has become a cornerstone of participatory development in Ghana, particularly in rural and semi-urban regions like the Cape Coast Metropolitan Area. As a medium rooted in local contexts, community radio leverages local languages, inclusive programming, and interactive formats such as phone-ins and talk shows to empower marginalized communities, foster civic engagement, and tackle local development challenges. In the Cape Coast Metropolitan Area, stations like ATL FM serve as vital platforms for addressing issues such as education, health, governance, and environmental concerns. This review synthesizes findings from six empirical studies to evaluate the role of community radio in promoting participatory development in Ghana, with a specific focus on its impact in the Cape Coast Metropolitan Area. The studies highlight the opportunities and challenges of community radio, including economic barriers, commercialization, and the need for policy reforms to enhance its participatory potential.

Kankam and Attuh (2022) conducted a qualitative study with 42 participants, including program managers, producers, and youth, to explore the role of community radio in disseminating information for youth development in Ghana, including the Cape Coast Metropolitan Area. The study found that community radio stations provide platforms for youth to engage with political authorities through interactive formats like phone-in programs, policy discussions, and youth-focused talk shows. In Cape Coast, ATL FM has been instrumental in airing programs that address local governance, educational opportunities, and employment challenges, enabling youth to voice their concerns and hold authorities

accountable. For instance, programs discussing vocational training and scholarship opportunities have empowered young people to participate in local development initiatives. However, the study identified significant economic barriers, such as limited access to telephone credit and unreliable internet connectivity, which restrict participation, particularly among youth in disadvantaged communities. These barriers disproportionately affect rural and low-income groups, limiting the inclusivity of community radio. The study recommends subsidies for communication access and partnerships with local organizations to ensure broader youth engagement, particularly in semi-urban areas like Cape Coast.

Also, Kubuga (2024) investigated how community radio enhances political participation in Northern Ghana, with findings applicable to the Cape Coast context. Through qualitative thematic analysis and interviews with 20 media professionals, the study revealed that political talk shows and call-in programs empower citizens to question policies and engage in governance processes. In the Cape Coast Metropolitan Area, stations like ATL FM could facilitate discussions on pressing metropolitan issues, such as waste management, urban planning, and access to quality education. For example, call-in programs could allow residents to directly question local officials about sanitation policies or coastal erosion mitigation strategies, fostering accountability. However, the study noted that technical language proficiency among radio workers often hinders effective policy discussions, as complex jargon alienates listeners with limited formal education. This challenge is particularly relevant in Cape Coast, where diverse educational backgrounds require clear and accessible communication. Kubuga recommends targeted training for broadcasters to simplify policy discussions and ensure that community radio remains an inclusive platform for political engagement.

Again, Serwornoo (2023) conducted an ethnographic study on the history and challenges of ATL FM in Cape Coast, uncovering significant barriers to its participatory mission. The study found that bureaucratization and commercialization have diminished community involvement in station operations. As ATL FM has adopted professional management structures, commercial interests have often taken precedence over participatory principles, reducing the station's role as a public sphere for community dialogue. For instance, advertising revenue has driven programming decisions, sidelining content that prioritizes local voices and issues. This shift has weakened ATL FM's ability to foster inclusive development in Cape Coast, where community-driven discussions on issues like coastal erosion or public health are critical. Serwornoo recommends policy reforms to realign community radio with its participatory ideals, such as establishing community oversight boards and reducing reliance on commercial funding. These reforms could ensure that ATL FM prioritizes local development needs over profit-driven motives, strengthening its role in Cape Coast's participatory governance.

Furthermore, Faisal (2018) studied Radio Gaakii in Northeastern Ghana, offering insights relevant to Cape Coast. The study found that community radio effectively addresses socio-cultural issues, agriculture, health, and youth empowerment through tailored programming in local languages. In the Cape Coast Metropolitan Area, ATL FM could adopt similar strategies to tackle local challenges, such as coastal erosion, sanitation, and public health campaigns. For example, programs in the Fanti language could educate fishers about sustainable practices to combat coastal degradation or inform residents about health initiatives like malaria prevention. Faisal's findings suggest that integrating community radio into local government systems can enhance participatory development by aligning

programming with municipal priorities. In Cape Coast, partnerships between ATL FM and the Cape Coast Metropolitan Assembly could amplify efforts to address local issues, ensuring that community voices shape development agendas. However, the study emphasizes the need for sustained funding to support such initiatives, as financial constraints often limit the scope of community radio programming.

Diedong and Naaikuur (2020) explored community radio's role in health communication during the COVID-19 pandemic, focusing on its participatory formats. The study found that phone-in programs and community-driven content effectively disseminated health information, such as guidelines on mask-wearing and vaccination. In Cape Coast, ATL FM could play a similar role in promoting health initiatives, such as cervical cancer screening or maternal health programs, by involving local stakeholders like health workers and community leaders. However, the study highlighted challenges like tokenism, where participation is superficial, and exclusion of marginalized groups due to poverty or lack of access to communication tools. In Cape Coast, low-income residents may struggle to participate in phone-in programs due to the cost of airtime or lack of radio access. Diedong and Naaikuur recommend inclusive strategies, such as free call-in lines and community outreach programs, to ensure that marginalized groups are not excluded from health communication efforts.

Lastly, Antwi-Boateng et al. (2024) surveyed 400 residents in Tamale, finding that FM radio, including community stations, is a trusted source of information on agriculture, education, and health. In Cape Coast, ATL FM's use of local languages like Fanti enhances its accessibility and relevance, enabling residents to engage with content on local development issues. For instance,

agricultural programs in Fanti could provide fishers with information on sustainable practices, while educational programs could address school dropout rates in underserved communities. However, the study identified challenges such as poor infrastructure (e.g., weak radio signals in rural areas) and inadequate funding, which limit the reach and impact of community radio. In Cape Coast, these challenges could hinder ATL FM's ability to serve remote communities within the metropolitan area. The study suggests investments in infrastructure and partnerships with local organizations to overcome these barriers and enhance community radio's role in participatory development.

The reviewed studies collectively underscore community radio's potential as a participatory tool for development in the Cape Coast Metropolitan Area. Stations like ATL FM foster civic engagement by providing platforms for youth, promoting political accountability, and disseminating critical information on health, education, and environmental issues. The use of local languages, such as Fanti, ensures accessibility and relevance, while interactive formats like phone-ins and talk shows empower communities to shape local development agendas. However, significant challenges persist, including economic barriers (e.g., lack of telephone credit), commercialization, bureaucratization, and inadequate infrastructure. These issues limit the inclusivity and effectiveness of community radio, particularly for marginalized groups in Cape Coast.

To maximize community radio's impact, stakeholders should prioritize several strategies. First, inclusive programming that addresses economic barriers, such as free call-in lines or community listening groups, can ensure broader participation. Second, training for broadcasters in clear communication and policy simplification can enhance the accessibility of political and development discussions. Third,

policy reforms are needed to counteract commercialization and bureaucratization, ensuring that stations like ATL FM prioritize participatory principles over commercial interests. Finally, collaboration with metropolitan authorities, local organizations, and health institutions can align community radio with local development priorities, such as coastal erosion management, public health campaigns, and youth empowerment initiatives.

Chapter Summary

This literature review explores the concepts of participation, participatory development communication (PDC), and community radio (CR), focusing on their implications for community radio in Ghana's Cape Coast Metropolitan Area. Community radio is distinguished from commercial and public broadcasters by its emphasis on local ownership, participation, and a nonprofit model, aiming to empower communities through inclusive communication (AMARC, 1998; Fraser & Restrepo-Estrada, 2001). It serves as a platform for media democratization, local development, cultural preservation, and civic engagement by broadcasting in local languages and addressing community-specific issues like health, agriculture, and governance (Jallov, 2012; Girard, 2007). CR fosters active participation in content creation, management, and feedback, enabling communities to drive their own development agendas (Saeed, 2009).

The review highlights participation's intrinsic and instrumental value, aligning with Amartya Sen's Development as Freedom theory, which views participation as a core human freedom (Sen, 1981). Participation empowers communities, builds social capital, and enhances governance by giving marginalized groups a voice (Varshney, 2002; Bratton, 2006). In CR, participation occurs through content creation, program scheduling, production, audience interaction, and station

governance, though challenges like bureaucratization and limited audience input in planning persist (Mhagama, 2015; Fairchild, 2001). PDC, rooted in Paulo Freire's dialogical model, underpins CR by promoting horizontal, community-driven communication that fosters empowerment and collective action (Freire, 1970; Servaes, 1999).

Empirical studies in Ghana, particularly on ATL FM in Cape Coast, demonstrate CR's role in youth engagement, political accountability, and health communication, using local languages like Fanti to address issues such as coastal erosion and education (Kankam & Attuh, 2024; Serwornoo, 2023). However, challenges like economic barriers, commercialization, and poor infrastructure limit inclusivity and impact (Diedong & Naaikuur, 2020; Antwi-Boateng et al., 2024). Recommendations include inclusive programming, broadcaster training, policy reforms to reduce commercial influence, and partnerships with local authorities to align CR with development priorities, ensuring it remains a vital tool for participatory development in Cape Coast.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter outlines the methodology employed in this study. It includes an overview of the Cape Coast Metropolis, the research approach and design, the population, sampling procedures, and the sample size used in the study. This chapter outlines the research instruments used to meet the study's goals and objectives. It also covers data sources, collection methods, ethical clearance procedures, and considerations of data validity, reliability, and limitations.

Background

Profile of Cape Coast Metropolis

Cape Coast, known traditionally as 'Oguaa' from the Fante word 'gua' meaning market, was originally named Cabo Corso by the Portuguese, translating to Short Cape, and later renamed Cape Coast by the British. The Cape Coast Metropolitan Area stands as one of Ghana's oldest districts. It attained municipality status in 1987 under LI 1373 and was further upgraded to metropolitan status in 2007 under LI 1927. (CCMA, 2023)

Demographics: Physical and Natural Environment

Location

The Metropolis is situated along the Gulf of Guinea to the South, bordered by the Komenda Edina Eguafo Abrem Municipality (at Iture bridge) to the West, the Abura Asebu Kwamankese District to the East, and the Heman Lower Denkyira District to the North. Geographically, it lies at longitude 1° 15'W and latitude 5°06'N, covering an area of approximately 122 square kilometers. Its furthest

point, Brabedze, is located approximately 17 kilometers from Cape Coast, the capital of the Central Region. (CCMA, 2023)

Relief and Drainage

The landscape of Cape Coast Metropolis is characterized by undulating terrain dominated by batholiths. The rock composition of the area belongs to the Birimian formation, comprising schist, introduced granites, and pegmatite. Hills are commonly covered with sandy and clayey silts, while valleys exhibit clayey gravel and lateritic soils. Numerous valleys, interspersed with rivers and streams such as the Kakum, the primary water source for domestic and industrial use, traverse the area. Many minor streams flow into wetlands, with the largest draining into the Fosu Lagoon at Bakaano. The northern parts of the Metropolis, with generally lower elevation, are conducive to agricultural cultivation. (CCMA, 2023)

Climate

Cape Coast experiences consistently high temperatures throughout the year. The hottest months, preceding the major rainy season, are February and March, while the coolest months are June, July, and August. Rainfall patterns exert a greater influence on climate variability than temperature. The Metropolis typically receives a bimodal rainfall pattern, with annual totals ranging between 750 and 1,000mm. (CCMA, 2023)

Vegetation

Present vegetation in the Metropolis consists mainly of shrubs averaging 1.5 meters in height, grasslands, and scattered trees. The original dense scrub vegetation, sustained by historical rainfall levels, has been largely replaced by secondary vegetation due to agricultural clearing, charcoal production, bushfires, and other human activities. Compared to interior forest areas, tree density is lower

across the Metropolis, except for the northern regions where secondary forests have survived with less disturbance to the ecosystem, attributed to lower population density. (Source: Cape Coast Metropolitan Assembly, 2023)

Figure 2: Map of Cape Coast Metropolitan

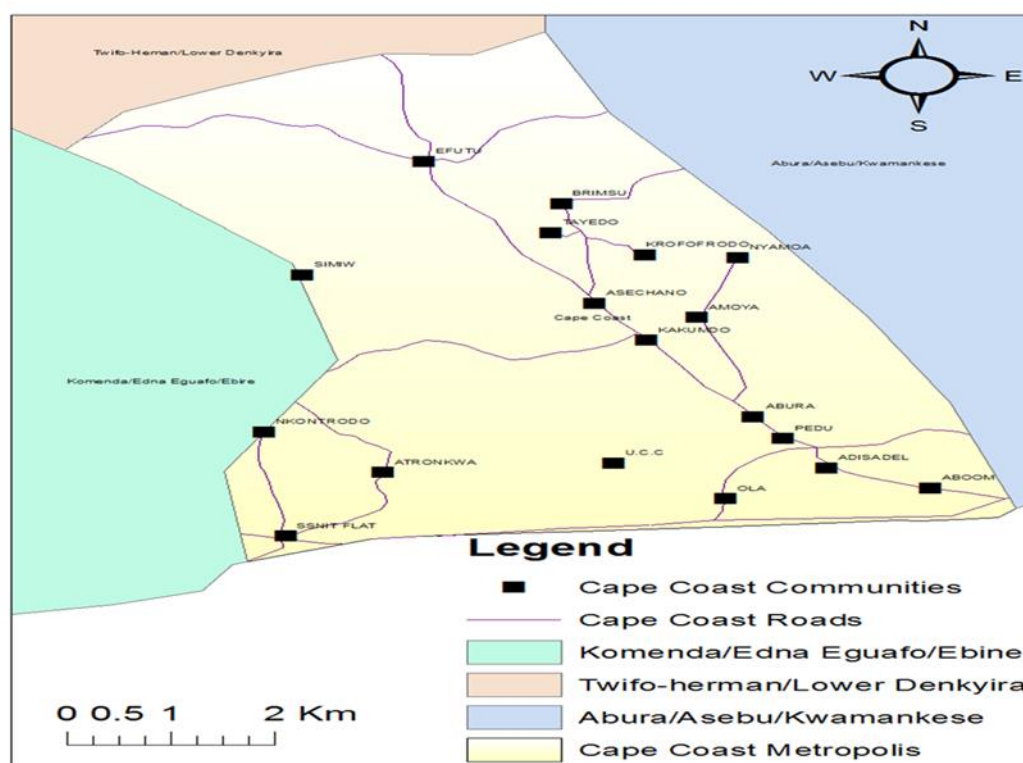


Figure 2: Map of Cape Coast Metropolitan
Source: Ghana Statistical Service. (2014) GSS

Political Administration

Cape Coast Metropolitan is one of the six Metropolises in Ghana and the only one among the 20 districts in the Central Region. It comprises 67 assembly members, including the Metropolitan Chief Executive, 45 elected members, two members of parliament, and 19 members appointed by the President in consultation with traditional authorities and other interest groups within the Metropolis. The Assembly is subdivided into two Sub Metros: Cape Coast South Sub Metro and

Cape Coast North Sub Metro. It encompasses two constituencies aligned with these Sub Metros. (CCMA, 2023)

Social and Cultural Structure

Historical Background

Cape Coast, due to its extensive interaction with European traders, played a pivotal role in disseminating European culture and civilization across Ghana. It served as a hub for secondary education and was instrumental in training catechists and teachers for various regions in Ghana. The city nurtured the Ghanaian intelligentsia, witnessed the birth of the country's earliest newspapers, and hosted the first nationalist associations. Cape Coast was at the forefront of nationalist movements in the Gold Coast, including the Fanti Confederation of 1870-72 and the Aborigines' Rights Protection Society, precursors to the United Gold Coast Convention (U.G.C.C.) and the Convention Peoples' Party. It also pioneered municipal governance experiments starting in the 1850s.

Cape Coast was also among the earliest centers of Ghanaian entrepreneurship. Understanding commercial activities among the Gold Coast populace in the latter half of the nineteenth century, and why these did not evolve into industrial ventures, requires examining the records of Cape Coast's merchant elite. (CCMA, 2023)

Ethnicity, Religion, and Culture

The people of Cape Coast belong to the Fante ethnic group, part of the larger Akan ethnic group in Southern Ghana. The predominant language spoken is Fante, though other ethnic groups are also represented in the Metropolis. The entire Metropolis constitutes a single traditional area, with the Oguaa Omanhen serving as the Paramount Chief. Christianity has historically been the dominant religion,

alongside significant Muslim and traditionalist communities. The matrilineal system of inheritance is prevalent, and extended families, known as "ebusua" or clans, form the foundation of social structure. Each town or village is led by a "odikro" or chief. The annual Oguaa Fetu Afahye festival, celebrated on the first Saturday of September, attracts diverse participants from far and wide. (CCMA, 2023)

Education, Health, Tourism

Cape Coast boasts a wide array of educational institutions, from basic to tertiary levels, drawing students from across Ghana and the West African sub-region. The Metropolis is equipped with teaching hospitals, metropolitan hospitals, polyclinics, and various clinics providing healthcare services to the population. The teaching hospital serves as a regional referral center.

As a focal point for tourism in Ghana, Cape Coast hosts the Pan African Festival (PANAFEST) and possesses significant potential for tourism development. Its physical, historical, and cultural attributes make it conducive to various forms of tourism, including adventure and cultural tourism. The annual Fetu Afahye festival has grown into a prominent cultural celebration, enhancing tourism in the Metropolis. Among Ghana's cities and towns, Cape Coast, the former capital until 1877, retains the most extensive historic core of pre-1900 buildings, offering considerable potential for revitalization and economic regeneration through restoration and, where necessary, reconstruction of existing structures. (CCMA, 2023)

Construction, Mining, and Quarrying

The Metropolis hosts several private sector construction industries. Activities such as block molding, brick and tile production, mining, and quarrying

of chippings, sand, and stone contribute significantly to real estate development and road construction. Additionally, large deposits of kaolin in Ekon present opportunities for extensive production. (CCMA, 2023)

Table 3.1 – Sub Metro, Zones and Communities within Cape Coast Metropolis

SUB METRO	ZONE	COMMUNITIES
CAPE COAST NORTH	Abakam- Ola University	Kwaprow, Kwesipra, Kokwaado, Amamoma, Apewosika, Akotokyir, Duakor, Abakam, Ahenboboe, University Old Site, University New Site, Ola Medina, Ola Low Cost, North Ola, Black Star (MOH) & Augusto Bungalows SSNIT Flats
	Efutu-Kakomdo-Mempeasem	Efutu, Efutu Ekutuadze, Efutu Seguase, Efutu Mampong, Koforidua, Ewusikrom, Efutu Kokwaado, Ansapetu, Nkokosa, Fadur, Ankaful, Camp, Nanabakrom, Taedo, Esuekyir, Anto Esuekyir, Esuekyir Estates, Esuekyir Community 1, Amoyaw, Nyinasi, Kakomdo, Amisano, Ebubonko, C- Poly, Dehia, Kramotawia, Mpeasem, Brabedze, Kayefi, Senewin, Ewusikrom, Dankwaakrom, Nyeku, Besakrom, Akweikrom, Akaikrom, Kyirakomfo, Wenyi Ato, Yayaakwano, Brimso, Akwakrom, Pomanye, Kumease, Nyame Bekyere, Zongo, Asenadze, Kurowfofordo, Ekoo, Dunkor
	Abura-Adisadel-Pedu-Nkafoa	1st Ridge, 2nd Ridge, 3rd Ridge, 4th Ridge, Nkafoa, Nkafoa Nkamadze, Nkafoa Beseadze, Abura, Etsifi, Abotayie, Adeebikrom, The Boy, Tankokrom, Roman Hill, Ba Awar, Nkwantado, Assim, Aba Anwonakrom, Eyifua, Eyifua Estates, Abura Estate, Mintsiminim (Nurses Flats), Pedu, Adaaso, Pedu Junction, Ngnabado, Abakaadze, Buwano, Police Flats/Hqrs, Ntwemakrom, Adisadel Village, Zongo, Adisadel College, Staff Quarters, Estates, Tsibu Darko, West Adisadel, Tankoferdo

CAPE COAST SOUTH	Akyim- Amanful- Brofoyedur-Ekon	Amanful, Guamu, Amanful Etsifi, Paakesedo, Tsiafikeyir, Amoakofua, Brofoyedur, Ekon, Greenhill, Ghana National, Cape Deaf, Aggrey Memorial Bungalows, Akyim (Holy Child) Mennyamennwu, Nkwantado, Savoy, Last Mobil
	Gyegyem Instin- krootown	Ayikoo-Ayikoo, Ashanti Road, Mensah Sarbah, Enyitsewdo, Ewim, Gyegyem, Social Welfare, Gyegyeano, Idan, Instin, Kruutown, London Bridge, Tantri, Anafo, Eminsackeyir, Bentsir
	Anakyin-Baakano- Chapel Square	Anakyin, Baakano, Gyankobir, Chapel Square, Victoria Park, Awendadze (Abease), Nkum, Fawohodzi, Kawanopaado, Abowinmu, Kotokuraba, Kotokuraba Zongo, Coronation, Intotoo, Turom, Katsekokwaado (Dawson Hill) Tamesease, Aquarium Down, Bricks Field
	Aboom- Esikafoambantsem Kadadwen	Aboom, Aboom Wells, Aquarium, Antem Esikafoabantsem, Kadadwen, Master Sam Tsimsimhwe, Siwdo Compound, Siwdo Village, Siwdo Estate, Buwano

Source: Ghana Statistical Service. (2014) GSS

Research Approach and Design

Qualitative data was collected using semi-structured interviews. This approach is particularly suited for exploring complex, context-dependent phenomena such as participation, empowerment, and communication processes—key elements of community radio within development contexts. Interviews are well-suited for capturing detailed information, allowing participants to articulate their thoughts and perspectives in their own words, thereby enriching the depth of data that other methods might not capture (Lofland & Lofland, 1995).

Rationale for Qualitative Methodology

Qualitative research seeks to understand how people interpret and give meaning to their social reality (Creswell, 2013). In the context of community radio in Ghana, a qualitative approach enables the researcher to capture the lived experiences, perceptions, and voices of both radio practitioners and community members. This method allows for an in-depth exploration of the participatory dynamics that quantitative methods might overlook or reduce to simplistic variables. Community radio, as a participatory platform, is inherently local, interactive, and relational. As such, qualitative methods align with the interpretivist paradigm, which emphasizes subjectivity, context, and the co-construction of meaning (Denzin & Lincoln, 2011). In particular, the Cape Coast Metropolitan Area—with its historical, linguistic, and socio-cultural diversity—offers a rich setting for understanding how community radio facilitates development through localized participation.

Case Study as a Qualitative Strategy

This research adopts a case study design, which is ideal for investigating a bounded system such as a specific community radio station or group of stations within Cape Coast. Case studies provide the opportunity to explore phenomena within their real-life contexts using multiple data sources (Yin, 2018). This strategy enables the researcher to examine not only what participation looks like in practice but also how it contributes to development outcomes like civic education, health promotion, and local governance.

Case studies are empirical inquiries that investigate contemporary phenomena within their natural settings, particularly when distinctions between the phenomenon and its context are unclear (Yin, 2009). According to Yin (2018), case

studies are particularly suitable for exploratory, explanatory, and descriptive research, especially when boundaries between the phenomenon and its context are ambiguous.

In this research, the case study approach facilitates a detailed exploration of the role and operations of community radio within the socio-economic and cultural milieu of Cape Coast. Stake (1995) emphasizes that understanding context is crucial for comprehending the subtleties of the subject being investigated. This design integrates diverse data sources, offering a comprehensive perspective on the impact of community radio. Case studies provide flexibility in exploring qualitative and quantitative aspects of research, facilitating an in-depth investigation into emerging themes and patterns (Yin, 2018).

Population

In research literature, the population is defined as "the entire group of individuals or elements to which the study's findings are intended to apply" (Babbie, 2016). The target population was selected for its proximity and regular exposure to the context. Due to the fact that this is a qualitative work, the population was not pre-determined as the maximum number depends on saturation.

Table 3.2 Cape Coast Metropolitan Population

SUB METRO	MALE	FEMALE	TOTAL
Cape Coast South	35023	35263	70286
Cape Coast North	57767	61872	119639
TOTAL	92790	97134	189924

Source: GSS Population & Housing Census (2021)

Sampling Procedures and Size

Sampling is the process of selecting a group of individuals or objects from a larger population for study purposes, as defined by Sarantakos (2007). This study employs a purposive sampling technique. Purposive sampling, also known as judgmental or selective sampling, is a non-probability method where researchers intentionally select participants who possess specific characteristics or experiences relevant to the research objectives (Palinkas et al., 2015). This approach is commonly used in qualitative research to ensure that the sample represents diverse perspectives and experiences related to the research topic.

According to Palinkas et al. (2015), purposive sampling offers several advantages: Efficiency: Purposive sampling allows researchers to efficiently select participants who can provide rich and pertinent information, avoiding the need to sample from the entire population. This saves time and resources, especially when the population of interest is large or hard to reach. Maximization of Variation: By selecting participants based on specific criteria, researchers can maximize variation within the sample, capturing a broad spectrum of perspectives and experiences related to the research topic. This enriches the depth and breadth of the collected data. Targeted Sampling: Purposive sampling enables researchers to target specific groups or individuals who are likely to offer valuable insights or unique

perspectives on the research question. This ensures that the sample includes individuals with diverse backgrounds, expertise, or experiences relevant to the study.

In-depth Exploration: Because purposive sampling focuses on selecting participants who can provide detailed information about the research topic, it is particularly suited for qualitative studies that aim to explore complex phenomena, attitudes, or behaviors in depth (Palinkas et al., 2015). Overall, purposive sampling is a relevant technique in qualitative research because it allows researchers to strategically select participants who can meaningfully contribute to achieving the study objectives, thereby facilitating a comprehensive understanding of the phenomenon being investigated.

For this study, a purposive sampling technique was used to select 13 respondents from the Cape Coast Metropolis. Participants were chosen based on their relative homogeneity in nature and alignment with the research aims. The study adopted Kuzel (1992). The study comprised 13 selected respondents within Cape Coast Metropolis. There were four (4) selected high-ranking management members from three CRSs (Eagle FM, ATL FM, and Live FM), comprising of station manager, programme manager, and or marketing manager, etc. Three (3) selected assembly members from 3 electoral areas within the metropolis. Two (2) high-ranking respondents from governmental agencies and ministries, be it directors, regional representatives, and supervisors. There were also two (2) opinion leaders, clergy, the chiefs, and two (2) respondents from the citizenry within the metropolis who listened and participated in the CR activities in Cape Coast metropolis.

Justification for the selection of Participants

The choice of Eagle FM and ATL FM being campus Radio stations, in addition to Live FM being a purely community radio station, is based on the following characteristics and similarities in performing their duties: Community radio and campus radio, while often distinguished by their institutional affiliations and target audiences, share several key similarities in terms of purpose, operation, and societal role. Both types of radio serve as alternative media platforms that prioritize access, participation, local relevance, and non-commercial objectives over market-driven agendas.

Non-Commercial Orientation – One of the most prominent similarities is their non-commercial nature. Both community and campus radio typically operate as non-profit entities, focusing on public service rather than revenue generation. They often rely on funding from grants, donations, or institutional support rather than commercial advertising. “Community and campus radio stations typically prioritize public interest content over commercial imperatives, promoting education, culture, and civic engagement” (Fraser & Restrepo-Estrada, 2001).

Emphasis on Participation and Access – Both formats emphasize democratic participation and access to media production. They provide platforms for marginalized or underrepresented voices and encourage listeners to contribute content, participate in discussions, or even receive training in broadcasting. “Participation is central to both community and campus radio, giving people the opportunity to speak and be heard in a media landscape often dominated by elites” (Carpentier, 2011). This participatory approach helps to empower individuals and foster a sense of ownership and community engagement.

Educational and Developmental Roles – Campus radio and community radio both serve educational functions—campus radio through formal institutional learning (e.g., student broadcasting experience), and community radio through informal education (e.g., public health campaigns, civic education). “Both community and campus radios contribute to human development by disseminating information and promoting learning in ways that resonate with local needs” (Girard, 1992). This includes programming on social issues, health, environment, and cultural awareness.

Local and Contextual Relevance – Another shared feature is their focus on local content and relevance. Both stations often broadcast material that reflects local languages, traditions, and concerns. In this way, they serve their immediate communities more directly than national or commercial media.

“Alternative radio models such as community and campus radio are grounded in local realities, thereby making their content more contextually relevant and inclusive” (Rodríguez, 2001).

Volunteerism and Skill Building – Both community and campus radio depend heavily on volunteer contributors. These platforms provide opportunities for training in media production, journalism, and technical skills, especially for youth, students, or community members with limited formal media access. “They act as laboratories for communication, offering training, skill development, and social inclusion for various segments of society” (UNESCO, 2001).

Also, government officials were chosen as participants based on their relations with the various CRSs and how they benefit from the various programming policies, permit authorisations and other organisational policies of these community radios.

Lastly, the four high ranking members from the three community radios, were choose as participants based on their supervisory role in these community radio and their relationship with the community members and also being part of the community in which they operates.

The total target population for the interview was 13, representing Cape Coast Metropolis

Purposive sampling was used to select the following respondents;

Table 3.3 - Total target population for the study

No	Respondents	Rank	Total respondents
1	Top management members from 3 CRS	Station Manager/Programs (Eagle FM, ATL FM, and Live FM)	4
2	Electoral Area Representative	Assembly members from selected electoral areas	3
3	High-Ranking Managers from the Government Agencies	Directors/Supervisors	2
4	Opinion Leaders	Imams, Clergy, etc.	2
5	CRS Listeners	From the communities	2
	Total		13

Source: Field Data 2023

Research Instrument

Aligned with the qualitative methods research paradigm guiding this study, the research instrument utilized for data collection is an interview guide (in-depth interview). An interview is a method of data collection involving direct interaction between a researcher and a participant, characterized by a structured or semi-structured conversation aimed at gathering information about the participant's experiences, perspectives, beliefs, or behaviours (Rubin & Rubin, 2012). In-depth interviews specifically entail face-to-face, one-on-one encounters between the

researcher and the participant, designed to explore the participant's perspectives, experiences, and meanings in depth and detail (Fontana & Frey, 2005).

The decision to use semi-structured interviews stems from its recognised efficacy in eliciting primary data on opinions, knowledge, and experiences directly from individuals affected by the research (Patton, 2002). The interviews were conducted based on the framework proposed by Patton (2015), encompassing informal conversational interviews, semi-structured interviews, general interview guide approaches, and standardized open-ended interviews (p.437). Specifically, data for this study were gathered through semi-structured interviews involving 13 participants who voluntarily consented to participate. Refer to the Appendix for details.

Data Collection Procedure

Interviews were conducted in settings chosen by participants, such as media practitioners' offices and governmental agency locations, ensuring convenience, privacy, and participant safety. Data collection for this study was conducted between September 28th and August 6th, 2023, during which interviews were carried out across selected community radio stations and other selected locations for other individual participants within the Cape Coast Metropolitan Area. Locations were also selected based on participants' preferences. During the interviews, no personal or organizational conditions influenced participants, their experiences, or the interpretation of study results. Additionally, no participant expressed discomfort or withdrew from the interviews prematurely.

The primary method of data collection was through in-depth interviews, individually conducted face-to-face, with durations ranging from 15 to 30 minutes. All interviews were recorded using a voice recorder and subsequently transcribed

for analysis, cross-referenced with written notes. Follow-up interviews were unnecessary, as participants had the opportunity to review transcripts to confirm or clarify their statements before final data usage.

Coding is a fundamental process in qualitative data analysis that involves organizing raw data into meaningful categories for interpretation (Miles, Huberman, & Saldaña, 2014). In this study, coding was used to break down and make sense of the narratives provided by participants, ranging from media practitioners to community members, about their participation in community radio and its role in local development. According to Braun and Clarke (2006), coding involves identifying significant data segments that relate to the research questions and labelling them with short, descriptive phrases (codes) that capture their essence. These codes serve as building blocks for the development of broader themes that reflect recurring patterns and issues within the dataset.

The following coding principles guided the analysis of interview data in this study: Inductive Approach – An inductive (bottom-up) coding process was employed, allowing codes and themes to emerge organically from the data rather than imposing predefined categories (Braun & Clarke, 2006). Relevance – Codes were only assigned to segments that directly related to the core areas of the study: community radio, participation, governance, and development.

Transparency and Reflexivity – Detailed documentation of the coding process was maintained to ensure transparency. Reflexive notes were also taken to acknowledge the researcher's influence on interpretation (Saldaña, 2016).

Confidentiality: In line with ethical standards, participants' identities were anonymized using alphanumeric labels (e.g., A#1- A#4 for media practitioners,

B#1 – B#7 for assembly members, Religious Leaders & Citizens and C#1- C#2 for the Government officials) to preserve privacy during analysis.

A coding scheme was developed after an initial round of data immersion and familiarization. The scheme included descriptive and analytical codes organized under broader categories, reflecting the dimensions of participation and the developmental role of community radio in the Cape Coast Metropolitan Area

In summary, the in-depth interviews provided insights into participants' perspectives on the phenomenon under study, exploring general topics while seeking feedback, verification, and clarification on specific points of interest.

Data Trustworthiness and Data Transferability

In qualitative research, ensuring the rigor and quality of data is vital for the credibility and usefulness of findings. Unlike quantitative research, which often uses statistical validity and reliability, qualitative research relies on criteria such as trustworthiness and transferability to evaluate the quality of a study (Lincoln & Guba, 1985). These criteria aim to ensure that the research findings are credible, dependable, and applicable beyond the immediate study context.

Data Trustworthiness

Trustworthiness refers to the degree of confidence readers and other researchers can have in the findings of a qualitative study. It is a comprehensive framework that consists of four main components: credibility, dependability, confirmability, and transferability (Lincoln & Guba, 1985). Credibility is analogous to internal validity in quantitative research and concerns the truth value of the findings. It is achieved through methods such as prolonged engagement, triangulation, peer debriefing, and member checking (Shenton, 2004). For example, in a study on community radio in Ghana, credibility might be enhanced

by conducting in-depth interviews with a diverse set of stakeholders (radio staff, community members, local authorities) and validating the interpretations with participants.

Dependability relates to the consistency and stability of the research process over time. Researchers can ensure dependability by keeping a detailed audit trail of their methodological decisions, procedures, and changes during the research process (Tobin & Begley, 2004).

Confirmability refers to the objectivity of the data and findings. It ensures that results are shaped by the participants' experiences and not by researcher bias. This can be supported by reflexive journaling and maintaining transparent records that allow external auditors to review the data (Lincoln & Guba, 1985).

Data Transferability

Transferability refers to the extent to which the findings of a qualitative study can be applied or "transferred" to other contexts or settings (Guba & Lincoln, 1989). Unlike generalizability in quantitative research, transferability is not automatically assumed; instead, it depends on the richness of the contextual description provided by the researcher.

To facilitate transferability, researchers must use thick description—a detailed account of the study context, participants, and settings—so that readers can determine whether the findings apply to their situations (Geertz, 1973; Tracy, 2010). In the case of a study on participatory communication via community radio in the Cape Coast Metropolitan Area, the researcher must describe the cultural, economic, and institutional dynamics of the region in enough detail to allow others to assess applicability elsewhere, such as in other Ghanaian districts or Sub-Saharan African communities.

Importantly, transferability is the responsibility of both the researcher and the reader. The researcher provides the thick, contextual data, and the reader decides how the findings relate to other contexts.

Data Analysis Tools and Techniques

Thematic analysis was employed to organize the data collected from interviews, following the process outlined by Yin (2009). The stages included familiarization with the data, coding meaningful segments, organizing codes into potential themes and sub themes, reviewing and evaluating themes, defining and labelling themes, and iteratively refining the analysis. Familiarization involved transcribing and organizing the collected data to gain an understanding of its content. Initial codes were then generated to identify meaningful segments related to the research topic, followed by regrouping data into relevant components and identifying main themes aligned with the research objectives. These themes were defined and labelled to categorize issues pertinent to the role of radio in national development.

Alphanumeric codes were assigned to participants (e.g., A#1-4 for Media Practitioners, B#1-7 for Assembly Members, C#1-2 for Religious Leaders and Citizens) to ensure confidentiality and privacy while analysing the data. This approach safeguards the identities of participants while maintaining the integrity of the study's findings.

Ethical Considerations

Before commencing fieldwork, approval for the interview guides and overall research processes was obtained from the UCC Institutional Review Board (UCCIRB) under Ethical Clearance ID (UCCIRB/CHLS/2023/43). Data collection was restricted to consenting adult respondents, and all identifying information was

anonymized to protect their privacy. Participants were fully informed of the study's purpose before participating in semi-structured interviews, with assurances that their information would be used solely for academic purposes. Each participant provided written consent before data collection commenced, reinforcing ethical standards and ensuring their voluntary participation in the study. Ensuring confidentiality was paramount, and participants' verbal and written responses were treated with utmost confidentiality through the use of alphanumeric coding. These ethical practices underscore the commitment to protecting participants' rights and privacy throughout the research process.

Chapter Summary

This chapter outlines the methodology employed in a qualitative study conducted in the Cape Coast Metropolis, Ghana, focusing on the role of community radio in promoting local development. The Cape Coast Metropolis, historically known as 'Oguaa,' is a culturally and historically significant urban center with a population of 189,924 (GSS, 2021). Situated along the Gulf of Guinea, the metropolis covers approximately 122 square kilometres and is characterized by undulating terrain, a bimodal rainfall pattern ranging between 750 - 1,000 mm annually, and secondary vegetation resulting from extensive human activity. As one of six metropolitan areas in Ghana, it is administratively divided into Cape Coast North and Cape Coast South sub-metropolitan districts, comprising 67 assembly members. The area boasts a rich Fante cultural heritage, exemplified by the annual Oguaa Fetu Afahye festival, and serves as a hub for education, health, tourism, and industries such as construction and mining.

The study adopts a qualitative case study approach to examine themes of participation, empowerment, and communication facilitated by community radio.

Data were collected through semi-structured interviews with 13 purposively selected participants, including community radio managers, assembly members, government officials, opinion leaders, and local residents. Interviews were conducted between August 28 and September 6, 2023, in locations chosen by participants to ensure comfort and privacy. The research adhered to ethical guidelines, receiving approval from the Institutional Review Board of the University of Cape Coast (UCC).

Each interview lasted between 15 and 30 minutes, was audio-recorded with consent, and later transcribed verbatim. Data were analysed inductively using thematic analysis to identify recurring patterns and themes related to the developmental role of community radio. To ensure trustworthiness, the study adhered to established qualitative research criteria, including credibility, dependability, confirmability, and transferability. Thick descriptions were used to facilitate the potential applicability of findings to other contexts. Ethical protocols, such as informed consent, anonymity through alphanumeric codes, and strict confidentiality, were rigorously observed in line with qualitative research standards.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter is divided into two parts. The first part presents the results of the study according to research questions. The second part discusses the results. The results of the study were presented under the four research questions and their respective themes.

Results of the Study

The researcher sought to find out what the contributions of CRSs are to the development of the Cape Coast Metropolitan Area. From the analysis of the data, four themes emerged, and each theme has sub-themes, which includes:

Contributions by CRS (CR as an expert knowledge for development, CR as a contributor to employment opportunities and Community benefits, CR as a revolutionized information disseminator, and CR as a “Livewire” of development).
Livelihood Empowerment (All-inclusive sectoral programming, Cultural diversification, and Vital source of information).

Community Participation (Listeners’ involvement, Partnerships with local organizations, NGOs, and development agencies. Promoting checks and balances.

Governance Policy (Corporate and organizational partnerships. Government policy implementation

RQ1: What are the contributions of CRSs to the development of the Cape Coast Metropolitan Area?

Contributions by CRS

CR as an expert knowledge for development

This means that Community Radio (CR) in Cape Coast serves as a trusted source of specialized and accurate information that helps people in the community improve their lives. The "expert knowledge" refers to insights or guidance from professionals in areas like: Agriculture – e.g., how to prevent crop diseases, use fertilizers, or practice climate-smart farming. Health – e.g., understanding disease prevention, maternal health, or hygiene practices. Education – e.g., promoting literacy, providing tips for exams, or explaining government education policies. Disaster preparedness – e.g., how to respond to floods, fires, or other emergencies. With this, CR gives the Community members the necessary information they need. This is rightly captured in the words of the interview as follows:

We have looked at development as a media house, talking about education, entertainment, and information to the people, so almost all the programs that we have integrate these three elements. This morning, for example, we interviewed senior staff from the Cape Coast Metro Hospital and Cape Coast Technical University, so we are concerned about development issues in all that we do. Every Friday is a health segment, and we invite the Cape Coast Teaching Hospital Staff for discussion. (Participant #A1)

Participant #A1's reflection presents a compelling example of how Community Radio (CR) functions as a development communication platform by integrating education, entertainment, and information into its programming. This aligns

closely with the Development Support Communication (DSC) model, which positions media as a participatory and people-centered tool for development (Servaes, 2008; Manyozo, 2012).

The following extracts are from Participant #A2

Our focus is to make sure that we inform people, we entertain them and also educate them, but because we have so many commercial FM stations around, our focus is to bridge the education and entertainment gap left by other radio stations to listeners to make informed choices to others to bring positive change in their lives. (Participant #A2)

The statement by Participant #A2 highlights the strategic role of Community Radio (CR) in Cape Coast Metropolis as a development-oriented platform that balances education, information, and entertainment, a blend often referred to as "edutainment." Unlike commercial FM stations that typically focus on profit-driven content, CR in Cape Coast positions itself as a public service broadcaster, aiming to bridge the informational and educational gap in Ghana's increasingly commercialized media environment.

The statement by Participant #A4 encapsulates the core mission of Community Radio (CR) in the Cape Coast Metropolitan area—community-driven development. With the slogan "The Soul of the Coast – The station that builds the city," the radio station signals a deliberate focus on supporting local progress. This reflects a broader trend in CR globally, where stations position themselves not simply as media outlets, but as partners in community development:

In our programming, you know our slogan is "The Soul of the Coast," The station that builds the city. So, we aim to make sure that the communities are built, and so our focus is on the

development of the communities in the Cape Coast Metropolitan.

We aim to run programmes that will develop these communities.

(Participant #A4)

Participant #A4's assertion that the station's "focus is the development of the communities" aligns with scholarly perspectives on the transformative role of CR in development. Community radio is often established with the explicit mission of strengthening social cohesion, promoting participatory development, and giving voice to underserved populations (AMARC, 2010). According to Fraser and Restrepo-Estrada (2002), community radio is "radio by the people and for the people," created with the intent to "meet their development needs." In this context, development is not only economic but also social and cultural.

CR as a contributor to employment opportunities and Community benefits

The statement by Participant #B7 reflects the transformative impact of Community Radio (CR) in modernizing traditional communication methods and creating new socio-economic opportunities, especially in the areas of media professionalism and technical skill development. This response highlights two main themes: (1) the evolution of communication in society from traditional methods like gong-gong beating to radio broadcasting, and (2) the employment and capacity-building potential of community radio in Ghana.

Because society is advancing, community radio has helped a lot. It has now become special for certain activities. If you invite those who used to beat gong-gong in those days today to do the same as they used to do, they won't even go. So, you see, radio has helped people who want to go into it, either to be a technician or a journalist. (Participant #B7)

Historically, gong-gong beating (a form of public announcement using drums or bells) was a key medium of communication in many Ghanaian communities. However, as society evolves and urbanization increases, traditional forms of information dissemination are gradually being replaced by technologically advanced media such as radio. Participant #B7's comment underscores this shift and suggests that radio has become more acceptable and effective in today's society compared to traditional methods. This aligns with the work of Quarmyne (2006), who argues that community radio bridges traditional and modern communication systems by combining local languages and customs with modern broadcasting technology. When a participant was asked about how community radio has facilitated the achievement of their primary focus, this is what he had to say:

The benefit we get from Community radio is that, when something happens in a town and it is closer to the radio station, they call there for the responsible authorities to come to their aid. For instance, when there is a fire outbreak in the community, the affected community may not know the number of the Fire Service but call Eagle FM or the nearest community radio them to alert the Fire Services. Community radio normally has the authorities' numbers so they can call them. They also do announcements in the Community for us to know what's going on. (Participant #A3)

The statement by Participant #A3 captures a vital and practical dimension of Community Radio (CR)—its role as a rapid response communication channel and a bridge between citizens and public authorities during emergencies and routine community affairs. This function goes beyond mere information dissemination and

positions CR as a lifeline for communities, especially in underserved or rural areas where access to emergency services and real-time information may be limited.

CR as a revolutionized information disseminator

On the information dissemination role of CR, the researcher found insightful evidence from the data gathered. It was discovered that CR in Cape Coast now serves as a reliable source of information and also shares information with the various communities. This is what Participant B#2 shared:

If we look at community radio in Cape Coast and its environs, I would say they are working and helping our communities a lot. Presently, when something happens in some of the communities even if the person cannot go to the CR directly, he or she will just call the studio and report the issue for an announcement to be made or if a person has some personal issues, he calls the radio station for advice or solution, so I can boldly tell you that community radio has come to help. (Participant #B2)

Participant #B2's statement underscores the pivotal role of community radio in Cape Coast and its surrounding areas as a vital communication channel that actively engages with local communities. The station's accessibility—where individuals can call in to report issues or seek advice—demonstrates its integral position within the community. This reflects the broader impact of community radio in Ghana, where such stations serve as platforms for dialogue, information dissemination, and community mobilization.

Further, regarding CR serving as a revolutionized information disseminator, participant B#7 mentioned how CR has helped them. He said the following:

Community radio has helped a lot, and because everything is advancing, it has now become very special to use community radio for certain activities. If you invite those who used to beat gong-gong in those days today to do the same as they used to do, they won't even go. So, you see, radio has helped a lot, and many people want to go into it, either to be a worker in a radio station or a journalist.
(Participant #B7)

This statement highlights the transformative role of community radio in Cape Coast and its surrounding areas, emphasizing its impact on communication practices, community engagement, and local employment opportunities. The comparison between traditional methods of information dissemination, such as the use of the gong-gong, and modern radio broadcasting underscores the evolution of communication and information dissemination in the various communities.

CR as a “Livewire” of development

Community radio serves as a vital force in community development, acting as a lifeline for local progress, a first point of contact during emergencies, a platform for corporate social responsibility (CSR) initiatives, and a catalyst for social cohesion. Its impact is particularly evident in regions like Cape Coast, Ghana, where community radio stations play a pivotal role in addressing local needs and fostering a sense of unity. Participant C#2 explained that:

If you look at community radio in Cape Coast Metropolis for instance and, based on my objectives [as spokesperson for the Metro Assembly, championing the course of the under privileged and also ensuring that communities get the desired results from the Metro Assemblies, they have contributed a lot, because shape

people's opinion and also ensures that desired result are got. I believe there are things I was looking for, and I realize that radios have been serving the needs of the people, even though there are some excesses. In general, they've been doing fantastically in preaching unity and focusing on a development-oriented agenda for the people in the community. (Participant C#2)

Participant C#2's statement explains the pivotal role of community radio in Cape Coast Metropolis, highlighting its influence on shaping public opinion, promoting unity, and fostering development. CR plays a crucial role in promoting social cohesion by providing a platform for diverse voices and perspectives. By broadcasting programs that address issues of common interest and concern, these stations help to bridge divides and foster a sense of shared identity among community members. Programs that focus on cultural heritage, local traditions, and community achievements contribute to building a cohesive and resilient society.

Participant B#2 espouses that:

If we look at community radio in Cape Coast and its environs, I would say they are working and helping our communities a lot. Presently, when something happens in some of the communities even if the person cannot go to the CR directly, he or she will just call the studio and report the issue for an announcement to be made or if a person has some personal issues, he calls the radio station for advice or solution, so I can boldly tell you that community radio has come to help. (Participant #B2)

CR stations in Cape Coast have established themselves as accessible platforms for community members to voice concerns, seek advice, and report issues. The ability for individuals to call in and have their issues addressed on-air fosters a sense of inclusion and responsiveness. This accessibility is particularly crucial in areas where other forms of communication may be limited

Another participant continued that:

The benefit we get from CR is that, when something happens in our various towns and it is closer to the radio station, we call there for the authorities responsible to come to our aid. For instance, when there is a fire outbreak in the community, the affected community may not know the number of the fire service but can call Eagle FM or the nearest CRS to alert the fire service. For the CR, they normally have the authorities' numbers so they can call them directly to come to the affected community's aid. They also do announcements in the Community for us to know what's going on.
(Participant #B1)

Community radio stations serve as immediate and accessible platforms for reporting emergencies, especially in areas where direct contact with emergency services may be challenging. In Cape Coast, residents often rely on local radio stations to alert authorities about incidents like fire outbreaks. These stations typically maintain direct communication lines with emergency services, enabling swift dissemination of information and prompt response. However, it's important to note that while community radio plays a supportive role, experts advise that individuals should contact emergency services directly

using official numbers to ensure timely assistance. Delays in reaching emergency services can impede effective response efforts.

RQ2. What does community radio programming add to the livelihoods of community members?

Livelihood Empowerment

Vital source of information

Community radio stations are vital sources of information, delivering timely and relevant updates that address the everyday needs of local populations. Their role is particularly significant in regions like Cape Coast, Ghana, where they serve as crucial conduits for communication, education, and community engagement.

Participant B#6

I have benefited a lot from CR. I can boldly say that it is because of these CRs around that paved way for me to become an assembly man. The media, especially CRSs help us to hear the good and bad news in and around our communities. To me I can proudly say that I have benefited a lot through the programmes from CR (Participant B#6).

Community radio stations serve as accessible platforms for political engagement, allowing citizens to participate in discussions, voice concerns, and hold public officials accountable. In Ghana, CRs have been instrumental in promoting political inclusion and participation, especially in rural areas where access to mainstream media is limited. Through programs such as political talk shows and call-in segments, CRs facilitate dialogue between the electorate and elected officials, fostering a more informed and engaged citizenry.

When asked about how they were running their activities before the establishment of CRSs in Cape Coast Metro, Participant #B7 further explained that:

To meet in the olden days, we used the “dewuro” to disseminate information to the community. It is a form of metal component with a wooden stick, and there was always a particular person (“dewuro” beater) who normally announced information bothering the community in general and paid the beater for that work. Also, to inform the inhabitants of communal labour activities, we all fall on him [the beater] to disseminate the information, but now CR has taken over to better their lives. (Participant #B7)

With the advent of modern communication technologies, community radio stations have emerged as successors to traditional methods like the dewuro. CRSs in Cape Coast have become central hubs for local information dissemination. These stations broadcast in local languages, addressing topics ranging from health and education to governance and cultural preservation. By providing timely and relevant updates, community radios ensure that residents are well-informed and engaged. The evolution from Dewuro to community radio reflects the dynamic nature of communication in Ghana. While modern technologies have introduced new ways of disseminating information, traditional methods like the dewuro continue to play a role in preserving cultural identity. By integrating both traditional and modern communication methods, communities can ensure that they remain connected, informed, and united in their development endeavors.

Participant B#1 stressed how CR has relieved and empowered them in getting information:

Before the emergence of community radio, we used to rely on a "dewuro" beater that was in a specific community or town, and we used to have drums, called "Asafotwene". For instance, when someone drowned in a river or goes to the farm and got lost or generally, when something happens in the specific community, they beat the Asafo drums to communicate. The "Asafotwene" talks, and so those who understand will know that something has happened in such a community and they run to the place to get the information.
(Participant B#1)

In many Ghanaian communities, drums like the "Asafotwene" were used to convey messages over long distances. These drums could mimic the tonal patterns of local languages, allowing for complex messages to be transmitted. For instance, the "Asafotwene" was traditionally beaten to summon members of the "asafo" (military) group for emergencies such as search and rescue operations. With the advent of modern communication technologies, traditional methods like drum signaling have been supplemented or replaced by tools such as community radio stations. These stations have become central hubs for information dissemination, providing timely updates on local events, health advisories, and emergency alerts. Despite the rise of modern media, traditional communication methods continue to hold cultural significance. Drums and other indigenous communication systems are still used during cultural ceremonies, festivals, and community gatherings to reinforce social cohesion and preserve cultural heritage.

The "dewuro" (gong-gong) also played a significant role in community communication. Beaten by a designated individual, the "dewuro" was used to

announce important events, summon people for meetings, or alert the community about emergencies.

All-inclusive sectoral programming

Community radio stations in Cape Coast, Ghana, exemplify the concept of all-inclusive sectoral programming by producing content that addresses a wide array of community needs and interests. This approach ensures that diverse groups within the community have a platform to voice their concerns, share information, and participate in discussions that affect their lives. This is how a participant from the media house shared their views:

The morning shows use part of their time to talk about agriculture, business, and the economy. We have a segment for forex, or the interbank exchange rate of the cedi depreciation and appreciation. We also have another segment for education. Most of our programmes cover education because the main focus of the station is to educate, so most of our programmes come with education.
(Participant #A3)

Community radio stations in Ghana, particularly in districts like Cape Coast, have become instrumental in delivering all-inclusive sectoral programming through their morning shows. These programs serve as vital platforms for disseminating information on agriculture, business, economy, and education, thereby fostering community development and empowerment. Morning shows on community radio stations often feature segments dedicated to agriculture, business, and economic issues. These segments provide listeners with timely updates on topics such as foreign exchange rates, agricultural practices, and economic trends. For instance, discussions on the interbank exchange rate and

the depreciation or appreciation of the Ghanaian cedi are common, offering valuable insights to the community. Such information is crucial for farmers, traders, and other community members who rely on up-to-date economic data to make informed decisions. The participant further stressed other issues:

We have a segment for security sometimes on Thursday mornings.

The CCMA security officials come to educate the community and the Metropolis as a whole on issues of security. On politics and governance, most of the morning hours cover more of politics. We have other programmes like the “focus”, “Adwenkyere”. We also do entertainment because the radio is about entertainment. Health and sanitation are discussed every. We engage the Cape Coast Teaching Hospital to educate the audience about some health issues, especially on important days like the World Health Day, World Hypertension Day etc. The experts educate the community on how they can take care of their health. (Participant #A3)

Participant #A3 provides insights into the allocation of time to different thematic areas on the CRSs: On security, the participant mentions a dedicated segment which occurs sometimes on Thursday mornings. During this segment, security officials from the Cape Coast Metropolitan Assembly (CCMA) educate the community on security issues.

Participant #B5's recollection of using the gong-gong to disseminate information underscores the pivotal role of traditional communication systems in pre-colonial and early post-colonial Ghanaian societies. In these communities, the gong-gong beater served as the primary means of

communication, particularly for announcing communal activities, meetings, and other significant events:

We were then using the gong-gong to disseminate information. For me, as an Assemblyman, if it were to be those days, it would be my obligation to use the gong-gong to spread the information meant for my community members. If the community is to meet the king or chief and the elders of the community, we use the gong-gong to let people know of such a gathering. (Participant #B5)

The gong-gong beater was an esteemed figure within the community, often considered the "official communication and information manager" under the chieftaincy structure. This individual was entrusted with the responsibility of relaying messages from the chief or elders to the community, ensuring that information was disseminated effectively and timely. The sound of the gong-gong would capture the attention of community members, signaling the arrival of important news or announcements.

Cultural diversification programme and participation,

Cultural diversification through broadcasting in local languages and showcasing the traditions, stories, and values of different ethnic groups, combined with active community participation in content creation, is a powerful strategy for promoting inclusivity, preserving cultural heritage, and amplifying marginalized voices. This is what another participant had to say:

I am a friend of the radio, so whenever I take any information from there, I always get a response or results. Everyone receives me well, and if we are working on a community project and make an announcement there, they do it without hesitation. Sometimes when

I go for an announcement, I don't even get out before I hear the announcement being broadcast. Once the task is completed or the issue is resolved, we communicate back to them to stop announcing.

(Participant #B5)

This excerpt shows that Radio's accessibility, particularly in areas with limited internet or television penetration, makes it a vital tool for reaching diverse audiences. According to UNESCO (2020), community radio stations are particularly effective in rural and underserved areas because they broadcast in local languages and address regional issues, fostering trust and participation (UNESCO, 2020, p. 12). Community radio empowers individuals like Participant #B5 to take an active role in addressing local issues. By providing a platform for announcements, the radio amplifies the participant's voice, enabling them to influence community outcomes. This aligns with the participatory development model, which emphasizes local agency in development processes (Chambers, 1997).

Additionally, a participant elaborated on how CR improves our cultural activities:

Of course! Look at these festivals we have. Previously, there were a lot of injuries during these activities. People would drink excessively, leading to many hazards that they didn't even consider. However, in the last few years, by engaging the media and various community radio stations to outline what needs to be done, what people must do, and what they should look out for, the number of injuries has decreased. I think it's a significant improvement.

(Participant #C1)

Festivals, whether cultural, musical, or religious, often involve large crowds, alcohol consumption, and high-energy activities, which can lead to injuries. Common hazards include alcohol intoxication, crowd surges, dehydration, and physical accidents (e.g., falls or fights). Excessive alcohol consumption is a well-documented risk factor for injuries at such events. For example, a study on music festivals found that alcohol-related injuries, including intoxication and associated violence, were significant contributors to emergency medical service demands (Hutton et al., 2014). The participant credits media and community radio for raising awareness about safety measures, leading to fewer injuries. Public health campaigns using mass media have been shown to effectively influence behavior by disseminating information on risks and preventive measures. Community radio, in particular, is a powerful tool in engaging local populations, as it is often trusted and culturally relevant. Mass media campaigns are most effective when they are tailored to specific audiences, use clear messaging, and are sustained over time (Wakefield et al., 2010).

RQ3 How effective is community participation in ensuring the effective operation of community radio in the Cape Coast Metropolitan Area?

Community Participation

This section of the study sought to identify how community members participate in the various CRSs in the Cape Coast metropolis. Specifically, it seeks to find out the listeners' involvement and participation, and how they partner with the local organizations, and how this promotes checks and balances on the community activities. Eight of the interviewees gave varied Responses under the two sub-themes developed from the data and are captured below

Listeners' involvement and Partnerships with local organizations

Listeners' involvement is a defining feature of CR, distinguishing it from commercial or public broadcasting. CR stations are typically owned, operated, or heavily influenced by the communities they serve, enabling audiences to engage directly in content creation, discussions, and feedback. This participatory model aligns with the principles of democratic communication, where the media serves as a platform for marginalized voices and local concerns. CR facilitates two-way communication by hosting forums, call-in shows, or community meetings broadcast live. This fosters dialogue on local issues, such as agricultural practices or gender equality, empowering listeners to shape public discourse

Participant #A3 provides insights into the practice of allocating time for listener participation and contribution during programmes on CRSs:

Yes, in almost all of our programmes—the morning shows, sports, drive, and evening shows after the drive—we allocate time for listeners to phone in and contribute or share their views on topical issues. (Participant #A3)

Listener call-in segments are a hallmark of CR's commitment to democratic and inclusive communication. By allocating time for phone-ins across diverse program formats, CR stations create opportunities for real-time audience engagement, ensuring that programming reflects community voices and concerns. Listener input ensures that programming remains relevant to community needs. Feedback from call-ins can guide content adjustments, as demonstrated by Radio Namaskar in India, which uses listener calls to tailor disaster preparedness programs (Kumar & Sahoo, 2021).

Participant #A1 responded affirmatively to the allocation of time for listener participation and contribution during programmes:

Yes, it's very important to ensure participation because we are essentially working for the listeners, and their feedback is crucial. Every day, we have a segment where we allow them to contribute by calling in. We have designated Thursdays for this and call it "The Listeners' Opinion." This allows them to share issues from their communities that they want us to hear and follow up on them. That is why CCMA comes here every Thursday. On Wednesdays, listeners tell us about the issues they are facing, and on Thursdays, we ensure that CCMA addresses the situation. We dedicate time for listeners to come in, have discussions, and then we follow up with them. (Participant #A1)

The statement from Participant #A1 emphasizes the critical role of listener participation in community radio (CR), highlighting a structured approach to audience engagement through daily call-in segments and a dedicated weekly program, "The Listeners' Opinion," held on Thursdays. This program, coupled with a feedback mechanism on Wednesdays and follow-up with the CCMA, underscores CR's commitment to serving as a participatory platform that amplifies community voices and facilitates actionable outcomes. Participant #A1 asserted that they work for the listeners, and so it is appropriate to allow proper participation from the listeners, too:

Yes, it's very important to ensure participation because we are essentially working for the listeners, and their feedback is crucial. Every day, we have a segment where we allow them to contribute

by calling in. We have designated Thursdays for this and call it "The Listeners' Opinion." This allows them to share issues from their communities that they want us to hear and follow up on. That is why CCMA comes here every Thursday. On Wednesdays, listeners tell us about the issues they are facing, and on Thursdays, we ensure that CCMA addresses the situation. We dedicate time for listeners to come in, have discussions, and then we follow up with them.
(Participant #A1)

Participant #A1's statement suggests that "CCMA" is an external entity that visits the station on Thursdays to address issues raised by listeners. This implies a collaborative model where the radio station acts as a mediator between the community and a decision-making or resource-providing body.

Participant #A4 notes that "there is a segment on every show that discusses community development," encouraging listeners to report local issues. This approach addresses the logistical and financial challenges of physically "moving the station into the community," which is "costly and involved," by inviting listeners to call in, thus "bringing them closer to the radio station:

Yes, we do phone-ins, and nowadays we also use text messages. For every programme, we open the phone and text message lines, including WhatsApp. If your call doesn't go through, you can send your comment via WhatsApp, and it will be read, so you can share your views with the authorities. (Participant #A4)

He further noted that:

There is a segment on every show that discusses community development. We encourage listeners to tell us what is happening in

and around their communities. These engagements are important because moving the station into the community is costly and involved, so we invite listeners to call in, bringing them closer to the radio station. (Participant #A4)

The described method aligns with participatory communication theory, which emphasizes the active involvement of community members in media production and decision-making to ensure relevance and empowerment (Waisbord, 2001). By randomly calling listeners and asking open-ended questions about community issues and programming preferences, ATL FM fosters a two-way communication model. This contrasts with traditional top-down media approaches, where content is produced without audience input. The use of phone lines and text messages, as mentioned by Participant #A4, leverages accessible technologies to facilitate interaction, particularly in a context where mobile phone penetration is high in Ghana (Dahal & Aram, 2011).

NGOs and development agencies and promoting checks and balances.

Partnerships with local organizations, NGOs, and development agencies are critical for community radio stations, which often operate with limited resources (Correia et al., 2019). These collaborations provide financial, technical, and content-related support, enabling stations to produce high-quality, relevant programming. For instance, NGOs often fund programs on health or education, as seen in the case of Simli Radio in Ghana, where partnerships with development agencies supported broadcasts on maternal health and agriculture (McKay, 2009).

Participant B#6 had this to say:

We help in many diverse ways. For instance, as an Assemblyman, when the station embarks on any activities, I always assist. I have

become friends with the management of almost all the community radio stations in the Cape Coast Metro. Sometimes we monitor the stations, and if something is not going well, we offer our advice. We know that the FM stations, especially the community ones, have become part of us, so we work hand in hand. My office sometimes sponsors some of their sports and other political programmes. For me, I play many roles when it comes to community radio.
(Participant #B6)

Participant #B6, identified as an Assemblyman in the Cape Coast Metropolis, illustrates the multifaceted role of local leaders in supporting community radio stations, specifically within the context of Cape Coast, Ghana. The participant describes assisting with station activities, building relationships with station management, monitoring programming, offering advice, and sponsoring programs. This reflects a collaborative and symbiotic relationship between local governance and community radio, emphasizing the stations' integration into the social and political fabric of the community.

Participant (#A2) further stressed that due to the environment or the community listeners find themselves in, one needs to be very careful when doing an on-air programme because of the kind of people who listen, and always call for feedback and reports to rectify the situation. Some of the listeners are knowledgeable of issues at hand, and for that matter, presenters should be well abreast with the issues on the table for discussion:

Yes, sometimes they call, even outside of call-in programmes, asking to speak to the manager or the programmes manager. When we listen to them, they provide feedback such as, "I thought your

presenter said this, and I don't think it's right." We take this feedback seriously. Also, because we are in a university community, we get feedback every day. Even the language we use is critiqued. For example, a professor might call and tell us that a word was mispronounced. We have to be patient, as everyone thinks they know best, and we take these comments as valuable feedback and constructive criticism. (Participant #A2)

The participant (#A2) stressed the importance of feedback they get from their various listeners and it helps them to know their strength, weakness, opportunities and the threats from their competitors. Embracing constructive criticism helps media organizations to improve their content and address audience expectations (Hollander, 2005).

Participants were again asked about how they contribute to the programmes or projects and activities of the various CRSs in Cape Coast, and these were the responses of some of the participants:

In terms of contributions to activities run by the radio stations, especially the community ones, listeners participate through phone-in programs. Sometimes you suggest ideas, and other times you contribute to discussions on topics of interest. This allows you to share your ideas on how to shape the development of the metropolis. (Participant #C2)

The statement's emphasis on shaping the "metropolis" underscores the role of community radio in urban contexts. In metropolitan areas, where diverse populations coexist, community radio can bridge gaps between different social groups, fostering mutual understanding (Howley, 2010). For instance, discussions

on phone-in programs might address issues like affordable housing, public transportation, or environmental sustainability, directly influencing the community members.

Another participant had this to say:

I think from time to time, they come up with programs they want to run in the community. One of the stations, for example, has a programme called “Agyanka Adidie” or “Agyanka Bedidien [orphan’s livelihood]” which is tailored towards helping the less privileged in society. Contributions are made to provide clothing, food, and drinks. When this happens, we offer whatever little help we can to support those less privileged individuals. (Participant #B3)

Participant #B3 notes that community members “offer whatever little help we can” to support these initiatives. This indicates a participatory model where listeners are not just passive recipients but active contributors to the station’s social programs. Such participation fosters a sense of ownership and strengthens community ties.

Furthermore, Participant #B1 notes:

Many people don’t know that the radio stations are very close to us and can be helpful. Many of us do not rely on the assistance the radio gives. I suggest that the community radio staff should engage more with the community and educate them about the radio’s activities, emphasizing that the radio is for them and they should take advantage of it. If there are things they want others to hear, they should come to the station. The radio stations should also

always announce their numbers for immediate response and interventions. (Participant #B1)

Community radio stations are grassroots media platforms designed to serve local populations by providing information, amplifying voices, and fostering dialogue.

Unlike commercial or public radio, community radio is typically non-profit, participatory, and tailored to local needs, making it a powerful tool for education, empowerment, and social change (Fraser & Estrada, 2001). Participant #B1's statement underscores a gap between the potential of community radio and its actual utilization, suggesting that many community members are unaware of or do not fully engage with these stations.

Summary of Community Participation in Community Radio Stations (CRSs) in Cape Coast Metropolis

This theme explores how community members in the Cape Coast Metropolis engage with community radio stations (CRSs), focusing on listener involvement (participation), partnerships with local organizations, and the promotion of checks and balances in community activities. Data from eight interviewees highlight two key sub-themes: Listeners' Involvement and Partnerships with Local Organizations.

RQ4. 1. How do community radio programming policies prioritize governance issues? Governance Policy

Corporate and organizational partnerships

Corporate and organizational partnerships involve collaboration between businesses, non-governmental organizations (NGOs), and development agencies to support community-based initiatives. These partnerships leverage resources, expertise, and networks to amplify local impact, fostering sustainable development

and addressing social, economic, and environmental challenges. Such collaborations are often rooted in the principles of corporate social responsibility (CSR), shared value creation, and multi-stakeholder engagement.

A Participant affirmed when they were asked about the relationship between the radio station and the metropolitan assembly:

It's a cordial relationship. I believe and know that they bring their announcements to us on a "pro bono" basis, meaning we do it for free. We don't charge them because we feel they are part of society. We believe they want the development of the community just as much as the radio station does. (Participant #A4)

The statement by Participant #A4 highlights the collaborative and altruistic nature of the relationship between a community radio station and local organizations or stakeholders, emphasizing a shared commitment to community development through pro bono services. This analysis examines the dynamics of such relationships, the role of community radio in fostering social good, and the implications of providing free services for mutual development goals.

Participant #A1 further noted that:

We have a very good relationship. As I mentioned, because of our strong relationship with them, we have dedicated Thursdays to the Metro Assembly. Every Thursday, a department from the government, ministries, and or agencies comes here, and we conduct interviews with them. (Participant #A1)

The practice described by Participant #A1 aligns with broader trends in collaborative governance and participatory democracy. Collaborative governance involves multiple stakeholders, government, civil society, and private entities

working together to address public issues (Emerson et al., 2012). The Metro Assembly seems to embody this by creating a structured space for interaction.

Participant C#2 further noted that:

Working with the metropolis or addressing issues within the region is very multifaceted, and the only way to reach out to the people, or the masses, is through the dissemination of information. Who does this? It is the radio stations. Community radio stations are truly within the community; they understand the problems of the community, hear the cries of the community, and most of them have become the true mouthpieces of the community. (Participant #C2)

The statement emphasizes that the "only way to reach out to the people, or the masses, is through the dissemination of information." This underscores the centrality of communication in public engagement. Information dissemination enables communities to understand issues, participate in decision-making, and hold authorities accountable. Community radio, with its accessibility and local focus, is well-positioned to fulfill this role, particularly in areas with limited access to other media (Fraser & Restrepo-Estrada, 2002).

The participant added:

Anytime we need to disseminate information, for instance, if the National Fire Service wants to do something, they come to us. Sometimes, they also collaborate with the radio stations and plan the kind of education they need to give to the public, so we connect with them. (Participant #C2)

According to the participant, all the governmental institutions have become so close to the various CRs to the extent that whenever they want to embark on any

activity or outreach in the metropolis, they just fall on these CRs to do their publicity for them.

Participant C#1 added that:

You see! You cannot perform your functions without radio stations. For us, they have been a guiding light. Sometimes you are in your office, thinking you have done everything, and then the staff of the station come and point out something lacking to you. When you go and look at that particular thing, lo and behold, there may be something that needs to be corrected. (Participant C#1)

The metaphor of radio stations as a "guiding light" suggests they provide clarity, direction, or moral orientation. This can be linked to the role of media in shaping public perception and holding institutions accountable.

Government policy implementation

This is a multifaceted strategy to achieve national development goals. This approach leverages communication, participation, and information-sharing to align public behaviour with policy objectives, foster inclusive governance, and enhance societal outcomes.

Participant #C1 stressed the kind of assistance the Metro Assembly also renders to the various CRSs, be it paperwork or sometimes advisory, it builds a bond between them through the assistance they give to them. While the Metropolitan Assembly helps the CR with some paperwork like vital policy and project documents, the CR also helps them with the dissemination of information to the various communities within the metropolitan:

Before any radio station can operate within the region or metropolis, it needs to come to the Assembly to find out about the

activities to perform. Even though they have already obtained their license, we also have to give them a permit if they are to construct a mast or a building to house their equipment. Therefore, we have a direct relationship regarding what they do. (Participant #C1)

The statement, "we have a direct relationship regarding what they do," emphasizes a collaborative or supervisory dynamic between the Assembly and radio stations. This relationship may involve ongoing dialogue, compliance monitoring, or negotiations over infrastructure placement and operational impacts. Such interactions are typical in media governance, where regulators and operators engage to balance commercial interests with public welfare

The responses from the metro officials concluded that they have a very cordial relationship with the various CR in the metropolis. It was made clear when participants were asked about the department's relationship with CR in Cape Coast, these were some of the responses:

For us, as the primary arm that disseminates information, we have a direct relationship with all the community radio stations in Cape Coast. When we have project and governance policy information, we provide it to them for dissemination. When they need to verify other information within the region, we assist them. We work in tandem with them. (Participant #C2)

The quote underpins the critical role of community radio stations in Cape Coast as channels for disseminating governance-related information. Community radio, by design, serves local populations, often in underserved or marginalized areas, providing accessible, relevant, and culturally appropriate content.

Summary

Community radio stations in Ghana often collaborate with local government bodies, fostering a symbiotic relationship that enhances community development. For instance, some radio stations offer free services to local authorities, emphasizing a shared commitment to societal progress. Additionally, regular segments featuring government departments facilitate direct communication between officials and the public, promoting transparency and accountability.

Discussion of Results

This section discusses the results presented in the study and provides empirical literature to corroborate or contradict the results.

Contributions of Community Radio Stations (CRSs) to the Development of the Cape Coast Metropolitan Area

The study's findings on the contributions of Community Radio Stations (CRSs) to the development of the Cape Coast Metropolitan Area highlight their multifaceted roles as platforms for expert knowledge dissemination, employment generation, revolutionized information sharing, and catalysts for community development. These findings align with the broader theoretical framework of Development Support Communication (DSC) and the participatory role of community media in fostering socio-economic and cultural progress (Servaes, 2008; Manyozo, 2012).

CR as an Expert Knowledge Platform for Development

The study reveals that CRSs in Cape Coast serve as trusted sources of specialized information in areas such as agriculture, health, education, and disaster preparedness. Participant #A1's statement emphasizes the integration of education, entertainment, and information in CR programming, exemplified by health segments featuring Cape Coast Teaching Hospital staff and educational discussions

with local university personnel. This aligns with the DSC model, which positions media as a tool for participatory development by delivering actionable knowledge to communities (Servaes, 2008). Manyozo (2012) further supports this, noting that community radio facilitates "development communication" by empowering local populations with knowledge to address their challenges.

For instance, Fraser and Restrepo-Estrada (2002) argue that community radio is uniquely positioned to deliver localized, context-specific information, making it a vital tool for development in underserved areas. Studies in Sub-Saharan Africa, such as those by Myers (2011), highlight how community radio stations in Ghana and elsewhere provide agricultural advice (e.g., climate-smart farming techniques) and health education (e.g., maternal health campaigns), directly improving livelihoods.

However, some literature suggests limitations, such as the potential for inconsistent program quality or reliance on external funding, which can affect the sustainability of such initiatives (Conrad, 2014). The study's findings do not explicitly address these challenges, but Participant #A1's emphasis on regular programming suggests a consistent effort to maintain quality.

CR as a Contributor to Employment Opportunities and Community Benefits

Participant #B7 highlights the role of CRSs in modernizing communication by replacing traditional methods like gong-gong beating with radio broadcasting, while also creating employment opportunities in media and technical fields. This reflects a shift from traditional to modern communication systems, as noted by Quarmyne (2006), who argues that community radio bridges local customs with modern technology, enhancing its relevance in urbanizing contexts like Cape Coast. The creation of jobs, such as roles for technicians and journalists, aligns

with findings from Alumuku (2006), who documents how community radio in Africa fosters skill development and economic opportunities by training local talent.

However, some studies contradict the extent of economic impact. For example, Buckley (2008) notes that community radio stations often operate with limited budgets and volunteer staff, which may restrict their capacity to generate significant employment. The study's findings do not delve into the scale of employment created, so it remains unclear whether CRSs in Cape Coast substantially address local unemployment or primarily offer part-time or volunteer roles. Further research could quantify the economic contributions of CRSs to validate Participant #B7's claims.

CR as a Revolutionized Information Disseminator

The study underscores CRSs' role as rapid-response communication channels, particularly during emergencies. Participant #A3's example of communities using CRSs to alert authorities about fire outbreaks illustrates their function as a lifeline in areas with limited access to emergency services. Participant #B2 further emphasizes CRSs' accessibility, noting that individuals can call in to report issues or seek advice, positioning radio as a platform for community engagement and problem-solving. These findings align with AMARC (2010), which describes community radio as "radio by the people and for the people," enabling real-time communication and mobilization.

For instance, a study by Ilboudo and del Castello (2003) in Burkina Faso found that community radio stations were critical in disseminating urgent information during crises, such as floods or health outbreaks. Similarly, Mchakulu (2007) highlights how Malawian community radio stations facilitate dialogue

between citizens and authorities, enhancing governance and responsiveness. However, some literature warns of potential drawbacks, such as the risk of misinformation if stations lack proper verification processes (Conrad, 2014). The study does not address this concern, but Participant #A3's mention of CRSs maintaining direct lines with authorities suggests a structured approach to information reliability.

CR as a “Livewire” of Development

The study positions CRSs as central to community development, fostering social cohesion, shaping public opinion, and promoting unity, as articulated by Participants #C2 and #B2. The slogan “The Soul of the Coast – The station that builds the city” (Participant #A4) encapsulates this mission, emphasizing CRS's role in supporting local progress through culturally relevant programming. This aligns with theoretical perspectives on community radio as a tool for social capital development (Fraser & Restrepo-Estrada, 2002). Studies like those by Bosch (2014) in South Africa demonstrate how community radio strengthens community identity by amplifying local voices and addressing issues like cultural heritage and social challenges.

However, some literature suggests that community radio's impact on social cohesion can be limited by polarization or biased programming, particularly in politically charged environments (Manyozo, 2012). The study's findings do not indicate such issues in Cape Coast, but Participant #C2's mention of “some excesses” hints at potential challenges in maintaining balanced content. Further exploration of these excesses could provide a more nuanced understanding of CRSs' role in fostering unity.

The findings collectively demonstrate that CRSs in Cape Coast contribute significantly to development by serving as platforms for expert knowledge, employment generation, information dissemination, and social cohesion. These roles align with global trends in community radio, as documented in studies across Africa (Myers, 2011; Bosch, 2014). The emphasis on “edutainment” (Participant #A2) and community-driven programming reflects the participatory ethos of community radio, distinguishing it from commercial media (AMARC, 2010).

Conclusion

The contributions of CRSs to the Cape Coast Metropolitan Area are multifaceted, encompassing knowledge dissemination, economic opportunities, rapid information sharing, and community development. These findings are largely corroborated by empirical literature on community radio’s role in development communication (Servaes, 2008; Fraser & Restrepo-Estrada, 2002). However, contradictions in the literature regarding sustainability and potential risks (e.g., misinformation, limited economic impact) suggest areas for further investigation. CRSs in Cape Coast appear to embody the principles of participatory development, but their long-term impact depends on addressing operational challenges and maintaining community trust.

The value that community radio programming adds to the livelihoods of community members

The study highlights the significant value that community radio programming adds to the livelihoods of community members in Cape Coast, Ghana, addressing RQ2 through themes of livelihood empowerment, a vital source of information, all-inclusive sectoral programming, and cultural diversification programme participation.

Livelihood Empowerment

The study emphasizes that community radio stations (CRSs) empower individuals by providing platforms for political engagement and civic participation. Participant B#6, an assemblyman, credits CRSs for his political success, stating that they facilitated his visibility and community engagement. CRSs enable dialogue between citizens and officials, fostering accountability and informed decision-making, particularly in rural areas with limited access to mainstream media.

Research supports the role of community radio in enhancing political empowerment and civic participation. A study by Myers (2011) on community radio in Africa found that CRSs promote democratic governance by providing marginalized groups, especially in rural areas, with a platform to voice concerns and engage in political discourse. In Ghana, Owusu (2016) notes that CRSs have been instrumental in increasing political inclusion by broadcasting local governance discussions in indigenous languages, aligning with the study's findings.

However, some studies suggest limitations. For instance, Conrad (2014) argues that the impact of community radio on political empowerment can be constrained by external factors such as government censorship or lack of funding, which may limit the scope of political discussions. While the study does not mention such constraints in Cape Coast, they could potentially affect the sustainability of CRSs' empowerment role.

Vital Source of Information

CRSs have replaced traditional communication methods like the “dewuro” (gong-gong) and “Asafotwene” drums, becoming central hubs for disseminating

timely information on health, education, governance, and emergencies. Participants (e.g., B#1, B#7) highlight how CRSs provide accessible, relevant updates in local languages, improving community awareness and engagement compared to traditional methods.

The transition from traditional to modern communication methods is well-documented. A UNESCO report (2020) underscores that community radio is a critical information source in underserved areas, broadcasting in local languages to address local needs, thereby enhancing access to information. In Ghana, Tietaah (2013) found that CRSs effectively disseminate health and agricultural information, improving livelihoods in rural communities, which aligns with the study's findings.

Some scholars note challenges in information dissemination. For example, Manyozo (2009) argues that community radio's effectiveness can be limited by technical issues (e.g., poor signal coverage) or lack of listener access to radios, particularly in extremely remote areas. The study does not address such logistical challenges, which could temper the perceived impact of CRSs in Cape Coast.

All-Inclusive Sectoral Programming

CRSs in Cape Coast offer diverse programming covering agriculture, business, education, security, health, and politics. Participant A#3 describes morning shows that include segments on economic trends, security education by CCMA officials, and health discussions with experts from Cape Coast Teaching Hospital. This inclusivity ensures that various community needs are addressed, fostering holistic development.

The literature supports the value of diverse programming. A study by Fraser and Restrepo-Estrada (2002) highlights that community radio's strength lies in its

ability to address multiple sectors (e.g., health, education, agriculture) in a culturally relevant manner, promoting community development. In Ghana, Boateng (2017) found that CRSs' agricultural programs improve farming practices, while health programs increase awareness of preventive measures, corroborating the study's findings.

However, some research points to potential gaps in programming inclusivity. For instance, Mwesige (2009) notes that community radio stations may prioritize popular topics (e.g., entertainment, politics) over less "engaging" but critical issues like gender equality or minority rights, potentially excluding certain groups. The study does not indicate whether all community segments (e.g., women, youth) are equally represented in Cape Coast's CRS programming, which could be a limitation.

Cultural Diversification and Programme Participation

The results showed clearly that CRSs promote cultural preservation and safety during festivals by broadcasting in local languages and raising awareness about risks. Participant C#1 notes a reduction in festival-related injuries due to CRS's safety campaigns. Participant B#5 highlights the radio's role in amplifying community announcements, fostering participation, and trust. This aligns with the participatory development model, where local agency drives development outcomes.

The role of community radio in cultural preservation and safety is well-supported. UNESCO (2020) notes that CRSs strengthen cultural identity by broadcasting in local languages and promoting traditional practices, as seen in Cape Coast. Wakefield et al. (2010) confirm that mass media campaigns, including radio, effectively reduce risky behaviours (e.g., alcohol-related injuries) when tailored to

local contexts, supporting the study's findings on festival safety. Additionally, Chambers' (1997) participatory development model emphasizes the importance of community involvement in media, as exemplified by Participant B#5's engagement with CRSs.

Some studies suggest that over-reliance on radio for cultural preservation may marginalize communities with low media access. For example, Hutton et al. (2014) note that while media campaigns reduce festival injuries, their impact depends on widespread access to radios, which may not be universal in all rural areas. Pillay (2007) also warns that community radio's cultural programming can sometimes reinforce stereotypes or exclude minority groups if not carefully managed. The study does not address these potential issues, which could nuance the findings.

How effective is community participation in ensuring the effective operation of community radio in the Cape Coast Metropolitan Area?

The study's findings on Research Question 3 (RQ3), which examines the effectiveness of community participation in ensuring the effective operation of community radio stations (CRSs) in the Cape Coast Metropolitan Area, reveal a robust participatory framework that distinguishes community radio from commercial or public broadcasting. The results underscore two primary sub-themes: Listeners' Involvement and Partnerships with Local Organizations

Community Participation

Listeners' Involvement and Partnerships with Local Organizations

The study highlights that listener involvement is a cornerstone of community radio, enabling direct audience engagement through call-in segments, dedicated programs like "The Listeners' Opinion," and feedback mechanisms.

Participants, such as #A1 and #A4, emphasize structured opportunities for listeners to contribute to programming, ensuring content relevance and fostering democratic communication. For instance, Participant #A1 describes a weekly program where listeners raise issues on Wednesdays, followed by engagement with the Cape Coast Metropolitan Assembly (CCMA) on Thursdays to address these concerns. This model facilitates actionable outcomes, aligning with participatory communication theory, which posits that active community involvement in media production enhances relevance and empowerment (Waisbord, 2001).

Studies corroborate the importance of listener involvement in community radio. Kumar and Sahoo (2021) highlight Radio Namaskar in India, where listener call-ins shape disaster preparedness programs, ensuring content aligns with community needs. Similarly, Bosch (2014) notes that South African community radio stations, such as Zibonele FM and Bush Radio, leverage listener participation via social media and call-ins to enhance engagement, particularly among youth, reinforcing the democratic role of CRSs.

However, Fraser and Estrada (2001) argue that community radio's participatory nature fosters a two-way dialogue, distinguishing it from top-down media models. This is evident in the Cape Coast study, where phone-ins and text messages (via WhatsApp) enable real-time interaction, leveraging Ghana's high mobile phone penetration (Dahal & Aram, 2011)

The study identifies partnerships with local organizations, such as the CCMA, NGOs, and development agencies, as critical for CRS sustainability and effectiveness. Participant #B6, an Assemblyman, describes a symbiotic relationship where local leaders monitor programming, offer advice, and sponsor programs, integrating CRSs into the community's social and political fabric. These

collaborations provide financial, technical, and content support, enabling stations to address local issues like health and education.

Correia et al. (2019) emphasize that partnerships with NGOs and local governance bodies are vital for community radio stations with limited resources. For example, Simli Radio in Ghana partnered with development agencies to produce programs on maternal health and agriculture, enhancing community impact (McKay, 2009). The Cape Coast study's collaboration with the CCMA mirrors this model, where listener-raised issues are addressed by local authorities, promoting accountability and governance.

Abdulai et al. (2021) note that community radio stations in rural settings effectively disseminate knowledge and foster public discourse through partnerships, as seen in programs addressing climate change. This aligns with the Cape Coast findings, where Participant #A4 describes segments on every show dedicated to community development, encouraging listeners to report local issues.

Sparks (2009) cautions that partnerships with external organizations can lead to commercialization, eroding the participatory ethos of community radio. In South Africa, financial pressures have pushed some CRSs toward commercial models, potentially compromising their community focus (Mawokomayi & Osunkunle, 2019). While the Cape Coast study does not report overt commercialization, the reliance on external entities like the CCMA could introduce bureaucratic influences, as seen in the case of ATL FM, where university policies limited student

Promoting Checks and Balances and the Effectiveness of Community Participation

The study suggests that community participation, through listener feedback and partnerships, promotes checks and balances in community activities. Participant #A2 notes that listeners, particularly in the university community, provide constructive criticism on content and language, improving programming quality. This feedback mechanism aligns with the media's watchdog role, as described by Servaes (2009), where community radio holds local authorities accountable by amplifying public concerns.

Howley (2010) argues that community radio fosters mutual understanding in diverse urban settings by facilitating discussions on issues like housing and transportation, which aligns with Participant #C2's emphasis on shaping metropolitan development through phone-in programs.

The Rwanda study by PAXPRESS (2023) demonstrates that community radio debates enhance governance accountability by providing a platform for citizens to engage with decision-makers, similar to the Cape Coast model, where CCMA addresses listener concerns.

The Ghana Community Radio Network study (2023) notes that CRSs often fail to expose corruption due to obstacles like limited resources or political pressures, suggesting that their watchdog role may be less effective than intended. This contrasts with the Cape Coast findings, where collaboration with the CCMA implies some level of accountability, though the study does not quantify the impact of these interventions.

Hollander (2005) suggests that while feedback improves content, it may not always translate to systemic change if community radio lacks the resources or

authority to influence policy. The Cape Coast study's reliance on external entities like the CCMA for follow-up actions may limit the stations' direct impact on governance.

The study demonstrates that community participation significantly enhances the effective operation of CRSs in the Cape Coast Metropolitan Area. Listener involvement ensures programming relevance and fosters democratic communication, while partnerships with local organizations provide essential support for sustainability and impact. The structured engagement with the CCMA exemplifies a model where community radio acts as a mediator, amplifying voices and facilitating governance accountability. However, challenges such as limited community awareness (Participant #B1) and potential external influences (e.g., bureaucratic or donor-driven agendas) suggest areas for improvement.

The findings align with the broader literature on community radio as a tool for empowerment and social change (Fraser & Estrada, 2001; Bosch, 2014). However, the effectiveness of participation is context-dependent. In Cape Coast, the urban setting and proximity to a university community enhance feedback quality but may not represent rural CRSs, where access and literacy barriers are more pronounced (Gaynor & O'Brien, 2017)

The reliance on external partnerships, while beneficial, raises questions about autonomy, as seen in international studies (AMARC, 2006; Sparks, 2009). To maintain their participatory ethos, Cape Coast CRSs must balance external support with community-driven content creation.

Examine how community radio (CR) programming policies prioritize governance issues

This highlights a strong symbiotic relationship between CR stations and local government bodies, particularly in Cape Coast, Ghana. The results emphasize collaborative governance, information dissemination, and mutual support between CRs and metropolitan assemblies, aligning with broader empirical literature on community radio's role in fostering participatory democracy and local development.

Governance Policies

Corporate and organizational partnerships

The study reveals that CR stations in Cape Coast maintain cordial and collaborative relationships with local government entities, such as the Metropolitan Assembly, to support community development. Participant #A4's statement about providing pro bono services to the Assembly reflects an altruistic approach rooted in shared goals for societal progress. Participant #A1 further notes the structured collaboration, with dedicated programming (e.g., Thursdays for Metro Assembly interviews), indicating a deliberate effort to prioritize governance issues. Participant #C2 underscores CR's role as a "mouthpiece" for the community, facilitating information dissemination and public engagement, particularly with government agencies like the National Fire Service.

The collaborative dynamic described aligns with Emerson et al. (2012), who define collaborative governance as a process where multiple stakeholders—government, civil society, and private entities—work together to address public issues. CR stations, as community-based platforms, serve as intermediaries that amplify local voices and facilitate dialogue between citizens and authorities. Fraser

and Restrepo-Estrada (2002) further support this, noting that CR's accessibility and local focus make it ideal for disseminating governance-related information in underserved areas, enhancing participatory democracy. The pro bono services noted by Participant #A4 resonate with the principles of corporate social responsibility (CSR), where media outlets prioritize social good over profit (Buckley et al., 2017).

However, some studies suggest potential challenges in such partnerships. For instance, Myers (2011) argues that CR stations' reliance on government or institutional partnerships can compromise their independence, leading to self-censorship or bias toward official narratives. The study's findings do not explicitly address this risk, but the close collaboration (e.g., Participant #C1's mention of the Assembly's supervisory role) could raise concerns about editorial autonomy, particularly if CRs feel obligated to align with government agendas to maintain permits or access resources.

The study's emphasis on altruistic collaboration and structured programming (e.g., dedicated government segments) reflects CR's role as a facilitator of governance communication. However, the lack of discussion on potential conflicts of interest or editorial pressures suggests a gap that warrants further exploration, as highlighted by Myers (2011).

Government policy implementation

The study underscores CR's critical role in implementing government policies through information dissemination. Participant #C2 emphasizes that CR stations are uniquely positioned to reach local communities, addressing multifaceted governance issues by serving as the primary channel for public communication. Participant #C1's metaphor of CR as a "guiding light" highlights

its role in holding institutions accountable and providing feedback to improve governance processes. Additionally, the mutual support dynamic—where the Assembly assists CRs with paperwork and advisory services, while CRs disseminate policy information, demonstrates a reciprocal relationship aimed at achieving national development goals.

The findings align with the literature on the media's role in policy implementation and public engagement. According to Manyozo (2012), CR stations are vital for development communication, particularly in regions with limited access to mainstream media, as they translate complex policy objectives into accessible, culturally relevant messages. The structured collaboration described (e.g., regular government interviews) mirrors practices documented in studies of CR in sub-Saharan Africa, where radio serves as a bridge between state institutions and local communities (Bosch, 2014). The “guiding light” metaphor resonates with Servaes (1999), who argues that community media fosters accountability by providing feedback loops between citizens and policymakers.

Some literature suggests that CR's role in policy dissemination can be limited by resource constraints or lack of capacity. For example, Mwesige (2009) notes that CR stations in resource-poor settings may struggle to produce high-quality governance content due to limited funding, training, or technical infrastructure. The study does not address such constraints, presenting an overwhelmingly positive view of CR's capacity to support governance. Additionally, the supervisory role of the Assembly (e.g., issuing permits for masts) could create power imbalances, as noted by Conrad (2014), potentially limiting CR's ability to critically engage with governance issues.

The study's findings highlight CR's effectiveness in policy dissemination and accountability, consistent with its role as a community-centric platform. However, the absence of discussion on resource limitations or potential regulatory pressures suggests an overly optimistic portrayal, which contrasts with challenges identified in the literature.

The study demonstrates that CR programming policies in Cape Coast prioritize governance issues through strong partnerships with local government bodies and a focus on information dissemination. These findings are largely corroborated by empirical literature, which highlights CR's role in collaborative governance, participatory democracy, and development communication (Emerson et al., 2012; Fraser & Restrepo-Estrada, 2002; Manyozo, 2012). The altruistic provision of pro bono services and structured programming (e.g., dedicated government segments) aligns with CSR principles and enhances transparency and accountability.

However, the literature also introduces potential contradictions, such as risks to editorial independence (Myers, 2011) and resource constraints (Mwesige, 2009), which the study does not address. These gaps suggest that while CR stations effectively prioritize governance issues, their ability to maintain autonomy and sustain operations may be challenged by external dependencies or resource limitations.

Chapter Summary

This study explores the role of Community Radio Stations (CRSs) in the development of the Cape Coast Metropolitan Area, guided by four research questions (RQs) and informed by qualitative data gathered through interviews. The findings reveal the multifaceted contributions of CRSs, including expert

knowledge dissemination, employment generation, transformation of information sharing practices, and promotion of participatory community development.

RQ1: Contributions of CRSs to Development

CRSs in Cape Coast function as critical platforms for disseminating expert knowledge, offering specialized information on topics such as agriculture, health, education, and disaster preparedness. This aligns with the Development Support Communication (DSC) model (Servaes, 2008). By bridging traditional and modern communication methods, replacing practices like gong-gong beating, CRSs enhance information accessibility while creating employment opportunities in journalism, production, and technical services (Quarmyne, 2006). Furthermore, they serve as rapid-response channels during emergencies, fostering real-time communication between communities and authorities. CRSs also contribute to social cohesion and identity formation, with some being regarded as the “livewire” of development, as captured in the slogan “The Soul of the Coast” (AMARC, 2010).

RQ2: Value to Livelihoods

CRSs significantly impact livelihoods by providing essential, locally relevant information in indigenous languages, replacing traditional communication methods such as the “dewuro” (UNESCO, 2020). Their inclusive programming spans sectors like agriculture, health, and governance, thereby enabling informed community decision-making (Fraser & Restrepo-Estrada, 2002). Additionally, CRSs promote cultural preservation through local language content and support safety during cultural events and festivals. This contributes to the reduction of social and environmental risks while safeguarding intangible cultural heritage, reflecting principles of participatory development (Chambers, 1997).

RQ3: Community Participation

Community participation is central to CRS operations. Listener engagement through interactive segments, such as call-in shows and programs like “The Listeners’ Opinion,” ensures content remains relevant and audience-driven, promoting democratic communication (Waisbord, 2001). CRSs also collaborate with local stakeholders, including the Cape Coast Metropolitan Assembly (CCMA) and non-governmental organizations (NGOs), to access resources and expand programming. However, reliance on such external partnerships may compromise editorial independence, presenting challenges to the autonomy of CRS content and operations (Correia et al., 2019).

RQ4: Governance Prioritization

CRSs actively support local governance by maintaining strong relationships with the CCMA and providing pro bono airtime for civic education, public service announcements, and interviews with government representatives (Emerson et al., 2012). These efforts help communicate policy initiatives and promote public accountability, positioning CRSs as a “guiding light” for community empowerment (Servaes, 1999). Nonetheless, issues such as limited funding, editorial pressure, and resource constraints continue to pose threats to long-term sustainability and independence (Myers, 2011).

Discussion and Conclusion

The findings of this study are consistent with existing literature that positions community radio as a vital tool for participatory development, local empowerment, and governance enhancement (Manyozo, 2012; Bosch, 2014). However, some contradictions emerge, particularly around issues of sustainability, misinformation, and CRS autonomy in the face of external influences. While CRSs

in Cape Coast have demonstrably contributed to social development, economic empowerment, and civic engagement, their long-term effectiveness will depend on addressing operational challenges, safeguarding independence, and reinforcing community trust.



CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Introduction

This chapter synthesizes the key findings of the study, draws conclusions, and discusses their implications for theory and future research. It also presents policy recommendations aimed at enhancing community radio (CR) practices in Ghana. The research investigates the role of CR in national development, with a specific focus on community participation within the Cape Coast Metropolitan Area. The study was guided by four primary objectives: (1) to identify the contributions of community radio stations (CRSs) to development in the Cape Coast Metropolitan Area; (2) to examine how CR programming impacts the livelihoods of community members; (3) to assess the significance of community participation in the operations of CR in the area; and (4) to evaluate how CR programming policies address governance-related issues. Grounded in the concept of participation and participatory development communication theory, the study explores how CR can catalyze community-driven development.

Summary

This study was conducted using a qualitative research methodology because this allowed interviewees to give the researcher a thorough account of their experiences and feelings regarding the problem through interviews. The study's main purpose was to examine the role of CR in Ghana's development, using CCMA as a case study.

The study relied solely on a semi-structured interview guide to collect data from participants. This guide was designed based on the study's four specific objectives. The interviewees included: Top management members from 3 CRS,

Electoral Areas Representative (Assemblymen), High-Ranking Managers from the Government Agencies, Opinion Leaders, and CRS Listeners. Moreover, thematic coding and content analysis were used to organise the results into themes by the four research questions for the study.

However, this study entailed four research questions. These include:

1. What are the contributions of CRSs to the development of the Cape Coast Metropolitan Area?
2. What does community radio programming add to the livelihoods of community members?
3. How effective is community participation in ensuring the effective operation of community radio in the Cape Coast Metropolitan Area?
4. How do community radio programming policies prioritize governance issues?

Key Findings

The following are the study's main findings:

- Community Radio (CR) in Cape Coast plays a pivotal role in Ghana's development by serving as a localized knowledge-sharing platform. It translates expert and policy-related information into local languages, making content more accessible and actionable for community members. CR supports both national and local development initiatives across key sectors such as health, agriculture, education, and disaster preparedness. Additionally, it contributes to job creation by offering employment opportunities in journalism, broadcasting, production, and technical services.

- CR also functions as a catalyst for social and economic development by bridging the communication gap between policymakers and the public. It empowers communities with timely, context-specific information, using interactive formats, such as interviews, phone-ins, and radio dramas, to engage listeners on issues including entrepreneurship, women's empowerment, and environmental sustainability.
- Culturally, CR fosters diversity and helps preserve local heritage by broadcasting in indigenous languages and showcasing traditional music, stories, and customs. This not only safeguards cultural knowledge but also reinforces communal identity and promotes linguistic diversity.
- A defining feature of CR is its participatory nature. It invites active listener engagement through feedback mechanisms and collaborative content creation, ensuring that programming reflects the needs and voices of the community, particularly those often marginalized in mainstream media.
- Furthermore, CR serves as a platform for civic accountability, enabling citizens to question public officials, demand transparency, and engage with pressing social, health, and environmental issues. It also builds strategic partnerships with NGOs, businesses, and development agencies to amplify its community impact.

- Operating under a non-profit model, CR prioritizes public service over commercial gain, ensuring that its content remains inclusive, relevant, and accessible to all. It plays a crucial role in the implementation of government policies by raising public awareness and promoting active civic participation in national development processes

Conclusion

The study highlights that Community Radio (CR) in Cape Coast is not just a medium of communication but a powerful driver of grassroots development. CR plays a crucial role in bridging the gap between government policies and local communities by translating technical information into accessible, culturally relevant content. It enhances public education in areas like health, agriculture, and disaster preparedness, while also promoting civic engagement, social accountability, and economic empowerment, especially for marginalized groups such as women and youth.

From a cultural perspective, CR serves as a valuable tool for preserving local heritage and indigenous languages. It provides a platform for oral storytelling, traditional music, and cultural expressions that are often neglected by mainstream media. Its participatory approach empowers listeners to become active contributors, reinforcing CR's role as a democratic and inclusive medium.

Functioning under a non-profit model, CR prioritizes public service over commercial interests, ensuring its content remains accessible, relevant, and trustworthy to all segments of the community. The study concludes that CR in Cape Coast exemplifies a sustainable model for development communication and calls

on stakeholders, including government agencies, development partners, and civil society, to take concrete action to support, expand, and institutionalize CR as part of Ghana's broader national development framework.

Recommendation

The study proposes strategic and actionable recommendations to enhance the role of Community Radio (CR) in Cape Coast as a tool for inclusive and sustainable development. These recommendations are directed at policymakers, NGOs, media organizations, and other stakeholders:

- Institutionalise CR as a Development Partner and integrate CR into national and regional development policies through formal agreements with key ministries to ensure consistent support and sustainability.
- Strengthen capacity and infrastructure to establish a Community Media Fund to finance operations, training, and equipment, thereby enhancing CR's reach, content quality, and job creation potential.
- Use CR for local policy communication to leverage CR as a grassroots communication tool for disseminating and localizing government policies and promoting civic participation, especially in underserved areas within the Cape Coast Metropolitan Area.
- Promote participatory programming to set up Community Editorial Boards and listener clubs to ensure that CR content reflects diverse voices and community priorities, making programming more inclusive and democratic.
- Preserve cultural heritage by allocating dedicated airtime and funding to promote local traditions, languages, and cultural practices, reinforcing identity and intergenerational knowledge transfer.

- Encourage multi-sectoral partnerships: thus, partner with NGOs, private companies, and educational institutions to co-produce development content, diversify funding, and broaden CR's impact.
- Protect the Non-Profit Nature of CR to safeguard it from commercial influence through regulations and incentives, such as tax exemptions, to maintain its public service mission and community focus.

Suggestions for further research

CR as a Tool for Civic Engagement and Governance Accountability: Investigate how CR influences citizen participation in governance, particularly in underserved and rural communities. This focuses on listener behavior, the effectiveness of participatory programming, and the ability of CR to act as a civic watchdog or enhance transparency and accountability at the local level.



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APPENDICES

UNIVERSITY OF CAPE COAST
INSTITUTIONAL REVIEW BOARD SECRETARIAT

TEL: 0558093143 / 0508878309

E-MAIL: irb@ucc.edu.gh

OUR REF: IRB/C3/Vol.1/0401

YOUR REF:

OMB NO: 0990-0279

IORG #: IORG0011497

4TH SEPTEMBER, 2023

Mr Christian Donkor

Department of Communication Studies

University of Cape Coast

Dear Mr Donkor

ETHICAL CLEARANCE – ID (UCCIRB/CHLS/2023/43)

The University of Cape Coast Institutional Review Board (UCCIRB) has granted Provisional Approval for the implementation of your research **Role of Community Radio on Ghana's Development: A Case Study of Participation in Cape Coast Metropolitan**. This approval is valid from 4th September, 2023 to 3rd September, 2024. You may apply for an extension of ethical approval if the study lasts for more than 12 months.

Please note that any modification to the project must first receive renewal clearance from the UCCIRB before its implementation. You are required to submit a periodic review of the protocol to the Board and a final full review to the UCCIRB on completion of the research. The UCCIRB may observe or cause to be observed procedures and records of the research during and after implementation.

You are also required to report all serious adverse events related to this study to the UCCIRB within seven days verbally and fourteen days in writing.

Always quote the protocol identification number in all future correspondence with us in relation to this protocol.

Yours faithful

Kofi F. Amuquandoh
Ag. AdministratorADMINISTRATOR
INSTITUTIONAL REVIEW BOARD
UNIVERSITY OF CAPE COAST

CHRISTIAN DONKOR
TAKORADI TECHNICAL UNIVERSITY
P O BOX 256.
TAKORADI
24TH MARCH, 2023.

THE UCCIRB
UNIVERSITY OF CAPE COAST
CAPE COAST

Dear Sir/Madame

APPLICATION FOR ETHICAL CLEARANCE FOR NEW THESIS PROPOSAL

I am a final year student of the Department of Communication Studies, offering Communication Studies and I am at the research data collection stage with my Thesis Topic "**Role of Community Radio on Ghana's Development; A Case Study of Participation in the Cape Coast Metropolitan**".

I have gone through the process of securing the support letter from my department, and introductory letter from my supervisor and other documents from my supervisor. I am therefore applying for the ethical clearance from the Institutional Review Board of the University for me to be able to be cleared and carry out my research.

Kindly find attached all the necessary documents including my supervisor's abridged CV to complement the required papers needed for these actions.

Hope my application would be granted.

Thank You.

Yours Faithfully



Christian Donkor

UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
FACULTY OF ARTS
DEPARTMENT OF COMMUNICATION STUDIES

Tel: 03321-30944
Email: dcsc@ucc.edu.gh
Our Ref: DCS/MP/C/2/V.1/045
Your Ref:



University Post Office
Cape Coast, GHANA

2nd February, 2023.

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

LETTER OF INTRODUCTION: MR. CHRISTIAN DONKOR

I write to introduce the above-named MPhil student who is reading Communication Studies at the Department of Communication Studies. He is working on a thesis titled **Role of Community Radio on Ghana's Development "A case study of Participation in the Cape Coast Metropolis"**.

Mr. Donkor is at the data collection stage of his research and I would be grateful if you could grant him clearance.

Thank you for your consideration and cooperation.

Yours faithfully,

DEPT. OF COMMUNICATION STUDIES
UNIVERSITY OF CAPE COAST
SIGN:

Dr. Jacob Nyarko
THESIS SUPERVISOR
DEPARTMENT OF COMMUNICATION STUDIES, UCC

UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
FACULTY OF ARTS
DEPARTMENT OF COMMUNICATION STUDIES

Tel: 03321-30944
Email: dc@ucc.edu.gh
Our Ref: DCS/MP/C/2/V.1/046
Your Ref:



University Post Office
Cape Coast, GHANA

2nd February, 2023.

The Chairperson
Institutional Review Board
University of Cape Coast
Cape Coast

Dear Sir/Madam,

LETTER OF SUPPORT: MR. CHRISTIAN DONKOR

We write to request for an ethical clearance for the above-named student who is an MPhil. student and is reading Communication Studies in the Department of Communication Studies. The applicant's registration number is AR/MPC/21/0003.

We would be grateful if Mr. Donkor receives the necessary support needed to produce a well-written thesis that will contribute to knowledge in the academic community.

We count on your usual cooperation.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'W. Gyasi', is written over a purple stamp. The stamp contains the text 'THE HEAD' and 'DEPT. OF COMMUNICATION STUDIES' in a circular arrangement.
Prof. William K. Gyasi
HEAD OF DEPARTMENT

SCHEDULE FOR ADMINISTRATION OF INTERVIEW QUESTIONS

NAME: CHRISTIAN DONKOR

SUPERVISOR: DR. JACOB NYARKO

DEPARTMENT: COMMUNICATION STUDIES

S	DATE	PARTICIPANT	ACTIVITY	VENUE	TIME
	28/09/23	ALL PARTICIPANTS	ADMINISTRATION OF INTERVIEW GUIDES/INFORMED CONSENT	ALL VENUES	9:00AM – 5:00PM
	29/09/23	ASSEMBLYMAN, ASINADZE	INTERVIEW/FIELD WORK	KUBEASE JSS	09:00AM – 10:00AM
	29/09/23	LISTENER 1	INTERVIEW/FIELD WORK	KUBEASE JSS	10:30AM – 11:20AM
	29/09/23	LISTENER 2	INTERVIEW/FIELD WORK	KUBEASE JSS	11:40AM – 12:30PM
	29/09/23	OPINION LEADER	INTERVIEW/FIELD WORK	KUBEASE JSS	01:10PM – 02:00PM
	02/10/23	EAGLE FM(STUD. MANAGER)	INTERVIEW/FIELD WORK	EAGLE FM WORKPLACE	09:00AM – 10:00AM
	02/10/23	EAGLE FM(MKT. MANAGER)	INTERVIEW/FIELD WORK	EAGLE FM WORKPLACE	10:10AM – 11:10AM
	02/10/23	ATL FM (PROG. MANAGER)	INTERVIEW/FIELD WORK	ATL FM WORKPLACE	12:30AM – 01:20PM
	02/10/23	ATL FM (NEWS EDITOR)	INTERVIEW/FIELD WORK	ATL FM WORKPLACE	01:30PM – 02:20PM
	03/10/23	LIVE FM (STU. MANAGER)	INTERVIEW/FIELD WORK	LIVE FM STUDIO	09:00AM – 10:00AM
	03/10/23	LIVE FM (PROG. MANAGER)	INTERVIEW/FIELD WORK	LIVE FM STUDIO	10:30AM – 11:20AM
	03/10/23	ASSEMBLYMAN(BONKUS)	INTERVIEW/FIELD WORK	CCTU	12:20AM – 01:30PM
	03/10/23	ASSEMBLYMAN (ABURA)	INTERVIEW/FIELD WORK	ABURA R.C BASIC SCH	02:30PM – 03:30PM
	04/10/23	DIRECTOR/CHAIRMAN	INTERVIEW/FIELD WORK	CHAMBER OF COMERCE	09:30AM – 10:20AM
	04/10/23	DIRECTOR/MANAGER	INTERVIEW/FIELD WORK	MINISTRY OF AGRIC	10:40AM – 11:30AM
	04/10/23	P.R.O C.C.M.A	INTERVIEW/FIELD WORK	METRO OFFICE	12:30PM – 01:30PM
	04/10/23	DIRECTOR	INTERVIEW/FIELD WORK	NCCE	02:10AM – 03:20PM
	05/10/23	ASSEMBLYMAN (OLA)	INTERVIEW/FIELD WORK	OLA COMM. PARK	09:30AM – 10:30AM
	05/10/23	LISTENER 3	INTERVIEW/FIELD WORK	ABURA MKT	11:30AM – 12:20PM
	05/10/23	LISTENER 4	INTERVIEW/FIELD WORK	KAKUMDO	01:10PM – 02:00PM
	05/10/23	ASEMBLYMAN (EFUTU)	INTERVIEW/FIELD WORK	EFUTU JSS	03:00PM – 04:00PM
	06/10/23	LISTENER 5	INTERVIEW/FIELD WORK	UCC	09:00AM – 10:50AM
	06/10/23	IMAM	INTERVIEW/FIELD WORK	KOTOKURABA MOSQUE	11:40AM – 11:30AM
	06/10/23	TEACHER/LECTURER	INTERVIEW/FIELD WORK	CCTU CAMPUS	12:10PM – 01:00 PM



UNIVERSITY OF CAPE COAST

DEPARTMENT OF COMMUNICATION STUDIES

INTERVIEW GUIDE FOR METROPOLITAN DIRECTORS

ROLE OF COMMUNITY RADIO IN GHANA'S DEVELOPMENT: A CASE STUDY OF PARTICIPATION IN THE CAPE COAST METROPOLIS

1. How does your department partner with community radio stations in Cape Coast to support their operations?
2. What forms of assistance does your department offer to community radio stations, and what motivates this support?
3. How does your department leverage community radio stations to engage communities during program implementation and collect feedback on active initiatives?
4. Are there any programs sponsored or produced by your department that are aired on community radio stations?
5. In your opinion, how do community radio stations foster community participation in developmental projects within the Metropolis?
6. Can you share specific examples of how community radio stations have positively impacted the Metropolis?
7. How do community radio stations help promote accountability and transparency among elected officials and administrative assembly staff?
8. Does the metro assembly provide any financial assistance to community radio stations?
9. What role does the metro assembly play in the oversight or management of community radio stations?
10. What improvements or future developments would you like to see in the operations or impact of community radio stations?



UNIVERSITY OF CAPE COAST

DEPARTMENT OF COMMUNICATION STUDIES

INTERVIEW GUIDE FOR RADIO STATION MANAGERS/MEDIA
PRACTITIONERS.ROLE OF COMMUNITY RADIO IN GHANA'S DEVELOPMENT: A CASE STUDY
OF PARTICIPATION IN THE CAPE COAST METROPOLIS

1. What was the process for establishing the radio station?
2. How does the station ensure optimal coverage across its designated service area?
3. What are the main focus areas of the station's programming?
4. How does the station's programming support and align with the community's development goals?
5. How many hours per week are allocated to programs in the following categories: Agriculture, Business and Economy, Education, Security, Politics and Local Governance, Sports and Entertainment, Health and Sanitation?
6. What steps are involved in planning the station's programs?
7. How are resource persons or contributors selected for programs, and how consistent is their availability?
8. What is the nature of the partnership between the radio station and the metropolitan assembly?
9. How has the radio station impacted your department's activities, including program facilitation, feedback collection, and citizen engagement?
10. Does the station provide opportunities for listener participation and contributions during its programs?
11. How important is local community involvement to the success of the station as a community radio?
12. What methods do listeners use to provide feedback on aired or ongoing programs?
13. What is the current number of staff at the station?
14. What processes are followed for recruiting and hiring staff?
15. How is the station's management structured, and what is the process for selecting managers?
16. What are the primary funding sources for the station's operational costs?
17. How can barriers to local participation in program production be reduced to increase community engagement?



UNIVERSITY OF CAPE COAST

DEPARTMENT OF COMMUNICATION STUDIES

INTERVIEW GUIDE FOR ASSEMBLY MEMBERS/RELIGIOUS
LEADERS/CITIZINES.ROLE OF COMMUNITY RADIO ON GHANAS DEVELOPMENT; A CASE
STUDY OF PARTICIPATION IN THE CAPE COAST METROPOLITAN

1. How has the community radio station in Cape Coast Metro supported the achievement of your core objectives?
2. How were your activities carried out before the establishment of community radio stations in Cape Coast Metro?
3. In what ways does your organization contribute to the programs, projects, or activities of community radio stations in Cape Coast?
4. How do you obtain sponsorship or funding for the programs you organize?
5. Do you observe any overlap between your work and that of district agriculture extension officers?
6. Beyond securing sponsorship for programs, does your organization provide financial support to any community radio stations?
7. What types of programs would you like to see broadcast on community radio stations that are not currently aired?
8. What is the process for planning and producing your radio programs?
9. Do you consider the presenters of these programs to be well-informed about the topics they cover?
10. How do you believe your organization's involvement and contributions influence the success of community radio stations in Cape Coast Metro?
11. What methods do you use to collect feedback on your radio programs?
12. What role does your institution or association play in the operation or management of the community radio station in Cape Coast Metro?



PARTICIPANT'S INFORMED CONSENT FORM

ROLE OF COMMUNITY RADIO IN GHANA'S DEVELOPMENT: A CASE STUDY OF PARTICIPATION IN THE CAPE COAST METROPOLIS

Researcher: Christian Donkor

Supervisor: Jacob Nyarko, PhD.

University of Cape Coast, Cape Coast

Participant Consent Form

I confirm that I have read and understood the Information Letter provided, which outlines the purpose and nature of the research study. I am aware of the procedures involved and understand the conditions of my voluntary participation.

I acknowledge that while complete confidentiality of data cannot be guaranteed, my anonymity will be strictly protected throughout the study. I understand that I am free to withdraw from the interview at any point without any negative consequences.

Having considered the above, I voluntarily agree to take part in this research study.

Participant Name:

Signature: Date:

If you have any questions or require further information, please feel free to contact:

Researcher Contact Information

Phone: 0242814306

Email: nafodo@gmail.com