

AN EVALUATION OF THE ROLE OF PANOS INSTITUTE SOUTHERN AFRICA IN  
BRINGING ABOUT POSITIVE SOCIAL CHANGE THROUGH LOCAL MEDIA: A CASE  
STUDY OF RADIO LISTENING CLUBS IN MAZABUKA AND MONZE DISTRICTS OF THE  
SOUTHERN PROVINCE OF ZAMBIA.

By

MUSONDA A.C. KANKUTULA

A REPORT SUBMITTED TO THE UNIVERSITY OF ZAMBIA IN PARTIAL FULFILMENT OF  
THE REQUIREMENT FOR THE DEGREE OF MASTER IN COMMUNICATION FOR  
DEVELOPMENT (MCD).

THE UNIVERSITY OF ZAMBIA

2011

## DECLARATION

I, **Musonda A C Kankutula**, declare that this dissertation:

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## CERTIFICATE OF APPROVAL

This report by **Musonda A C Kankutula** has been approved as partial fulfillment of the requirement for the award of the degree of Master of Communication for Development by the University of Zambia.

**Signed:**

**Date:**

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## **Abstract**

This report is based on an evaluation of the impact of Radio Listening Clubs (RLCs), an initiative of Panos Institute Southern Africa (PSAf), on communities to foster social change. Since dealing with people's mind set is a complex issue requiring time and organised effort, PSAf's RLCs initiative has proved to be ideal in propelling target citizens' benefit from local radio stations and bringing about social change.

The report was fed by a study that was undertaken in Mazabuka and Monze districts of Southern Zambia. The study employed questionnaires, interview and focus group discussions, (FGDs) for data collection. It was undertaken with the background of people's failure to appreciate the link between communication and development.

RLCs have worked to turn non-participating communities into active participants. They have mobilised communities, encouraged social networking and have given people a new sense of dignity and value to life. People in rural communities where clubs have been established are now informed on issues taking place in other communities around and are involved in determining their own destinies.

Their knowledge levels on a wide range of issues have increased, their attitudes have changed for the better, their practices (i.e. the way they do things) have improved, and as communities beginning at individual level, have acquired new skills. A totality of all these amount to social change as people have moved from a 'traditional' society to a more modern one poised for take off, (Rostow, 1960; Learner, 1958).

The study is significant in that it has outlined the successes and failures of PSAf's RLC initiative. It has also brought out issues and challenges associated with rolling out new innovations in rural communities.

The study was undertaken as a requirement to the partial fulfilment of the degree of Master of Communication for Development, (MCD) of the Department of Mass Communication of the School of Humanities and Social Sciences at the University of Zambia.

## **ACKNOWLEDGEMENTS**

I wish to express my hearty appreciation to the following people for their invaluable contributions during my period of study:

My supervisor Dr. Isaac Phiri, my lecturers Mr. Fidelis Mzyamba, Mr. Kenny Makungu, Dr. Elijah Bwalya, Mrs. Caroline Phiri Chibbonta led by the Head of Department, Ms Josephine Mapoma. These people, together with the departmental support staff's dedication to duty, impartiality and genuine counsel and academic guidance deserves credit for my little success in this work;

My course mates: Pauline Ngazimbi Mtonga, Susan Kirimania Lusambo, Joyce Phiri Mwiinga, Mweembe Siamujompa, Martha Sikwibele, Manda Njobvu, Muleba Matafwali, Melody Simukali, Lucy Mulesa, Bridget Kakuwa and Shadrick Chembe. Others are Tobias Mwanza, Maurice Pengele, Joseph Mumba and Lutangu, Wakumelo, for their confidence in me as exhibited in their choosing me to be their Class representative, and their encouragement.

My special gratitude also go to staff of Panos Institute Southern Africa led by their Executive Director Mr. Parkie Mbozi, for their assistance during the time I was attached to their organisation while doing my field work.

Also deserving of special mention are the staff of radio Stations, Mazabuka Community Radio, Sky FM and Chikuni Community Radio, for their assistance, in its various forms, during the time I visited their stations, not forgetting members of Radio Listening Clubs affiliated to these stations that I had a privilege to interact with in the field.

Others include Moonga Masinja, for briefly being my research assistant, Mr. Zephie Mbewe and Mr. Langson Jumba (my former house mates) for taking me in during my trips to Monze and Mazabuka.

My family, for tolerating me and for their financial support during my study. Last, but not least, I thank my friend Simona, Simona Joseph for his encouragement and all other forms of assistance too numerous to itemise.

To all those who were with me in prayers and wished me well, I say thank you so very much and may the lord God Almighty who sees in secrecy and has seen me through, reward you immensely.

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## **Glossary of Acronyms**

AIDS	Acquired Immunodeficiency Syndrome
BEBS	British Empire Broadcasting Services
DRC	Democratic Republic of Congo
DTR	Development Through Radio
FBOs	Faith Based Organisations
FGDs	Focused Group Discussion
FIRO	Fundamental Interpersonal Relationship Orientation
FM	Frequency Modulation
GDP	Gross Domestic Produce
GNP	Gross National Produce
GRZ	Government of the Republic of Zambia
HDI	Human Development Index
HHI	Human Health International
HIV	Human Immuno Virus
HP	Heritage Party
MTENR	Ministry of Tourism Environment and Natural Resources
MMD	Movement for Multiparty Democracy
PF	Patriotic Front
PSAf	Panos Institute Southern Africa
RLCs	Radio Listening Clubs
RRF	Rural Radio Forum
SADC	Southern Africa Development Community
SHD	Sustainable Human Development

SPSS	Scientific Package for the Social Sciences
UNDP	United Nations Development Programme
UNIP	United National Independence Party
UPND	United Party for National Development