THE EFFECTIVENESS OF COMMUNITY RADIO STATIONS IN BRIDGING THE INFORMATION GAP IN RURAL COMMUNITIES:

THE CASE OF RADIO CHIKUNI IN MONZE DISTRICT OF ZAMBIA

BY

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A dissertation submitted to the University of Zambia in partial fulfillment of the requirements for the degree of Master of Mass Communication (MMC)

University of Zambia

Lusaka

JULY, 2014

DECLARATION

I, **Liversadge Mulinda**, declare that this dissertation:

(a) Represents my own work

(b) Has not previously been submitted for a degree in this University or any other University and

(c) Does not incorporate any published material from other dissertations, where such material was used, full attribution has been given.

Signed:…….

Date:……

APPROVAL

The dissertation of **Liversadge Mulinda** is approved as partial fulfillment of the requirements for the award of Master of Mass Communication (MMC) degree of the University of Zambia.

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ABSTRACT

Over the years around the world generally and in Zambia particularly, various forms of community media have been used in a bid to bridge the barriers that exist with regard to access to information especially in the rural areas. Community radio is one such media which has been used in Latin America, Europe, Asia and Africa with a strong assumption that it has demolished information barriers in rural communities, allowing for effective participation of the rural population in economic, political and social aspects of their communities. Community radio has since become an integral part of the Zambian media landscape. This study was, therefore, an evaluation of the effectiveness of community radio in Zambia in bridging the information gap in rural communities through the case study of radio Chikuni in Monze district in the Southern Province of Zambia.

To achieve this goal, the study used a triangulation method to collect both quantitative and qualitative data. A total of 150 people were interviewed through a self-administered questionnaire for quantitative data. For qualitative data, In-depth interview of a total of 15 people from a diverse background and the review of various published data provided invaluable insight into the study.

Major outcomes from the research indicate strongly that rural communities, through the use of community radio have greater access to information than before. There is also a strong indication of rural communities overcoming barriers that prevented them from effective participation in the affairs of their areas meaningfully. For instance 92 percent of the respondents agree that they have access to health information, 93.3 percent to education information, 94 percent to agricultural information, 55 percent to Commerce and Trade, 72 percent to gender and justice information and 84.7 percent agreed that they now have access to information on child health information.

These findings indicate strongly that community radio stations generally and Radio Chikuni in particular have proved effective in bridging the information gap in rural communities as it has razed down barriers to information access previously predominate in this rural community and have now given a voice to enable them effectively participate in the political, economic and social life of their community.

DEDICATION

To my wife Mwaka and my children: Chipo, Choolwe, Lushomo, Chabota and Lumuno for their love and support.

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ACRONYMS

AMARC	World Association of Community Radio Broadcasters
ANC	African National Congress
AIDS	Acquired Immunal deficiency Syndrome
AIR	All India Radio
AVAP	Anti Voter Apathy Project
ARV	Antiretroviral
ART	Antiretroviral Treatment
BSA	British South African Company
BBC	British Broadcasting Corporation
CIMA	Centre for International Media Assistance
CABS	Central African Broadcasting Station
CSO	Central Statistical Office
CSOs	Civil Society Organisations
CCZ	Council of Churches in Zambia
CHAZ	Churches Health Association
CBO	Community Based Organisation
CASET	Cassette Educational Trust
DACO	District Agricultural Coordinator
DODE	Directorate of Distance Education

DA	District Administrator
DANIDA	Danish International Development Agency
DEBS	District Education Board Secretary
DWA	District Women Association
ESO	Education Standards Officer
EBS	Education Broadcasting Services
FDI	Foreign Direct Investment
FOI	Freedom Of Information bill
FODEP	Foundation for Democratic Process
FBC	Federal Broadcasting Corporation
HIV	Human Immunal Virus
HBC	Home Based Care
HF	High Frequency
IRI	Interactive Radio Instruction
IBA	Independent Broadcasting Authority
IFE	Integrated Fundamental Education
IMF	International Monetary Fund
IRFA	Faith and Happiness Radio Institute
ICER	Costa Rican Institute for Radio Education
ICT	Information Communication Technology
JCTR	Jesuit Centre for Theological Reflection

KCOMNET	Kenya Community Media Network
LA	Land Alliance
LADA	Law and Development Association
MIBS	Ministry of Information and Broadcasting Services
MMD	Movement for Multiparty Democracy
MISA	Media Institute of Southern Africa
NRBC	Northern Rhodesia Broadcasting Corporation
NCRF	National Community Radio Forum
NGO	Non-Governmental Organisation
NFCB	National Federation of Community Broadcasters
PMTCT	Prevention of Mother To Child Transmission
PSRP	Public Service Reform Programme
PSAF	Panos Institute of Southern Africa
PAF	People Advocates Forum
RUF	Revolutionary United Front
SIRM	Save the Independent Radio Movement
SACCORD	Southern African Centre for Constructive Resolution of Disputes
SPSS	Statistical Package for Social Sciences
SES	Social Economic Status
SAFAIDS	Southern African Foundation on HIV and AIDS

SMS	Short Messaging System
TDS	Talking Drum Studios
UNIP	United National Independence Party
UNZA	University of Zambia
UNICEF	United Nations International Children's Emergency Fund
UNESCO	United Nations Educational Scientific and Cultural Organisation
USAID	United States Agency for International Development
USA	United States of America
VSU	Victim Support Unit
VHF	Very High Frequency
YALI	Young African Leaders Initiative
YAA	Youth in Agriculture Association
ZAMSIF	Zambia Social Investment Fund
ZACOMeF	Zambia community Media Forum
ZAYODE	Zambia Youth for Development
ZBS	Zambia Broadcasting Services
ZBC	Zambian Broadcasting Corporation
ZCCM	Zambia Consolidated Copper Mines
ZICTA	Zambia Information and Communication Technology Authority

ZNBC	Zambia National Broadcasting Corporation
ZNBC TV	Zambia National Broadcasting Corporation Television
ZNWL	Zambia National Women Lobby
ZUJ	Zambia Union of Journalists