

UNIVERSITY OF EDUCATION, WINNEBA

**COMMUNITY RADIO BROADCASTING AND THE SUSTAINABLE
DEVELOPMENT GOALS (SDGs) IN GHANA: THE CASE OF SIMLI
AND TAWASUL COMMUNITY RADIO STATIONS**

DAVID LARWEH BAAKO

202121391



**A thesis in the Department of Development Communication,
School of Communication and Media Studies,
Submitted to the School of Graduate Studies,**

**In partial fulfilment of the requirements for the award of degree
Master of Philosophy
(Media Studies)
in the University of Education, Winneba.**

December, 2023

DECLARATION

Student's Declaration

I David Larweh Baako, declare that this thesis is my original academic work which has not been submitted either in part or whole to any institution anywhere for award of any degree. All sources and quotations have duly been acknowledged.



SIGNATURE:.....

DATE:.....

SUPERVISOR'S DECLARATION

I hereby declare that the preparations and presentation of this work was supervised by the guidelines for supervision of the thesis as laid down by the Graduate School, University of Education, Winneba.

NAME OF SUPERVISOR: **Gifty Appiah-Agyei (PhD)**

SIGNATURE:.....

DATE:.....

ACKNOWLEDGEMENTS

It has been a great learning experience and intellectually challenging to be schooled and learn at the School of Communication and Media Studies (SCMS), University of Education, Winneba. The fond memories of loving and courteous co-existence will be forever remembered. My warmest gratitude goes to all my lecturers (Prof Andy Ofori Birinkorang and Mr. Kwesi Aggery), supporting staff, and school students. This research could not have been completed without the support of all of you. I am deeply grateful to my supervisor Dr. Gifty Appiah Agyei for her diligent tutelage, encouragement and commitment towards this work. I am also grateful to Mr Rainbow Sackey for your direction, support and suggestions that have brought me this far. I cannot complete my acknowledgement without thanking Rev. Fr. Boris Charles Tengabo for your continuous guidance and support. I also appreciate Portia Rashida Alhassan, my wife for her immense contributions towards my academic pursuit. My sincere appreciation goes to the staff and volunteers of Simli Radio and Tawasul Radio for your diverse support. This acknowledgement cannot be complete without appreciating my dear classmates in the Department of Development Communication 2022 batch especially Florence Danfoa Halm, and Jaqueline Agyeiwaa for their support.

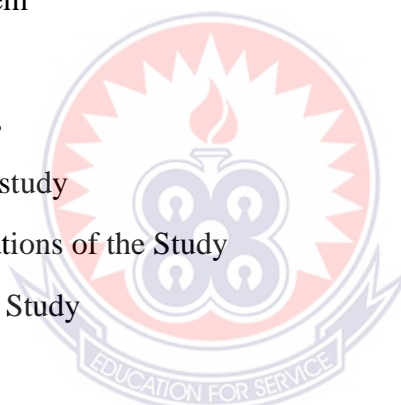
DEDICATION

I dedicate this research to my late father David Kabu Baako, my mother Elizabeth Medjikpa, Rev. Fr Boris Charles Tengabo my beautiful wife Portia Rashida Alhassan and my two lovely kids Thais Kabukie Baako and Thiemo Kabu Baako.



TABLE OF CONTENTS

| Contents | Page |
|---|-------------|
| DECLARATION | iii |
| ACKNOWLEDGEMENTS | iv |
| DEDICATION | v |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| ABSTRACT | xi |
| | |
| CHAPTER ONE | 1 |
| BACKGROUND TO THE STUDY | 1 |
| 1.0 Background | 1 |
| 1.1 Statement of Problem | 6 |
| 1.2 Specific Objectives | 10 |
| 1.3 Research Questions | 10 |
| 1.4 Significance of the study | 11 |
| 1.5 Scope and Delimitations of the Study | 12 |
| 1.6 Organization of the Study | 12 |
| | |
| CHAPTER TWO | 13 |
| LITERATURE REVIEW AND THEORETICAL FRAMEWORK | 13 |
| 2.0 Introduction | 13 |
| 2.1 Concept of Community Radio | 13 |
| 2.2 History of Community Radio in Ghana | 20 |
| 2.3 Regulation on Community Radio Stations in Ghana (NCA) | 22 |
| 2.4 The Nature of Community Radio Programmes | 23 |
| 2.5 Community Radio Programming and Development | 26 |
| 2.6 An Overview of the SDGs | 31 |
| 2.7 The Media And The Attainment Of The SDGs | 35 |
| 2.8 Community Radio Broadcasting and the Attainment of the Sustainable Development Goals (SDGs) | 42 |
| 2.9 Theoretical Framework | 46 |



| | |
|--|-----------|
| 2.9.1 Development Media Theory | 46 |
| 2.9.2 Relevance of the theory to the current study | 48 |
| 2.9.3 Agenda Setting Theory | 49 |
| 2.9.4 Relevance of the theory to the current study | 51 |
| 2.10 Chapter Summary | 52 |
| CHAPTER THREE | 53 |
| RESEARCH METHODOLOGY | 53 |
| 3.1 Research Approach | 53 |
| 3.2 Research Design | 55 |
| 3.3 Sampling Techniques | 58 |
| 3.4 Sample Size | 60 |
| 3.4.1 A profile of the radio stations | 62 |
| 3.5 Data Collection Methods | 64 |
| 3.5.1 Document Analysis | 65 |
| 3.5.2 Interviews | 66 |
| 3.5.3 Focus Group Discussions | 67 |
| 3.6 Data Collection Process/Procedure | 68 |
| 3.6.1 Interviews process | 68 |
| 3.6.2 Focus group discussion | 70 |
| 3.6.3 Document analysis | 71 |
| 3.7 Data Analysis | 72 |
| 3.8 Ethical Consideration | 79 |
| 3.8.1 Credibility and Trustworthiness | 81 |
| 3.9 Chapter Summary | 83 |
| CHAPTER FOUR | 84 |
| PRESENTATION OF FINDINGS AND DISCUSSIONS | 84 |
| 4.0 Introduction | 84 |
| 4.1.1 Community Development Programmes | 87 |
| 4.1.2 Educational programmes | 91 |
| 4.1.3 Agricultural Programmes | 95 |

| | |
|--|------------|
| 4.1.4 Health and Sanitation Programmes | 99 |
| 4.1.5 Indigenous Culture promotion Programmes | 103 |
| 4.1.6 Gender-Related Programmes | 109 |
| 4.2 RQ 2. How does the programming content of the selected CR stations relate to the SDGs? | 115 |
| 4.2.1 SDG 2: End Hunger, achieve food security and improved nutrition and promote Sustainable Agriculture SDG 13: Take urgent action to combat climate change and its impacts. | 119 |
| 4.2.2 SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. | 123 |
| 4.2.3 SDG 3: Ensure healthy lives and promote well-being for all at all ages | 131 |
| 4.2.4 SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. | 138 |
| 4.3.1 Donor Fund Attraction | 146 |
| 4.3.2 Community Endorsement | 152 |
| 4.3.3 Livelihood Improvement | 156 |
| 4.4 Chapter Summary | 160 |
| CHAPTER FIVE | 162 |
| SUMMARY, CONCLUSION AND RECOMMENDATIONS | 162 |
| 5.0 Introduction | 162 |
| 5.2 Summary | 162 |
| 5.3 Key Findings and Conclusions | 164 |
| 5.4 Study Limitations | 167 |
| 5.5 Suggestions for future research | 168 |
| 5.6 Recommendations | 169 |
| REFERENCES | 170 |
| APPENDICES | 179 |

LIST OF TABLES

| Contents | Page |
|---|-------------|
| Table 1: Themes in the content of Simli radio stations | 86 |
| Table 2: Themes in the content of Tawasul radio stations | 86 |
| Table 3: Composite frequency distribution of themes in the content of programmes for the two community radio stations | 87 |
| Table 4: Distributive Frequency of SDGs focused Programmes on Simli Radio | 116 |
| Table 5: Distributive Frequency of SDGs focused Programmes on Tawasul Radio | 117 |
| Table 6: Composite Distributive Frequency of SDGs focused programmes on the selected CR stations | 118 |

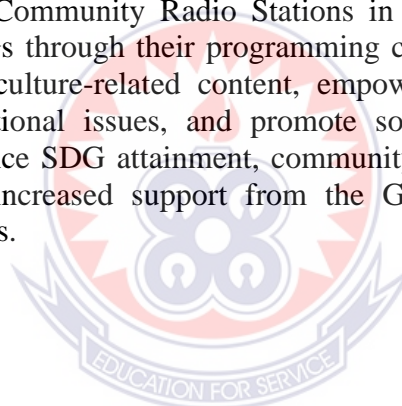


LIST OF FIGURES

| Contents | Page |
|--|------|
| Figure 1: A Diagram of the SDGs | 35 |
| Figure 2: Programme Synopsis of Karimbihi Bohambu puham Doo Programme | 92 |
| Figure 3: Programme Synopsis of Shukuru Doo Programme | 93 |
| Figure 4: Extract from the programme synopsis of Pukpariba Saha on Simli radio | 96 |
| Figure 5: Programme objective of Alaafee Bangsibu | 100 |
| Figure 6: Programme Objective of Health Trends | 100 |
| Figure 7: Programme flyer on Tawasul Radio | 103 |
| Figure 8: Programme synopsis of Tikali Bangbu Saha on Tawasul radio | 105 |
| Figure 9: Programme synopsis of Dagban Zuliya on Simli radio | 105 |
| Figure 10: Objectives of Tikali Bangsibu Saha on Tawasul Radio | 106 |
| Figure 11: Drama studio of Simli radio | 114 |
| Figure 12: Programme synopsis eliciting the focus of the programme. | 121 |
| Figure 13: Programme synopsis of Karimbihi Bohambu puham Doo | 125 |
| Figure 14: Programme synopsis of Shukuru Doo on Tawasul radio | 126 |

ABSTRACT

This study investigated community radio broadcasting and the attainment of the Sustainable Development Goals (SDGs) in Ghana focusing on two community radio stations in the northern region. The study, anchored on the Development media and the Agenda-Setting theories employed qualitative research to conduct this study. Data were collected from documentary review (programme synopsis), interviews and focus group discussions with purposively selected participants. These participants were purposively sampled from the two community radio stations (Simli and Tawasul CR) and also the listener groups, Simli listener group and Tawasul listener group. Through a thematic analysis of the data, the findings revealed that the selected community radio stations in Ghana broadcast on a wide range of issues such as community development, agriculture, education, health, Indigenous culture, and gender empowerment. The study also revealed that the selected community radio stations are committed to promoting the Sustainable Development Goals (SDGs) through their programmes, highlighting their dedication to advancing sustainable development and raising public awareness. The study further revealed that the Community Radio Stations broadcast content on specific SDGs (SDGs 2,3,4,5,6, 13 and 16) because of donor funding attraction, community endorsement, and the quest to improve the livelihood of the people. The study concludes that Community Radio Stations in Ghana are contributing to the attainment of the SDGs through their programming content. The study recommends that to prioritize agriculture-related content, empower marginalized communities, address local and national issues, and promote societal change through diverse programming to enhance SDG attainment, community radio stations in the northern region must receive increased support from the Government and other external stakeholders like NGOs.



CHAPTER ONE

BACKGROUND TO THE STUDY

1.0 Background

According to Talabi et al (2019), all over the world, the media remains an important part of the development process in all aspects. The media, to a large extent, can determine a nation progression process as it is capable of influencing people's thoughts and perceptions (Talabi et al, 2019). Studies conducted on the influence of the media span from all aspects of the world operation thus, political, health, economic, religion amongst others. Snyder and Strömberg (2015) that local newspapers are key providers of political information (Strömberg, 2015). Other studies conducted by scholars have also affirmed the contribution of the media to the politics and democracy of countries (Gyampo, 2015; Dankwa, 2019; Osei-Appiah, 2020; Abdul-Majeed, 2021). Extensive studies have also revealed the contribution of the media in the health sector (Kankam, 2020; Acheampong, 2020; Eyitah, 2021). The media's influence on religion have also been widely studied by scholars to prove that it influences religion (Collins, 2011; Hoover, 2012; Ehlebracht, 2022).

According to Elejalde et al (2019), the media is one of the social forces with the strongest transformative power. Also, Wagh (2019) affirms that the media has played a pivotal role in the society by providing useful information necessary for the survival of human being in the society. Thus, the media continue to provide an effective way to mobilize support and increase public awareness about various aspects of life. They also provide information about business, policies and political, social, economic, cultural, academic reforms taking place in the country.

However, the different forms of the media (Radio, Television among others) play different roles based on their different characteristics which includes popularity, reachability and expansion (Wagh, 2019). For instance, Myers (2008,) is of the opinion that developmental issues are communicated better on radio than on television simply because radio is a better medium for communicating complex ideas and adds a lot of value to listeners' imaginations. Radio, as one form of media, has diversified fields. The National Communication Authority (NCA), Ghana's regulatory body for communication and related fields, has five classifications of FM stations: public radio, which includes all stations owned and operated by the Ghanaian government; public foreign radio, which includes all radio stations owned by foreign governments but allowed to operate in Ghana through bilateral diplomatic agreements; commercial radio, which includes for-profit stations owned by private individuals; and community radio (Radio FM Broadcasting – National Communications Authority, n.d.). However, all the different forms of media work hand in hand to achieve the needed results.

Community radio stations (CRs) constitute a vital element within the media landscape of numerous countries, as articulated by Rajaburai (2020). Their inception aimed to provide communities with a platform for unimpeded dialogue with governmental entities and amongst themselves.

Community radio is a vital tool for societal transformation, promoting participatory communication, community empowerment, and addressing social issues like poverty. It counters mainstream media's tenets, enhances local populations' competencies, and advocates for policy reform, highlighting the need for ongoing support and development of community-based media initiatives. Radio remains a widespread medium with its advantages of portability, cost effectiveness and versatility (Mudhai, 2011). Community radio outlets are central to debates about the role of the media in

the formation of the public sphere, and the continued existence of small community radios around the world certainly implies the possibilities for the creation of political mediatized spaces where subordinated social groups can create and circulate counter discourses (Bosch, 2014). In furtherance Chikaipa and Gunde (2020) indicate that, community radio has the potential to be used by social and economic minorities as a tool for resistance.

Community Radio (CR) is one of the tools of the mass media. It is widely defined as a radio station or channel that is managed and operated by a specific community. Al-hassan et al (2011) opine that community radio may be seen as a radio by the people and for the people. The community radio station is run by community members and operated by non-radio professionals (Pathak, 2019). Fraser et al. (2002) state that, community radio is a non-profit service run by a community and depends on its resources for its operations. Rajaburai (2020) in his study further affirm that community Radio is managed, run, controlled and owned by a community for the benefit of the community and serves the needs, interests and aspirations of a community. Community radio considers the people's needs and aspirations in the development process. The media can determine not only what people think but what listeners think about. The current study therefore focuses on examining the role community radio play in the attainment of the Sustainable Development Goals (SDGs) in Ghana.

The Sustainable Development Goals (SDGs) are a cohesive and integrated package of global aspirations that the world commits to achieving by 2030. Building on the accomplishments of their predecessors the Millennium Sustainable Goals (MDGs), the SDGs address the most pressing global challenges of our time, calling upon collaborative partnerships across and between countries to balance the three dimensions of sustainable development and economic growth, environmental sustainability, and

social inclusion. The goals aim to bring peace and prosperity to people and the planet (UN SDGs Report, 2022). In achieving these goals, the media is best placed to act as a catalyst in achieving the SDGs at a local level, as they can effectively engage with stakeholders by providing information, awareness, and best practices, to facilitate debate, discussions, partnerships, and networks.

The 17 Sustainable Development Goals (SDGs) were adopted with 169 targets and 330 indicators in 2015 to preserve the environment, eradicate poverty, and ensure peace and prosperity for all people by 2030 (Partnership for Action on Green Economy, PAGE, 2017). The Sustainable Development Goals are seventeen in number and all the 17 goals interconnect. The 17 development goals adopted by the United Nations in 2016 are No Poverty, Zero Hunger, Good Health, Quality Education, Gender Equality, Clean water, and Sanitation. Others are, Affordable and clean energy, decent work and Economic growth, Industry innovation and Infrastructure, Reduced inequality, Sustainable Cities and Communities, responsible consumption and production, and climate action. The others are Life below water, Life on land, Peace Justice and Strong Institutions and partnership for the goals (UN SDGs Report, 2022).

In an attempt to foster the attainment of the Sustainable Development Goals, the media has significant roles to play Vis-à- Vis their power to influence the public decision-making process in order to have attitudinal change or take a particular action in relation to major communication objective(s). According to Talabi et al (2019), the media and society depend on each other for survival as it concerns individuals, national growth, and development (Talabi et al, 2019). The current study explores the role of community radio in raising awareness on the Sustainable Development Goals (SDGs) since their global adoption.

The study is necessary according to Kapoor and Chandran (2020), because CRs is uniquely placed to penetrate media-dark areas, to broadcast voices and viewpoints that would otherwise remain unheard, and to reach the last mile of listenership including the SDGs. Sharma and Meena (2022), argue that community radio can work as a catalyst at the local level to bring positive change. Community radio has a vast potential in a cultural diverse country like Ghana to help motivate people to channel their efforts towards the SDGs. As stated in a message written by Ravi Mittal (2020), community radio is an effective tool for advocating for change among the most vulnerable and marginalized people in the world (Kapoor & Chandran, 2020). According to Kapoor and Chandran (2020), UNESCO and UNICEF confirm that community Radio channels have the ability to promote diversity and democratic decision-making, and confidence in their role towards galvanizing community action in achieving the Sustainable Development Goals (SDGs). Wole-Abu (2018) posits that the Sustainable Development Goals will be achieved if the traditional media make information and news it's focal point, especially among the people in rural areas. Community radio is a two-way process that empowers people to identify problems and create solutions. It enables the most vulnerable to participate in decisions for positive change in their lives. Community radio helps the remotest communities to integrate into national and global economies (Charles, 2018). UNESCO's Media Development Indicators (2008) observe that while the media is a platform for democratic discourse, the proximity of community media to citizens often allows it to reflect social diversity more comprehensively than the mainstream media. For instance, in Bangladesh, the efforts of community radio in the attainment of the SDGs are very enormous. Community Radio stations have made several efforts to incorporate components of the SDGs in their radio programming. This has helped in making the attainment of the SDGs a national affair (Kapoor & Chandran,

2020). According to an SDGs Implementation Review Report in Bangladesh (SIR Bangladesh, 2018), the Community Radio stations are becoming an active ground for organizing dialogues at the rural level in line with SDGs localization. These dialogues help the rural mass to find out their own voice and also leverage their free opinion in respect of social, economic, political, cultural, and environmental issues. Sharma and Meena (2022) posit that it is the responsibility of every community radio station to educate the people they serve. Education is the first step in any developmental activity, including the Sustainable Development Goals. Community radio can inform and entertain the community through its various planned Programmes.

1.1 Statement of Problem

According to Asumang (2021), radio in particular has become essential for delivering development programs in local areas. Community radio not only enhances civic engagement through education but also plays a pivotal role in fostering peace and consensus within communities. Its ability to connect local voices with broader societal issues positions it as an essential tool for the successful implementation of development initiatives aimed at creating informed and harmonious societies. Community radio (CR) stations over the years have contributed significantly to the development of communities across the world and continue to contribute to the development of the world. Sharma and Meena (2022) opine that community radio stations can work as a catalyst at the local level to bring positive change towards the attainment of the SDGs. Their study also addressed significant societal challenges at the local level including poverty, social exclusion, empowering of rural marginalized groups, and igniting underprivileged groups' development efforts (Ufuoma, 2012). Community radio (CR) has been acclaimed as the most appropriate medium for communicating for social change in grass-root communities (Diedong & Naaikeur, 2015). Based on the principles

that underpin the operations of CR stations, it most likely has the power to influence and transform communities. Nwebueze, (2007) argues that development policies, programmes and projects are largely determined by the ability to marshal the masses through adequate information. Similarly, the attainment of the Sustainable Development Goals (SDGs) will largely depend on the ability of stakeholders to marshal the needed information and communicate it to the people. Therefore, the usage of community radio for effective development campaigns across the world cannot be overemphasized.

Several studies have shown the important role community radio stations play in influencing the level of development in a country especially in the rural areas where they often will operate (eg; Bhattacharya, 2022; Frohlich, 2012; Hermansky, 2022). Other studies include; Diedong & Naaikuur, 2012; Ouma, 2018; Kankam & Attuh, 2022). Bhattacharya (2022) in his study, Community Radio in Promoting Sustainable Development in India, admits that although community radio still faces some challenges, they are still working relentlessly for the betterment of life of the underprivileged in society. Hermansky, (2022) assessed the impact of community radio on community development in the united states confirmed that community radio in the US plays a significant role in communication and information sharing, as well as promoting sustainable social change and development, but it also highlighted other, more extensive and significant roles community radio stations play in their immediate communities. Again a study conducted to assess the level of participation in community radio stations in Africa, Asia, Latin America and the pacific in 2012 indicate how community radio stations in these places have influenced the levels of community participation among citizens (Frohlich, 2012). Community radio stations have also contributed to peaceful co-existence among community members. Ouma et al, (2018)

opine that radio staff of existing community radio stations have the responsibility to promote peaceful campaigns through relevant Programmes and broadcast content.

Within the Ghanaian context, some studies have also have been done to espouse the contributions of community radio station in the development process. For instance, Diedong and Naaikuur's (2012) study emphasize that CR stations in Ghana have also played an important role in strengthening participatory democracy. Kankam and Attuh (2022) in a study to assess community radio as an information dissemination tool for sustainable rural development in Ghana opine that, community radio stations can serve as a very formidable agent or tool for information dissemination towards sustainable development. They also add that community radio stations allow community members access to information services that addressed their livelihood challenges (Kankam & Attuh, 2022). Alhassan et al, (2011), in their study on community radio and livelihood empowerment in the Northern region, also conclude that community radio stations have contributed to livelihood improvement of rural dwellers. Their study revealed that the Simili radio (community radio) has improved education, communication and information sharing, decentralization, cultural promotion and entertainment, social cohesion and economic activities which all contribute to improved livelihoods (Alhassan et al, 2011). In furtherance, other studies on community radio have focused on how CR stations are empowering women, contributing to sustainable rural development, and livelihood empowerment (Asuman, 2022; Sapna & Rakesh, 2019; Sengupta, 2019; Achonga & Dery, 2017).

Asuman (2022) in a study on community radio as a participation tool for women empowerment in the Northern region of Ghana indicate that community radio plays a very critical role in empowering women to participate in community development effort by sensitizing each other on reproduction. He also noticed that community radio can

play strategic communication roles in government- and NGO- sponsored Programmes which target and use women (Asuman, 2022). Sapna and Rakesh (2019) also found that community radio is no doubt a change agent for communities and agencies, Civil Society and NGOs in their quest to attain sustainable development. It gives women a fresh lease to get themselves more educated by keeping them well informed. For Sengupta (2019) community radio is no doubt an effective means for women to access information which is relevant to their lives and situation. This re-emphasizes the earlier view espoused by Sapna and Rakesh (2019). A study conducted by Dominic and Paul (2017) on citizen participation in community radio programming in the northern region of Ghana found that community radio has provided economic opportunities for the people to acquire economic skills and credit facilities to enhance their standard of living.

Studies have also been conducted on the media and SDGs (eg, Gengaiyah & Yadav, 2021; Sharma & Meena, 2022; Talabi et al., 2019; Umor, 2019; Wole-Abu, 2018). A study conducted in India by Sharma and Meena (2022) on the efforts of community radio in achieving the SDGs, outlined that community radio has diverse broadcasting formats that can be implemented towards the attainment of the global goals (SDGs). Gengaiyah and Yadav (2021) argue that the media can play a proactive role in bringing positive societal changes to sustainable development of communities in line with the attainment of the SDGs in their study conducted in India on the SDGs and the media. Talabi et al. (2019) also argue that newspapers in Nigeria have given some amount of consistent coverage on news stories on the SDGs. Wole-Abu (2018) studied the role of traditional media in propagating the SDGs and concludes that the Sustainable Development Goals are totally dependent on the ability of the traditional media (TV and Radio) to disseminate communication that is development laden leading to the

attainment of the SDGs in Ghana. He further added that the traditional media (TV and Radio) has the power to mobilize people and spur them for action towards the attainment of the SDGs.

In spite of the enormous body of literature on community radio, there appears to be limited studies on how community radio is engaged in broadcast that communicates the SDGs in Ghana hence a gap in literature. This study therefore will assess the contributions community radio stations are making in promoting the attainment of the SDGs in Ghana with specific reference to community radio stations in the northern part of the country.

1.2 Specific Objectives

The research objectives that guided the study are;

1. To identify the content of Programmes broadcast on the selected community radio stations that relate to the SDGs.
2. To examine how the programming content of the selected CR station relates to the SDGs.
3. To analyze the motivation for the communication of the identified SDGs by the selected CR station.

1.3 Research Questions

The research questions are

1. What are the content of programmes broadcast by the selected community radio stations that relates to the SDGs?
2. How does the programming content of the selected CR stations relate to the SDGs?

3. What is the motivation for the communication of the identified SDGs by the selected CR station?

1.4 Significance of the study

The significance of this study stems from the need to advocate the harnessing of the full potential and benefits of community radio stations on the attainment of the SDGs around the world and more importantly in Ghana and the northern region. Unlike previous studies which focus on women empowerment, participation in local governance among others, the focus of this study is on the opportunity community radio presents in working towards attaining the SDGs their immediate operational communities.

The outcome of this study will contribute to bridging the existing gap in the literature regarding the role of community radio in broadcasting for the attainment of the SDGs. The identification of this specific role can inform literature as to how the SDGs can be achieved through the efforts of community radio stations.

To help communities, governments, NGOs, and other development agents achieve the SDGs, this study offers realistic working examples, supported by research evidence, to upcoming researchers and community radio broadcasters. The study will be of direct benefit to community radio stations in Ghana since they will draw a deeper understanding of their main aim of establishment.

The study will be helpful to donor organizations, civil society, local governments, and individual development practitioners who wish to implement communication for development and empowerment Programmes through community radio in the future. It also adds to the depth of knowledge in the fields of development communication studies and journalism.

1.5 Scope and Delimitations of the Study

The scope of the study defines the area to be covered by the research. The study covers the Northern Region of Ghana but is limited to community radio stations within the region namely Tawasul FM (95.7MHZ) in Tamale and Simli FM 995.3MHZ) in Kumbungu. The study is focused on how community radio stations within the region communicate the SDGs to their listeners. It looks at those broadcasts that are entirely focused on the promotion of the SDGs. The study adopts and applies the qualitative research approach and the case study design. Key informant interviews, semi-structured interviews, focus group discussions and direct observation are the data collection methods employed in this study.

1.6 Organization of the Study

This study is organized into five (5) chapters. Chapter One contains the background of the study, the problem statement, the significance of the study, the scope, and the limitations of the study. Chapter two is devoted to the review of previous literature. It broadly contains a theoretical review and empirical evidence gathered on the subject of study. Chapter three describes the methods used for this study. This comprises the research strategy, sources, and method of data collection, the type of data (primary and secondary) as well as a description of the mode of the analysis and presentation of data. Chapter four is devoted to discussing research findings resulting from the analysis of data while chapter five summarizes the research, concludes the study as well as suggests recommendations for industry, policy change and directions for further studies.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

This chapter reviews literature relevant to the study and provides the theoretical underpinning for the study. The chapter specifically discusses relevant literature on how community radio stations in Ghana are disseminating content that facilitates the achievement of the Sustainable Development Goals (SDGs). The literature review plays a crucial role in research, as it offers valuable insights into previous studies and theoretical frameworks that are relevant to the current investigation. Leedy (1985) highlights the significance of the literature review in guiding researchers to understand how others have tackled similar situations and to evaluate their efforts in comparison.

2.1 Concept of Community Radio

According to Hermansky (2022), Community radio is an integral component of grassroots media, serving as a platform for communication, social integration, and democratic participation within local communities. Over recent decades, community radio has experienced a resurgence around the globe by creating spaces to foster cultural diversity while strengthening engagement in its host community (Hermansky, 2022). Community radio is an important concept in the uses of radio especially in developing countries of the world where there is a dire need to improve on the existing status quo. CR remains a popular participatory media (Amadu, 2023; Asuman and Diedong, 2019; Amadu and Alhassan, 2018; Diedong and Naaikuur, 2012; Milan, 2009, and Lingela, 2008) in most developing countries in Africa and Asia. It has equally been argued that CR, in principle, is designed to provide access and equity to marginalized groups who have long lost their voices in the so-called “dominant media” space (Fox,

2019, Milan, 2009). Such access can contribute to the attainment of the SDGs in rural societies.

Community radio can be traced to the early 20th century when radio technology first became widely accessible. The Ghana Community Radio Network (GCRN) and the National Communication Authority (NCA) define community radio stations as a station about, for, by and of a specific, marginalized community, whose ownership and management are representative of that community; which pursues a participatory development agenda, and which is non-profit, non-partisan and non-sectarian” (GCRN, 2003; NCA, 2009). Community stations like Radio Venceremos in El Salvador and Radio CKUT in Canada emerged during this era to challenge status quo norms while amplifying underrepresented voices setting in motion an alternative media landscape governed by democratic values. Community Radio has been referred to by several different names around the world as rural radio and community media. Alternative radio is the phrase used to describe the medium in Latin America and the United States, as opposed to CR, which is the term used primarily in Africa and the Caribbean (Bosch, 2014; Buckley, 2011). Tucker (2013) defines community radio as a geographic area over which the signals of that tool or radio can be heard. Community radio is properly realized when a radio station broadcasts for a diverse geographic community, understanding that a variety of different ethnic and social groups live in that geographical area, that there may be imbalances of power within that community and that the airwaves on a community radio station should be opened to those members of communities who are not heard on other media (Tucker, 2013).

According to Alhassan et al. (2011), community radio provides a means for isolated communities and marginalized groups, who would otherwise lack access to radio services, to convey their demands. By broadcasting programs specifically designed for

these particular groups, community radio stations address the challenges faced by individuals in these communities daily. This contributes to the enhancement of individuals' well-being across various domains, including economic, social, health, and political aspects.

Moreover, community radio stations function on participatory principles, actively involving their listeners in the creation and production of broadcast content, according to Achonga and Dery (2020). This participatory method guarantees that programming is valuable and relevant to a wide spectrum of community members while also fostering a sense of belonging among listeners. As a result, listeners' interest and resonance in community radio programmes are high, satisfying their media requirements and encouraging interaction with the station's programming. Community radio additionally provides marginalized communities with a platform to articulate their thoughts and disseminate their narratives, thereby fostering societal transformation. As stated by Gasana and Herbamenshi (2023), community radio potentially assumes a crucial function in amplifying the voices of individuals who have historically been repressed or marginalized by dominant media outlets. Furthermore, it can facilitate the establishment of a media environment that is all-encompassing, challenges prevailing narratives, and embraces a wide range of perspectives.

Moreover, Amadu and Mohammed (2017) emphasize the importance of linguistic variety in the programming of community radio and advocate the utilization of widely spoken languages to cater to underrepresented populations and safeguard native tongues. This is especially crucial in areas with indigenous communities, as these initiatives have proven to be indispensable in the preservation of cultural heritage and the revitalization of indigenous languages (Kumar, 2019). Additionally, community

radio serves as a medium for facilitating communication between different languages and cultures, empowering marginalized groups to express themselves and uphold their cultural identities (Landry, 2018).

Khorana (2016) posits that community radio is widely recognized as a fundamental medium for the promotion of empathy and intercultural comprehension among diverse ethnic cohorts. The dissemination of experiences and perspectives via community radio fosters tolerance and respect within society, thereby exposing listeners to cultures beyond their own. Moreover, community radio serves as a crucial conduit between communities and local governance systems, enabling marginalized entities to directly articulate their demands and interests (Naaikuur & Diedong, 2022; Naaikuur, 2021).

The research conducted by Naaikuur (2021) underscores the role of community radio stations in Northern Ghana, such as Royals FM and Radio Progress, in facilitating communication and fostering accountability within the local administration. Various programming initiatives, such as talk shows, open forums, and community-centred news broadcasts, exemplify innovative approaches that encourage civic participation and stimulate discourse by enabling listeners to delve into subjects that hold relevance to their daily lives. As Mitra (2015) contends, this collaborative approach empowers listeners by affording them greater control over programming choices and deepening their involvement in local governance processes.

Additionally, by giving marginalized groups a forum to share their experiences and tales, community radio helps to foster a sense of community and solidarity among them, supporting and recognizing the individuals who make up these communities (Kumar, 2019). Additionally, it promotes empowerment and self-esteem by highlighting the accomplishments and goals of marginalized communities (Kumar, 2019).

Community radio stations serve as information centres that facilitate the social and economic progress of the surrounding areas. Community radio empowers individuals with the knowledge required to improve their standard of living by delivering essential information about healthcare, education, agriculture, and other essential needs (Carpentier, 2016). Moreover, community radio promotes local entrepreneurship and economic growth by providing companies and artisans a platform to promote their goods and services, as well as by endorsing travel and economic initiatives that foster community development and sustainability (O'Brien, 2017; Long, 2018; Leppänen & Nieminen, 2020; Chambers & Haney, 2019).

Although community radio offers numerous benefits, scholars have argued that its impact and growth may be hindered by various obstacles such as limited resources, technical and regulatory barriers, and sustainability concerns. Community stations face these hurdles on an almost daily basis and must deal with these difficulties effectively if they want their stations to survive and prosper. Concerning Limited Resources, community radio stations often rely on limited funding and volunteer efforts for sustainability and growth, hindered by financial restrictions that restrict programming quality or infrastructure development. As these stations rely heavily on volunteers' time and talents (Baker & Taylor 2014), resource limitations often hamper production capacity resulting in inconsistent content production. Also, an obstacle like technical and regulatory barriers such as slow broadcasting power levels and limited frequency allocation can significantly limit community radio's reach and accessibility; without adequate technical resources, community stations may struggle to cover an adequate proportion of their target communities (Wilkins & Mody, 2014). Furthermore, legal frameworks with restrictive licensing processes present additional impediments preventing establishment or growth. Acquiring licenses takes time and costs money -

detering progress when trying to launch or grow community radio stations (Wilkins & Mody, 2014).

Again, Sustainability and Training issues hinder the success of community radio stations. Community radio stations typically rely on volunteer-driven operations, which may present issues of sustainability and continuity. Ensuring long-term viability requires substantial mitigation efforts that address financial and human resource challenges posed by community radio. Diversifying funding sources is one approach to help build resilience within the sector while developing training programs and offering ongoing technical support is crucial in maintaining the necessary skillset required to run successful stations (Pavarala & Malik 2017).

To ensure the success and growth of community radio, stakeholders should keep these recommendations in mind, Community radio stations heavily rely on financial contributions from government agencies, philanthropic organizations, and other private sources for their sustainability. Adequate support from these sectors is crucial to address the operational expenses community radio stations face. This includes investments in equipment/infrastructure upgrades and hiring professional staff or local content producers. Pavan (2016) suggests that community radio's role in encouraging democratic participation and cultural diversity can influence the funding it receives from various sources.

Furthermore, community radio stations can achieve sustainability in their operations if they have access to the necessary resources. Governments should ensure fair and equal access to broadcast frequencies, guaranteeing community radio stations have sufficient technical resources to reach their target audiences. Creating an enabling regulatory environment that supports the establishment and operation of community radio stations,

through efficient licensing processes, frequency allocation processes, and technical support, is essential (Radhakrishnan, 2017). Also, the continuous investment in training programs for community radio workers is imperative to enhance programming quality, audience engagement, management practices, and digital literacy. Capacity-building initiatives should focus on leadership and organizational management skills necessary for the sustainability of community radio stations (Gottlich & Topper, 2018).

Additionally, collaboration among community radio stations brings numerous advantages, including knowledge sharing, resource pooling, and collective advocacy. Establishing regional or national networks of community radio stations facilitates best practice exchange, joint programming initiatives, and the formulation of common strategies to address shared challenges more efficiently (Albuquerque, 2019). Collaborative efforts can leverage resources while amplifying collective voices to maximize impact and visibility.

However, community radio faces unique challenges such as limited resources, technical limitations, and long-term sustainability issues. Addressing these challenges and ensuring ongoing success requires increased financial support, fair access to resources, comprehensive training programs, and collaborative relationships among station staff. By amplifying community voices, encouraging democratic participation, and contributing to an inclusive media platform, community radio's resurgence reflects an appreciation of its role and potential in our evolving media environment. These recommendations underscore the importance of fostering an enabling environment and investing in the capacity of community radio stations to fulfil their crucial role in promoting local development and facilitating community engagement.

2.2 History of Community Radio in Ghana

Before one can have a meaningful discussion of the history of community radio in Ghana, it is imperative to give a bit of historical background of the media in general in the country. Boafo (1988) in giving a historical perspective about the media in Ghana dated it to the colonial era when in 1822, Sir Charles MacCarthy, the first Crown Governor of the Gold Coast (as Ghana was then called), established the *Royal Gold Coast Gazette*. Journalism practice by indigenous Ghanaians, however, started some 35 years later when in 1957 the *Accra Herald*, a manuscript newspaper, was launched by Charles and Edmund Bannerman. In the colonial period, newspapers were run not by professional journalists but rather by nationalist leaders who were professionals in such other fields as law, medicine, religion, and teaching and by amateurs who acquired their technical skills on the job. Ansah (1980) states that the press in colonial Ghana was employed mainly to criticize the oppressive, injustice, and other evils of the colonial system and to agitate and mobilize the people for independent movement. He notes that the press in pre-independent Ghana “was an advocacy press for whose running needed commitment to the nationalist course rather than professional journalism skills”, Ansah (1980:2). With a few examples such as J.B. Danquah (a notable lawyer-politician), Nnamdi Azikiwe (a leading Nigerian nationalist who edited a newspaper in the Gold Coast in the mid-1930s) and Kwame Nkrumah were all practicing journalism without any professional training on the job. Journalism did not acquire the status of a profession until the 1950s.

Boafo (1988) indicates that journalism did not acquire the status of a profession in the Gold Coast until the early 1950s and the need for the importance of formal journalism training was recognized only after the country had achieved its political independence in March 1957. Cecil H. Kings of the Daily Mirror Group of London in 1950,

established the first modern press in the country to publish the *Daily Graphic and the Sunday Mirror*. The company used its financial and technical resources to bring together editors, reporters, proofreaders, machine men, composers, and general administrative staff who felt they were in a profession. Radio broadcasting began in Ghana in 1935, very early to be introduced in the country since the technology was still young globally at the time it was introduced in the country. The Ministry of Information was responsible for radio broadcasting then and charged with developing national communication policies. Radio ZOY which was established by the Colonial Government was the first radio station to start broadcasting in Ghana. Programming was generally developed by the British Broadcasting Corporation (BBC) and then relay broadcast in Ghana on radio ZOY (Whaite, 2005).

The attainment of independence and the establishment of the Ghana News Agency (5th March 1957), the reorganization of the Government Information Services Department, the appearance of more newspapers, and the expansion of radio services engendered the need for professionalism and demand for the services of competent journalists. By the end of the 1950s, journalism had developed into a recognized profession but the status was not fully felt when post-independence factors hampered the growth of the profession in the country. Community radio which is an aspect of mass media has not been in operation for too long in Ghana. The first community radio in Ghana according to UNSECO sources is Radio Ada which was established in 1999 in the Volta region. Radio Peace FM is another example of a community radio established at Winneba in the Central Region in almost the same period as Radio Ada. Both stations have successfully used community media for development purposes in their respective places of operation. Radio Peace was officially authorized in August 1996 as a Community Radio station, Radio Peace 88.9 MH-Z FM, was registered in April 1997.

Test transmission began on the 1st of July 1999 and round-the-clock broadcasting started on the 1st of September 1999. Ghana Frequency Registration and Control Board now the National Communications Authority (NCA) which introduced the concept of Community Radio in Ghana granted license to Radio Progress in Wa which went on air on 17th February 1997 as an experimental station. It became a Community Radio in 1998. Radio Ada, Radio Peace, and Radio Progress are the three main Community Radio stations that opened the gates for Community Radio broadcasting in Ghana (Amadu, 2023; Achonga, 2017; Asuman, 2022).

2.3 Regulation on Community Radio Stations in Ghana (NCA)

The National Communication Authority (NCA) was established by an Act of Parliament in 1996, Act 524 which mandates it to regulate communications by wire, cable, radio, television, satellite and similar means of technology for the development and operation of efficient communication services in Ghana and other related services (NCA, 2015). The law mandates the NCA to allocate specific frequency bands for CR, ensuring that these stations have designated radio space on the national spectrum. The regulation stipulates that CR is restricted to only a 5km radius (UNESCO, 2023). This restriction according to the NCA is to allow CR to broadcast its content within respective geographic boundaries (Amadu, 2023). According to the NCA as cited in Kankam and Attuh (2022), the central purpose of a Community Radio station is to offer its listening community a voice and help develop their community and build community life. This implies that community radio must have the community it is operating at heart and in mind in all programme that it airs. This presents a very hectic task for the managers and operators of community radio since a lot is expected of them.

To be eligible for a CR license and a spectrum allocation in Ghana, CR must demonstrate the station's non-profit character, define its geographic coverage, and meet the technical requirements for broadcasting (Amadu, 2023; NCA, 2019). The presence of more than one community radio is likely to create many problems hence the avoidance of more than one community radio in one community.

In terms of stakeholders of community radio, the NCA indicates that the principal stakeholders in a community radio station include the community members since they shall decide on the kinds of Programmes and their formats and scope (Kankam & Attuh, 2022). The producers and staff of the station must be specialists in community radio and must be knowledgeable in community radio programme production and help the communities generate ideas and create Programmes for growth and development. Individual volunteers are equally part of the stakeholders of community radio since they commit their time and resources to building local capacity and facilitating community participation.



2.4 The Nature of Community Radio Programmes

The increasing importance of community radio programming as a medium for grassroots communication, social mobilization, and artistic expression has drawn more scholarly attention in recent years. Community radio programmes are a vital tool for community empowerment and development, serving the needs and interests of the local population (Gordon, 2007; Nirmala, 2015; Fraser, 2002; Khan, 2017). They give marginalized groups like women a forum to voice their opinions on social, cultural, political, and economic advancement (Nirmala, 2015).

According to Khan et al (2017), the nature of programmes on community radio stations refers to the distinctive qualities, goals, objectives, or scope of a programme. It includes

the underlying essence and characteristics that define a specific programme. This can include the program's objective outcomes, target audience, distribution methods, and general purpose. Khan (2017) further explains that understanding the nature of community radio programmes is critical for the effective design, implementation, and evaluation of development in communities. It guides decision-making and strategic growth by providing insight into the unique traits and attributes that distinguish one programme from another. Community radio programmes are intended to serve specific local communities or areas of interest. They are community-owned and governed, with a focus on community development rather than profit (Achong & Yussif, 2020). For Amadu and Alhassan (2018) Community radio programmes, allow members of a social system to participate collectively in program design and to an extent, even serve as producers of such local content programs. The nature of community radio programmes would vary from place to place and station to station, although community radio has similar features.

Community radio programmes are built at the grassroots level and serve a specific local community. Attuh and Kankam (2022), posit that community radio stations provide a platform for community members to make inputs which specifically address their aspirations, perceptions, and desires through programming. Also, Naaikuur and Diedong (2014) suggest that community radio by their programming enables people in communities to communicate within themselves and with the people making the decisions that affect them. Community radio programmes are intended to be popular and relevant to a specific local audience. Alhassan et al (2011) found that most people found that Simli Radio programmes concerned their lives more than other radio programmes, because they could identify well with the presenters and the programmes made directly in the communities.

Dalapo (2019), argues that community radio programmes by their nature, may be specialized music programmes where they present local music and arts or broadcast current affairs and conversation programmes that advocate alternative indigenous traditions, environmental, feminist, or other local community interests. Krause (2020) aver that the use of traditional music, news and language in community language radio can assist listeners to retain a connection with their home culture and maintain relationships with others in their community. CR stations programmes are also characterized by an interest in community development. Rather than profit, community radio stations are dedicated to community development. They give under-represented voices access to the radio and glorify small-town life. Community radio is a two-way process that involves the exchange of perspectives from many sources and is the modification of media for use by communities. It provides community members with access to information, education, and entertainment. For instance, according to Achonga and Dery (2020), the nature of community radio programmes would have tremendous benefits to farmers who listen to specific programmes that address their needs. These factors contribute to community radio programmes being relevant, accessible, and sustainable for the communities they serve. They are mostly designed to capture the locality of the audience they serve which includes their language. Chapman et al. (2003) as cited by Achonga and Dery (2020) therefore recommended the need for radio programmers to consider timing, sustainability and continuity in radio programming to draw the attention of a targeted audience of any radio broadcast. A range of studies have highlighted the multifaceted nature of community radio in the context of sustainable development. Muswede (2009), underscores the importance of a comprehensive approach to sustainability, which encompasses social, organizational, and financial aspects. This is particularly relevant in rural areas, where resources are

often scarce. Khan (2017) and Timalsina Pradhan (2019) both emphasize the role of community radio in addressing a variety of development issues, including social, economic, and educational concerns.

This theme talks about the growing scholarly interest in community radio programming, highlighting its value for artistic expression, social mobilization, and grassroots communication. It also highlights how important it is to understand the nature of community radio programmes to effectively design, implement, and assess community development. It also emphasizes how community radio programmes are owned and run by the community, with a focus on community development as opposed to profit, and are designed to benefit particular local communities. It also says that these community development-focused programmes are created at the grassroots level to be well-liked and pertinent to a particular local audience. Lastly, it mentions that several research has emphasized community radio's complex nature about sustainable development.

2.5 Community Radio Programming and Development

Programme content is a very important aspect of community radio operations. Just like other forms of radio stations (commercial, public, and institutional), community radio stations also have their programming. Any successful radio station must appeal to the interests, tastes, and desires of its audience (Amadu & Mohammed, 2017). What makes programmes for a community radio different is that, in addition to pleasing, entertaining, and perhaps providing some general enlightenment for its audience, they also seek to facilitate change, social progress, and better living conditions in the community that the radio serves (Fraser & Estrada, 2001).

According to Keith (2010), radio programming is the process through which radio stations organize a schedule of radio content for commercial and public transmission. According to Amadu (2023), community radio programmes must focus on providing relevant and localized programming that caters to the specific needs and interests of their target communities which would include news and current events, radio comedy, radio drama, and music shows, among other things. According to the Ghana Community Radios Network (GCRN), community radio programming is usually participatory in nature, especially by their mandate they are required to empower people in marginalized communities. Hence, the programming aspect of their operations is by far the most complex and demanding responsibility of CR in an increasing Ghanaian media landscape (Amadu, 2023; De Witte, 2011; Meyer, 2011; and Pontzen, 2018). The pulse of CR is its programming form or style. It is a key factor that draws people to the station. It embodies the local community's collective ambitions, aspirations, trust, and identity. As a result, every effort must be made to involve as many members of the community as possible in content creation. The community plays the parts of performers in the show, with technical assistance from the CR staff. Content is not restricted to local culture and traditional music/dance; it also includes issues of local government, such as the local authority responding to rights holder concerns. Participation of grassroots communities in CR results in healthy arguments, solid reasoning, and, ultimately, better remedies to community concerns (GCRN, 2005; Fraser and Restrepo, 2011).

Several studies have documented the content and impact of Community radio programming from diverse perspectives. For instance, an ethnolinguistic study conducted by Chikaipa (2023) on how community radio stations are promoting local languages in their programming in Malawi concluded that, apart from amplifying

indigenous voices on issues that matter to their communities, the community radio stations through social development programmes have also influenced the preservation of different cultural attributes, including languages. The study further concludes that Programmes in local languages have improved the people's capacity to claim their rights and have enabled access to essential information for widespread understanding and cultural continuity. Mu-Azu and Shivram (2017) in a similar study from a different geographical area examined the impact of community radio broadcasts on the promotion of local dialects on rural community in Ghana. The study employed the survey design with the main thrust of the paper being on the impact of local dialect on rural community development, it leaned on the diffusion of innovation theory. The findings of the study reveal several key points. Firstly, the study found that radio broadcasts in local dialects have a positive impact on the development of rural communities in Ghana, particularly in the Tamale Metropolis in Northern Ghana. These broadcasts improve awareness and knowledge of solutions to development problems in areas such as education, agriculture, environment, culture, politics, and religion. The study also found that there is a preference for development programs related to agriculture, environment, education, and health among the surveyed communities. Additionally, it was revealed that the majority of respondents in the study preferred radio programs in their local dialects rather than in English, with English language Programmes having fewer active listeners. The study also highlights the relevance of narrowing community radio programs to meet the rural needs of communities and the impact of local dialects on listeners' understanding and behavioral change. Overall, the findings suggest that radio broadcasts in local dialects play a significant role in bridging the communication gap between the government and rural communities and should be utilized to enhance listenership and promote desired behavioral change.

Choja et al. (2019) study investigated the usage of indigenous languages in community radio stations in South Africa to address women and family development concerns. The study investigated women's viewpoints, examined how community radio frames topics concerning women's rights and family development, and assessed the role of community radio in educating people about their rights and duties. The study used content analysis to investigate the manifest content of radio messages on family development-related issues, such as commentary, viewpoints, radio analysis, and programme types. The study made use of the framing theory to examine how community radio supports women's rights and family development issues. Overall, the study concluded that community radio is an excellent medium for tackling women and family development issues in South Africa, providing women a voice and contributing to the growth of their rights and empowerment.

In their study, Attuh and Kankam (2022) use a qualitative research methodology to examine the function of community radio in Ghanaian rural development that is sustainable. For the study, two community radio stations were chosen, and 34 participants including listeners, radio producers, presenters, and programme managers provided qualitative data. According to the study, community radio stations give listeners access to information services that deal with issues related to their means of subsistence and allow them to contribute to programming that particularly speaks to their goals, views, and preferences. According to the report, community radios should be given greater resources so they can start more radio-based livelihood initiatives.

Amadu and Alhassan (2018) in their study investigated the impact of community radio on rural development in Northeastern Ghana, using Radio Gaaki in the Soboba area as a case study. Specifically it investigated the relationship between community radio broadcasts and community development by analyzing Radio Gaakii's programming

styles and impacts on the community's development efforts. The study found that Radio Gaakii's programming approach strives to respond to community needs, with a focus on socio-cultural concerns, agriculture, health, sanitation, women, and youth empowerment.

Also, a study was conducted by Kombol (2014) on the potential benefits of community radio in developing political awareness in Nigerian communities. The study was based on a survey of 200 radio broadcasters with at least ten years of experience drawn from five states in central Nigeria. The study concludes that when community radio stations begin operations, proper programme selection and scheduling would be critical to promoting political awareness in Nigerian communities. According to the findings of the study, interactive approaches in radio programme development would allow listeners to dispel their questions and seek illumination on complex themes. Kombol (2014) contends that community radio would only be a viable tool for developing political awareness in Nigeria if it is used correctly.

A thorough analysis of the literature from 2010 to 2020 was carried out by Busolo and Manalo (2022), with a particular emphasis on the function of community radio in developing nations. The purpose of their study was to investigate how community radio promotes community development by disseminating information, encouraging community involvement and inclusion, and providing access to programmes. Using a methodology for literature reviews, the researchers looked at 25 actual investigations carried out in developing nations, using Leximancer software to analyze textual data. The literature review's conclusions showed that community radio in developing nations primarily promotes community development through information dissemination, encouraging community involvement and inclusion, and guaranteeing access to locally relevant programming. These findings came from an examination of several empirical

studies that provided insight into the complex functions and effects of community radio in these settings. The synthesized evidence highlights the critical role that community radio plays in empowering communities by supplying vital information, allowing people to actively participate in programming, and permitting access to content that specifically meets their requirements. The analysis also highlights the important role community radio plays in addressing important global issues and fostering general community development in poor nations. The study emphasizes the need for a greater comprehension of the changing role of community radio and its potential to address complex global concerns in light of these findings. It emphasizes how crucial it is to conduct more research in this area to guide community radio projects going forward and increase their efficacy in achieving local development objectives in poor nations.

The contribution of community radio broadcasts to development is covered in this section. The examination of this sector has revealed how community radio programming seeks to promote social advancement and change. Community radio's localized programming facilitates better access to important information. Through involvement in the community and the distribution of knowledge, community radio fosters community development. To address global challenges and empower communities, community radio is essential. To improve the success of community radio initiatives, further study is required.

2.6 An Overview of the SDGs

Transitioning from Millennium Development Goals (MDGs) to Sustainable Development Goals (SDGs) marks a historic shift in the global development agenda, reflecting changing priorities and an acknowledgement of interdependencies among social, economic and environmental dimensions of sustainable development. According to Wole-Abu (2018), the shift from the MDGs to the SDGs is a

transformational process which should be offered the complete seriousness that it requires. Adopted in 2000, the MDGs helped mobilize global efforts against poverty through education, health services and other critical areas; serving as an index against which to measure progress over the following 15 years and guide development strategies accordingly.

During the Millennium Development Goal (MDG) era, significant progress was achieved in multiple fields. Poverty reduction efforts saw remarkable success - lifting millions out of extreme poverty. Governments, civil society organizations and international institutions aimed at driving progress with inclusive economic growth by prioritizing inclusive social protection measures and expanding access to basic services. Achievements were seen across numerous areas, such as primary education where gender parity had nearly been achieved and significant progress had been made with women's education and political participation. Health outcomes also saw marked improvements, with advances in combatting diseases like HIV/AIDS, malaria and tuberculosis making significant impacts in reducing child mortality rates while expanding access to clean water sources.

Although the MDGs did not directly target environmental sustainability, progress was still achieved in this area. Particular attention was focused on increasing access to improved water sources resulting in positive outcomes in water supply and sanitation as well as forest conservation efforts being highlighted, although to a lesser degree. Unfortunately, limitations arose within MDGs because they primarily focused on social indicators while giving less importance to economic or environmental dimensions; their approach focused on developing countries but did not fully address systemic causes for poverty, inequality, or environmental degradation.

On the 15th of September, 2015, heads of 193 United Nations member states designed a 2030 agenda that was to replace the fifteen-year reign of the Millennium Development Goals (MDGs). This 2030 agenda has some 17 goals and 169 targets that when achieved will help better shape the world. According to the United Nations report (2015), these goals are closely connected to the world's socioeconomic and environmental targets for a sustainable world. The Sustainable Development Goals are derived from the MDGs which had 8 goals adopted by 189 member states. However, the SDGs, which have been termed global goals, are critical for the world's growth and development of the world. Kakar and Bashir (2023) opine that the SDGs are at the heart of the UN resolutions often termed Agenda 2030. Since implementing the Sustainable Development Goals in September 2015, significant progress has been achieved on various fronts; however, much ground remains to be covered before the 2030 targets can be achieved. For instance, numerous nations have made strides toward alleviating poverty by implementing social protection measures, encouraging inclusive economic growth and providing improved access to basic services - however, progress remains uneven and new obstacles imposed by COVID-19 have hindered poverty reduction efforts (UN, n.d). Also, education access has increased across many regions, leading to rising enrollment rates. Meanwhile, efforts have also been undertaken to enhance quality education with inclusive and equitable learning environments in mind; nevertheless, disparities continue to persist in some remote and marginalized communities (UNESCO 2020).

Additionally, gender equality has made significant advances, as evidenced by improvements in women's political representation, legal framework changes, healthcare access, and education access for more individuals; yet gender-based violence and discrimination persist, with slow progress made toward women's economic

empowerment and decision making power (UN Women, 2020). Global awareness and action regarding climate change have increased exponentially over the years. More countries are setting carbon neutrality and renewable energy targets while investments have surged for renewables - all contributing towards transitioning toward a low-carbon economy. Yet urgent steps remain necessary if we're going to meet Paris Agreement objectives while mitigating impacts (UN Climate Change 2020). As efforts to promote sustainable development have gained steam, more countries are adopting sustainability into their policies and adopting sustainable practices such as agriculture, consumption, and ecosystem protection initiatives (UN DESA, 2021). Unfortunately, the depletion of natural resources, biodiversity loss, and unsustainable production patterns remain significant challenges (UN DESA 2021).

While significant progress has unquestionably been achieved, numerous challenges and gaps still require sustained efforts and collective actions for real progress to occur. For example, inequality remains a significant barrier to SDG achievements within and between countries, particularly for marginalized groups such as indigenous communities, the rural poor, individuals living with disabilities and other vulnerable people who often face various forms of discrimination and exclusion (UN DESA, 2020). Therefore, this inequality must be addressed so no one falls through the cracks when it comes to SDG implementation (UN, DESA 2020). Also, according to the Intergovernmental Panel on Climate Change (IPCC) (2018) report regardless of progress made in climate action efforts, global greenhouse gas emissions continue to climb while biodiversity loss escalates rapidly. Urgent action is required to conserve our natural environments while supporting responsible consumption and production, mitigating climate change's adverse effects, and mitigating its detrimental consequences.

Given the scope and ambition of SDGs, sufficient financing and partnership are indispensable in reaching them (UNDP 2020). Mobilizing necessary financial resources, improving development cooperation efforts and devising innovative funding mechanisms all play key roles in reaching them (UNDP, 2020). Data collection, monitoring and reporting systems are an indispensable way of measuring progress; yet many countries face difficulties collecting reliable and timely information on vulnerable or conflict-affected regions. Strengthening data collection capacities is crucial to evidence-based decision-making and targeted interventions (UNSDSN, 2020).

Figure 1: A Diagram of the SDGs



2.7 The Media And The Attainment Of The SDGs

Media has an immense effect on society, shaping public opinion and disseminating information to drive social change. Recently there has been increasing recognition of the media's power to contribute to meeting the Nation's Sustainable Development Goals (SDGs). It will be recalled that the success chalked by many countries about the Millennium Development Goals (MDGs) was not based on financial commitment but the influence of the media and the communication strategies adopted (Wole-Abu, 2018). Indeed, the former UN General Secretary Mr. Kofi Annan indicated that, If information and knowledge are central to democracy, they are the conditions for

development. It is that simple. Also, Guy Berger, Director for Freedom of Expression and Media Development at UNESCO aver that, public access to information and fundamental freedoms cannot be achieved without independent media which can help in achieving all SDGs, whether gender equality, climate change eliminating poverty, reducing inequalities, and sustainable cities. This record held by the traditional media is what has made it to be termed as the grassroots media making it still resilient in promoting advocacy on the attainment of the SDGs.

The Media play an essential part in raising awareness by publicizing successful examples of sustainable development initiatives, outlining innovative solutions, amplifying affected communities' voices, and amplifying experts' advice. Through inspiring narratives and compelling accounts of individuals making contributions towards reaching SDGs (Carvalho & Burgess 2015). The media has been very fast in disseminating information about the SDGs with the help of other partners in most countries (Wagh, 2019). According to Wagh (2019), the media plays a very important role in shaping perceptions and awareness of the SDGs. Awareness aside, the media plays an integral part in informing the public of the SDGs and other sustainable development practices by providing accurate and accessible information. Lievonen and Hayashi (2016) argue that accurate and accessible information to media audiences would enhance public understanding of the goals, targets, and actions required for their attainment. Through various media formats like TV programmes, radio broadcasts, online platforms, and educational campaigns, the media disseminate knowledge regarding sustainable development concepts such as environmental conservation, responsible consumption, and social justice issues. It plays a valuable educational role that empowers individuals to make informed decisions and embrace sustainable behaviour (Wahl-Jorgensen & Hanitzsch 2009).

Media plays an essential role in civic engagement, public participation, and advocacy related to the SDGs. Media platforms serve as public forums that allow individuals, civil society organizations and other stakeholders to voice their opinions, exchange experiences and contribute to decision-making processes (Dutta & Miaari 2020). Media also play an essential role in advocating policies which meet vulnerable populations' needs while creating equitable access to resources and challenging systemic inequalities (Servaes 2008). Essentially, the success of the SDGs will depend on effective communication of the goals through traditional media (Wole-Abu, 2018).

Several studies have been conducted to highlight the role of the media in promoting the SDGs from different geographical contexts. For instance, Sharma and Meena (2022) did a study on, "Achieving Sustainable Development Goals: An Analysis of Community Radio in India. The study uses a qualitative methodology; structured telephone interviews and convenience sampling, the study investigates the role of community radio in helping local communities achieve the SDGs and the effectiveness of this role. The development media theory was used to theorize the study. The development theory posits that the media should use its influence to cause the necessary change in their areas of operation. The main findings of the study show that community radio helps create an environment that is conducive to the attainment of SDGs by empowering underprivileged groups and educating listeners about social issues.

Umor (2019) in a study on radio as a tool for the attainment of SDG 4 in rivers indicate that, radio is essential to attaining development goals on a local, national, and international scale. The study emphasizes the necessity of gradually educating stakeholders about the SDGs to keep them informed of any ground-breaking developments. The author concludes that, compared to other states in Nigeria, Rivers State has not had a significant impact on the attainment of the Sustainable Development

Goals in areas like primary education enrollment, achieving gender parity in education, reducing the spread of HIV and AIDS, and reducing child mortality. The study adopted and applied the library study research approach. The data was collected using interviews and questionnaires. To arrive at the following findings of the study, the study was hinged on the gatekeeping theory of the media and also the Development media theory. The key finding of the study posits that, although radio has a strong role and influence on development and the SDGs, it has not been exploited to attain this feat. The researcher recommends that the full potential of radio be exploited to influence the attainment of the SDGs in River State in Nigeria. The study also recommends that the Government need to do more in the area of equipping the media with the needed support to advocate and disseminate more information on the SDGs.

Talabi et. al, (2019) in their study on newspaper coverage of the SDGs in Nigeria espoused the phenomenal contribution of newspapers in the attainment of the SDGs. The study using content analysis examined the content of four newspapers in Nigeria namely; *The Punch*, *The Guardian*, *Nigerian Tribune*, and *The Nation*. The study sampled 2,188 editions published between January 2016 to June 2017. However, a simple random sampling technique was used to select the sample size of 1,152 while the coding sheet and coding manual were instruments used to collect data. The data was then analyzed using percentages and frequency distribution tables. The findings of the study revealed that the selected newspapers projected the SDGs in a positive light because the review of the newspapers revealed SDGs-related news captured in the newspapers. The stories also supported the government's decision to promote sustainable development programmes. Also, the patterns of the reports on SDG stories across the selected newspapers were mainly straight news. However, the study also revealed that, although stories on the SDGs were captured, they were positioned on the

inside pages of the papers. In this light, the researchers recommended that the newspaper media should pay more attention to developmental issues in their reportage.

Again, Akinyooye and Aransi (2020) in their study on the Influence of Mass Media on Sustainable Development Goal One Attainment in Osun State, Nigeria underscore the role played by the mass media in creating awareness of development projects especially the SDGs. The study utilized the exploratory study while employing the Simple Random sampling technique. In furtherance of this, they add that, the media is so influential in raising awareness and also can mobilize support for community members through diverse forms in their actions at the attainment of the SDGs (Akinyooye & Aransi, 2020). Additionally, the media has the power to mobilize collective action through campaigns, community mobilization efforts and social media activism. Furthermore, it inspires partnerships among businesses, civil society organizations and governments, in pursuit of the attainment of SDGs (Watson 2018). By capitalizing on its reach and influence, the media can galvanize public support, raise awareness for sustainable development initiatives as well as showcase best practices and success stories related to SDG implementation (Watson, 2018).

A study conducted by Mohammed (2023) on the role of social media activism in enhancing the attainment of good water and Sanitation reveals that social media activists are using Facebook to advocate for better services and conditions in terms of water and sanitation. The study analyzed 403 Facebook posts from March 2020 to December 2023 using thematic textual analysis. He indicates that Ghanaian activists are advocating for better access to water and sanitation in a country in which the members of many communities live without clean, potable water. They are also calling for more and better sanitation facilities across the country. They believe healthy water and sanitation are life, it is a measure of the economic status of a people, and it is dignity.

The study also identifies some bottlenecks that will hinder the attainment of SDGs 6 as corruption and negative attitudes on the part of the managers of the system.

Ochonogor and Iheoma (2021) explore the impact of media agenda-setting on the understanding and participation of Benue residents in achieving the Sustainable Development Goals. The study found that the frequent and uncoordinated nature of mass media messages, as well as high rates of delinquencies, have prevented the realization of some of the objectives of the SDGs in Benue State. The researchers recommend the use of radio in offering a foundation for dialogue and increased social diffusion of sustainable innovations in remote regions of Zambia. The study adopted the survey design to gauge the opinions, attitudes, preferences, and knowledge levels of the residents of Benue State. The paper includes a table that shows the responses of the residents to the SDG's messages on active engagement in farming and other forms of entrepreneurship.

Khairil et al (2017) discuss the importance of mass media coverage of terrorism to achieve peace and justice, by the Sustainable Development Goals (SDGs). They emphasize the need for the media to provide accurate and reliable information to the public, while upholding the standards and norms of journalism. It also highlights the importance of critical thinking and in-depth analysis in creating a society that can tolerate pluralism and respect human rights. They suggest that cooperation between the government and media is crucial in combating terrorism and promoting SDGs. Overall, the study provides insights into the role of mass media in promoting peace and justice in the context of terrorism.

This section underscores the significance of the media's role in endorsing and facilitating the attainment of the Sustainable Development Goals (SDGs). The media

assumes a pivotal function in generating consciousness, influencing public sentiment, promoting civic involvement, and advocating for policies and endeavor that align with the SDGs. This is accomplished through an array of platforms and strategies, encompassing emerging digital platforms and social media activism, as well as conventional media outlets such as radio, television, and newspapers. Various studies conducted across diverse geographical contexts have underscored the media's role in enlightening the public, garnering support, accentuating exemplary approaches, and holding stakeholders accountable for the implementation of the SDGs. Once again, this particular section underscores the significance of collaboration between the media, the government, civil society, and other stakeholders to effectively harness the media's extensive reach and influence for the advancement of the Sustainable Development Goals (SDGs). To maximize the media's capacity to propel initiatives toward sustainable development, it is imperative to address challenges associated with misinformation, inadequate coverage, and fragmented messaging. Ultimately, the available data demonstrates the pivotal role of the media in attaining the SDGs and highlights the indispensability of continuous funding, cooperation, and innovation to fully unlock the media's potential within the global development agenda.

This particular section holds significance in the research as it underscores the necessity to confront obstacles such as misinformation and insufficient extent of coverage to fully exploit the potential of the media in propelling advancements toward the Sustainable Development Goals (SDGs). Additionally, it serves as a reminder of the critical role that the media plays in the worldwide development agenda and emphasizes the significance of persistent backing, collaboration, and ingenuity in maximizing its influence.

2.8 Community Radio Broadcasting and the Attainment of the Sustainable Development Goals (SDGs)

Community Radio is truly considered the medium of the people, by the people and for the people, has a significant role to play in communicating and furthering the Sustainable Development Goals in countries around the world (Shamaa & Meena, 2022). Kapoor (2020) indicates that community radio connects local community people with local duty bearers to localize Sustainable Development Goals (SDGs). Department of Economic and Social Affairs, (n.d.) indicates that a functional relationship between listener groups and local duty bearers arises as a result of regular linkages between groups. When citizens have easier access to government services, the prevention mechanism for any type of law-breaking becomes stronger. Following the transmission of a show on the disadvantages of child marriage (CM) and the effects of violence against women and children (VAWC), it was discovered that listeners' clubs operate as "whistleblowers" to prevent any local child marriage and to proactively report VAWC instances. As a result of prior acquaintance, local duty bearers increasingly rely on the RPK's listener's clubs to prevent CM and VAWC cases in their communities. This directly contributes to SDG 5 targets 5.1 to 5.3 and 5.6.

A study conducted by Diedong and Naaikuur (2023) examines the role of Community Radio (CR) stations within the Ghana Community Radio Network (GCRN) in addressing development needs and aspirations aligned with Sustainable Development Goals (SDGs) 1 to 6. The study adopts a qualitative research design and a case study approach to investigate the application of participatory communication methodology in this context. Despite efforts to employ this methodology, the study finds that CR stations face challenges in sustaining it due to resource constraints. Therefore, innovative resource-raising strategies are needed to facilitate active community

participation in radio programs. The study emphasizes the human-centered and inclusive nature of the SDGs and underscores the importance of ensuring the active involvement of all stakeholders in achieving the 169 targets outlined in the goals. Central to this endeavor is the adoption of an "action-oriented" approach to the SDGs, wherein Participatory Development Communication plays a crucial role. This communication approach involves systematically designing and utilizing participatory activities, communication methods, and media to disseminate information and knowledge among stakeholders involved in rural development processes. Additionally, the study highlights the significance of human development principles in advancing the SDGs, particularly in addressing the needs of rural and impoverished populations. It advocates for enhancing people's capabilities, choices, and opportunities to lead fulfilling lives, encompassing access to basic necessities such as poverty alleviation, food security, healthcare, education, and meaningful participation in social, economic, and political spheres. Furthermore, the study aims to mitigate the lack of community involvement in policy formulation and program implementation, as well as to address the perception of low empowerment among rural inhabitants. CR stations, rooted in democratic principles and committed to advocating for marginalized communities' rights and fostering peace, are positioned as instrumental agents in this endeavor. The study outlines five key steps for CR stations to embrace, including identifying participants, defining issues, facilitating problem-solving, setting goals, and designing actionable plans to contribute to SDG realization.

In a study undertaken by Ochonogor and Iheoma (2021) concerning Media Agenda-Setting, the comprehensibility, and the engagement of Benue Residents in the accomplishment of Sustainable Development Goals, the outcomes revealed that although a small portion of the inhabitants were influenced by the mass media, the

majority of the residents were uninformed about Goals 7-17 of the SDGs. The residents exhibited active participation, with a primary focus on Goals 1 to 5 out of the 17 Sustainable Development Goals (SDGs). Consequently, it is proposed that in order for the media agenda to permeate the intended populace, there must be a strategic and systematic media approach that will raise awareness and mobilize the masses to engage in the specified objectives for the realization of the SDGs within the state. Furthermore, it is imperative that the messages pertaining to the goals be adapted into local languages within the state to sensitize the rural inhabitants. The study employed the media agenda-setting theory, media dependency theory, and development media theory as conceptual frameworks for the research. The investigation employed the survey research design, employing a set of questionnaires as the research tool to elicit data from a sample of 384 individuals selected from the residents of Benue State. The data analysis was performed utilizing the simple percentage and frequency distribution table.

Again, a review was conducted by Okaka and Apil (2017) on Strengthening Community Radio for Effective Climate Change Adaptation Strategies or Climate Smart Agricultural Production In Africa, especially in Uganda. The review's primary goals were to: describe how community radio helps promote potatoes in food and nutrition policies; discuss gender equality and women's empowerment for sustainable agriculture and food policies; state food and nutrition systems policy issues; and explain how effective community radio is in achieving sustainable development goals two and thirteen (SDGs 2, 13). To accomplish SDGs 2, and 13, this review made use of Ugandan community radio (CR), policies for food and nutrition, climate change, and best practices for the dissemination of knowledge about agriculture and food systems. Information about how to better use community radio to adapt to and mitigate the effects of climate change, as well as improve the production of potatoes. The findings

demonstrate that CR is essential for early knowledge adoption and dissemination to meet SDGs 2, 13. As a result, CR radio offers community media stakeholders the finest coordination for funding, research, and policy communication related to agriculture, food, and nutrition; climate change; education; technology; training; and innovations. CR services are hard to come by; they suffer from low investments, inadequate equipment, a lack of educated personnel, a lack of capacity and content, and political abuses. The majority of people in Africa live in remote rural areas without access to fundamental essential services such as policy information for sustainable development goals, public education, health, food, agriculture, climate change, and gender equity.

In sum, community radio programming serves as a highly effective method for raising consciousness, promoting active participation within the immediate locality, and facilitating grassroots endeavors aimed at realizing the Sustainable Development Goals (SDGs). Scholarly research underscores the significance of advancing programs aligned with the SDGs across a range of concerns, such as eradicating child marriage, eliminating gender-based violence, and addressing issues of climate change and sustainable agriculture. Through the promotion of connections between local stakeholders and communities, community radio facilitates the localization of the SDGs and enhances the accessibility of government services. Although it may be challenging to ensure universal awareness of each SDG, community radio assists local residents in familiarizing themselves with these goals. Employing systematic media strategies, strategic agenda-setting, investments in radio infrastructure, capacity building, and content creation are crucial elements in mobilizing communities to support the SDGs. By serving as a bridge between communities and local government, community radio strengthens the localization of the SDGs and the accessibility of government services, underscoring the importance of ongoing investment and strategic media involvement.

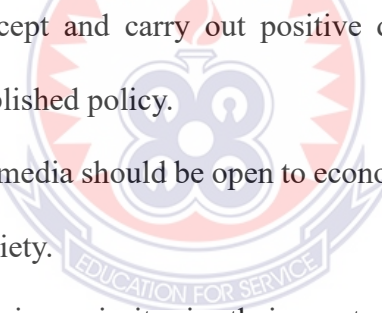
2.9 Theoretical Framework

This section discusses the Development Media Theory (McQuail, 1987), and Agenda Setting Theory (McCombs & Shaw, 1977) which are relevant to this research work. These theories gave the theoretical bases for the research topic since their understanding underpins communication in general and community radio to be specific especially since people generally derive some benefits from radio be it physical, emotional, or psychological. Also, this form of communication approach adopted is a medium that plays an important role in capturing the listener's attention. These three theories will therefore deepen our understanding of community radio and the promotion of development motives, hence the SDGs. According to Anfara and Mertz (2014) theoretical frameworks as any empirical or quasi-empirical theory of social and/or psychological processes, at a variety of levels that can be applied to the understanding of phenomena.

2.9.1 Development Media Theory

The development media theory is one of the six normative theories of the press. The theory was developed to fill the lacuna created by the earlier development theories; authoritarian theory, Libertarian theory, social responsibility theory and the democratic participant theory (Umuerrri & Adeyeye, 2019). This theory views the press or the media as the pivot for societies (national development). To address a problem that became more apparent as the difference between developed and poor countries grew, McQuail (1987) developed this hypothesis in the 1980s (Okunna & Omemnugha, 2012). The media is expected to play a significant role in disseminating developmental policies, which is often referred to as 'media activism'. The focus of the development communication theory is that the media remains a tool for the development of citizens or to help the target population. The implementation of this theory plays an important

role in the overall development of a country, and communication processes become a catalyst for the project to be successful. According to the core assumption of the theory, the media can be used to further political stability, national sovereignty, and cultural advancement while also serving the interests of the whole country. This theory emphasizes the idea that without communication, development is impossible (Umor, 2019). Asemah, et al (2017) add that the media takes on the responsibility of carrying out beneficial developmental programs, accepting limitations and directives from the government; and assisting the development process in developing countries. This includes; focusing on disseminating information for the better good and the transformation of people. The theory according to McQuail (1987) promotes the following assumptions and tenets

- 
- (i) Media must accept and carry out positive development tasks in line with Nationally established policy.
 - (ii) Freedom of the media should be open to economic priorities and Development needs of the society.
 - (iii) Media should give priority in their content to the national culture and languages.
 - (iv) Media should give priority in news and information to links with other developing countries, which are close geographically, culturally or politically.
 - (v) Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
 - (vi) In the interest of developmental ends, the state has a right to intervene in, or restrict, media operation; and devices of censorship, subsidy and direct control can be justified.

The Development media theory was intended to recognize the fact that societies undergoing a transition from underdevelopment and colonialism to independence and better material conditions often lack the infrastructure, the money, the traditions, the professional skills. Because the theory promotes the effective use of mass media in a nation's economic and social harmony, the development media theory is relevant to the study. It is pertinent to research on the mass media, rural development, and other related topics. The views expressed in the theory informs the view that the media has the duty to rallying support for development efforts. This implies that the media and journalist who are the front liners in its operations holds the power and influence of promoting development driven policies both at the governmental and private level (Maquire, 1987; Falorin 2002). Cengiz (2018), argues that the theory considers journalist and the media as intermediaries and representatives of national development. Although the idea supports government efforts to promote national economic development by endorsing its policies and initiatives, it is nonetheless compared to government propaganda. Again, the theory propelled the concept of development journalism in many nations. Falorin (2005) indicate, that from the development media theory stems the concept or sub-filed of development journalism which emerged around the 1960s. The focus of this form of journalism is a constructive and society led reporting, where the news gathered are targeted at promoting solutions of the society (Umuerrri & Adeyeye, 2019).

2.9.2 Relevance of the theory to the current study

The Development Media theory is relevant to this study since it focuses on the use of media to effect social changes that benefit a community, country, or region. The theory is relevant to the study because it emphasizes on using the media to develop the society and rural radio stations' programmes is suited for the tasks assigned to the media under this theory (Oyeyinka & Yetunde, 2020) Community radio, which is effectively realized

when a radio station transmits for a diverse geographic community, can be conceptualized both inside and outside the development framework as a means of resolving development challenges, as a component of community development, and as a distinct media space. This according to Oyeyinka and Yetunde (2020) means that the community radio stations' programmes have the capacity to positively affect the rural communities. The theory advocates that the community radio stations have through their indigenous language programmes fulfilled their development obligations by disseminating messages on rural development to different parts of rural communities. Thus, the underlying fact of the theory was that there can be no development without communication employed to bring about political, social and economic change in the society. This principle of community radio reflects the tenets of the theory and also appeals to the promotion of the SDGs in the area of public awareness at working to achieve these global goals.

2.9.3 Agenda Setting Theory

The agenda setting theory of the media supports this research of community radio as a tool for advocating the attainment of the sustainable development goals. The theory can be traced as far back as the 1920s and attributed to Walter Lippmann. The study highlights the relevance of the media in influencing the minds and perceptions of its audience. The term agenda setting theory was first used by McCombs and Shaw (1972) in studying voters attraction to political parties and candidates. This theory elaborates the connection in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issues (Littlejohn and Foss: 2009). This theory posits that, people in the community or society will usually listen to the agenda set by the media closest to them (Phiri, 2021). For Little and Foss (2009) and cited by Mensah et al (2022) the theory attempts to explain how

the mass media influences certain issues as a public agenda with the belief that the public or media audience react to such issues.

Abdulai et al (2020) in a study on the Role of Radio in Setting the Agenda for the electorate and creating an atmosphere of aggression during elections in the Northern Region of Ghana suggest that, the agenda-setting theory is extremely relevant in radio broadcast because it describes the media's enormous effect in establishing what the public thinks about and the level of significance associated with issues in a country. According to the theory, the media does not determine what we think, but it does influence what we think about and how we think about it (Abdulai et al, 2020). The idea is that, radio stations have the potential to set the agenda for their listeners by selecting and emphasizing certain subjects above others in the context of radio transmission. As a result, radio stations can utilize their agenda-setting power to promote peace, educate their audiences about free, fair, and transparent elections, and contribute to the development of democratic institutions (Abdulai et al, 2020).

As a result, community radio stations can set the agenda for the SDGs, making them a major topic of public discourse. The SDGs will receive the needed attention as a result of this. According to Akeem et al. (2013), one of the most significant effects of the media (community radio stations) on our society is the media's ability to regulate and structure the environment in a manner suitable for development. According to a survey conducted by McComb and Stone (1981), it takes between two to six months for an item to go from the media agenda to the public agenda. This reinforces the belief that if the media (community radio) spends time to reporting on the SDGs, it will go a long way towards raising awareness and garnering popular support for the SDGs.

Phiri (2021) suggests that community radio expand on the SDG theme by having respectable folks speak about the SDGs. To expand on the SDGs agenda, community radio has framed the concerns and coded them with language that will have the greatest impact on people and all stakeholders.

In effect, as the media continue to broadcast content on the SDGs to its audience day after day across their programme schedules, it begins to have some immense influence on their views, attitudes and perceptions. This view is affirmed in Zain (2014) as he indicates that the mass media has an influencing percentage on their regular audience and consumer's perceptions, values, focus and priorities by offering some insightful views on issues. With this immense ability to influence audiences, community radio stations should use its power and influence to set the agenda around the SDGs in order to generate a seeming national discussion around the SDGs which will eventually lead to its speeding up the attainment of the SDGs especially in Ghana and other developing countries.

2.9.4 Relevance of the theory to the current study

As indicated in the studies above, the agenda setting theory espouses the power and control the media has over its audience. The proponents of the theory argue that, the media is able to spark some intensity on issues that are of community and social interest. The study conducted by Abdulai et al (2020) found that, radio serves as a channel through which elites set their agenda, influence the electorate, mobilize them, and win and consolidate political power. Osunkunle (2021) in a study outlines how community radios have been instrumental in setting a positive agenda towards ensuring political awareness and participation in the communities where these radio stations broadcast from. Therefore, community radio stations plays a significant role in determining the issues the public thinks about and the extent of salience attached to issues in a nation.

This theory will help examine the contribution of community radio stations in drawing the attention of the audience to the Sustainable Development Goals (SDGs) by way of their programmes and activities. This theory will contribute to the study by revealing the different model formats that are used in setting the agenda on the SDGs.

2.10 Chapter Summary

The chapter primarily focused on identifying and addressing the research gaps that have been overlooked in previous studies. The intention behind this is to ensure that the current research does not duplicate an existing study. Furthermore, the goal for this study is to provide fresh ideas and perspectives that significantly contribute to the existing body of literature on Community Radio, specifically in terms of its role in development and the Sustainable Development Goals (SDGs).

Upon reviewing the literature, it has become apparent that there is little attention given to the contribution of Community Radio stations in promoting the SDGs in Ghana. In light of this and other methodological gaps that have been mentioned earlier, this study aims to fill these gaps in the subsequent chapters.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter serves as the third segment of the study, elucidating the philosophical foundations that inform the study. Furthermore, it offers a detailed analysis of the factors that shaped the methods employed in the study. Additionally, this chapter presents a comprehensive account of the research methodology applied, encompassing the approach, design, sampling technique, data collection and analysis strategies, as well as the measures taken to ensure the reliability of the data. The chapter also examines significant ethical considerations pertinent to the execution of the study.

3.1 Research Approach

Research approaches are procedures for conducting research that progress from assumptions to detailed methods of data collection and analysis (Creswell & Creswell, 2018). Depending on the research question, the nature of the data, and the research design, different research approaches can be used. Grover (2015) indicates that there are three main approaches to conducting research; these include, qualitative methods, quantitative methods, and mixed methods.

The quantitative research technique entails collecting and analyzing numerical data using statistical methodologies (Creswell, 2014). It is frequently used to test hypotheses, uncover patterns, and extrapolate results to a wider population. The qualitative research method entails the collection and analysis of non-numerical data such as text, photographs, and observations (Creswell, 2014). It is frequently used to investigate complex phenomena, comprehend social processes, and produce new theories. The mixed Approach is a strategy that entails combining quantitative and

qualitative methods in a single investigation. It is frequently utilized to complement each method's strengths and provide a more thorough knowledge of the research subject. According to Creswell, (2014), it frequently entails numerous decisions, which do not have to be made in the order that makes sense to the researcher and the order of their presentation. The ultimate decision entails deciding how to study a subject.

This study employed the qualitative research approach. According to Creswell and Creswell (2018), qualitative research is a method for investigating and comprehending the significance that individuals or groups attach to a social or human situation. Setia (2016) indicates that a study should use a qualitative technique when it intends to analyze a subject in detail for better understanding and conclusions to be drawn. Miles et al. (2014) claim that the qualitative approach makes an effort to gather information about local participants' perspectives through a process of intense attention, compassionate empathy, and the suspension or bracketing of preconceptions about the subjects being discussed. Neumann (2012) also suggests that qualitative methods are helpful in studies that aim to gain insight rather than make generalizations. This study also uses a qualitative approach for the reason that messages have latent meaning which need deeper reading and critical thinking to be able to unearth them. This will not be possible under a quantitative study as advanced by Brennen (2017). Qualitative research also tends to be more flexible and adaptable than quantitative research, allowing researchers to adjust their research questions and methods as they gain a deeper understanding of the phenomenon being studied (Creswell, 2014). The qualitative method is appropriate for this study because it allows the research participants to make sense of their own experiences with community radio. Qualitative methods will usually give extensive data, contextual understanding, participant

viewpoints, and the possibility of surprising conclusions since the results and findings stem from those affected by the studied phenomenon.

This research was conducted in a natural environment where all the respondents were available to participate in the study in person. This approach was adopted to study respondents in their communities without subjecting them to any laboratory experiment. In a natural setting, this researcher met the respondents face to face for in-depth interviews and focus group discussions as well as documents. This approach again was selected because it allow the researcher to conduct and collect data themselves. According to Creswell and Creswell (2018), this approach allow the researcher to collect data from respondents and examine, analyze, and interpret the data collected from various respondents. Some of the data that were collected in the form of interviews were transcribed by the researcher to put meaning to them for a better understanding of the data collected. Cropley (2019) affirms that qualitative methods make way for a deeper analysis of the main objectives of the study and avoid any form of ambiguity that is likely to evolve during the data collection process.

3.2 Research Design

The research design is the overall plan adopted by a researcher to add the various components of a study clearly and logically (Thakur, 2021). According to Bryman (2012), a research design provides a system for data collection and analysis. There are several designs available to qualitative researchers. Qualitative research comprises the following methods: narrative study, ethnography, discourse analysis, case study, and historical research among others (Cibangu, 2012).

Narrative study according to Stickley (2018) focuses on analysis of the characteristics of the narrative text, and the meaning of inter-human relations in social, historical, and

cultural contexts as well as people's narratives either about themselves or a set of events. Its interest in the stories of participants leads to placing more attention on characters rather than looking out for themes that emerge from a participant's account. Creswell (2014), explains the narrative design as a strategy of inquiry in which the researcher studies the lives of individuals and asks one or more individuals to provide stories about their lives. This information is then often retold or restored by the researcher into a narrative chronology (Creswell, 2014).

Ethnography, often known as cultural anthropology or naturalistic inquiry, is one of the popular major techniques of Qualitative Research. Creswell (2014) describes ethnography as a research design in which the researcher investigates an intact cultural group in a natural setting for an extended period by gathering mostly observational and interview data. Ethnography study is characterized as cultural ethnography or cultural anthropology because researchers observe or engage with the target community and play a vital role in obtaining useful cultural knowledge. Sharma and Sarkar (2019), affirm that culture is the main theme in ethnographic studies.

The specific qualitative research design employed in this study was the case study design. Rashid et al. (2019) assert that case study research facilitates a thorough examination and analysis of empirical data about the context and process of a specified social phenomenon, collected over an extended period. Similarly, Yin (2018) explains a Case Study as an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-world context, especially when the boundaries between phenomenon and context are not evident. According to Almalki (2016), qualitative case studies allow researchers to explore or describe a phenomenon in context using a variety of data sources. It allows the researcher to explore individuals or organizations from simple to complex interventions, relationships, communities, or programmers and

supports the deconstruction and subsequent reconstruction of various phenomena (Baxter & Jack, 2015). Baxter and Jack (2015) opine that a qualitative case study is a research method that allows for the analysis of a phenomenon within its context by utilizing a variety of data sources. The case study design enabled the researcher to adequately investigate whether the community radios; *Simli, and Tawasul*, are engaged in broadcasts leading to the attainment of the SDGs.

Wimmer and Dominick (2011) describe the case study as a popular qualitative research method that makes use of a variety of data sources to systematically examine people, groups, organizations, or events. This is corroborated by Creswell (2014) in his position that in case study, researchers generally gather data using multiple forms such as interviews, observation, and documentation rather than relying on one single data source. These multiple sources are reviewed and made sense of by putting them into themes that cut across all the data sources. The use of multiple data collection procedures improves the validity of the entire research work. This study used interviews, focus group discussions, and also analyzed documents (synopsis of radio Programmes) as means of multiple data collection.

The study adopted the Multiple case study design. Gustafson (2017) indicates that multiple case study design is a method that will usually collect and analyze data from different sites to gain a more comprehensive understanding. Creswell (2013) opines that multiple case study design explores a real-life multiple-bounded system through detailed, in-depth data collection involving multiple sources of information. Multiple case studies according to Hunzike and Blankenagle (2021) focus on understanding a single case to the differences and similarities between cases. Also, Gustafsson (2017) adds that it is a systematic approach to gathering and analyzing data from diverse sources such as individuals, organizations, or communities. Using the multiple case

design allows for the understanding of complex issues that need to be explained in-depth and also for understanding the behavioral differences that exist among the selected sources of data. Again, using this design has allowed a holistic and in-depth explanation of how the two selected community radio stations are propelling the SDGs through their broadcast.

The two community radio stations were selected because of their form of operation. Community radio stations play a critical role in promoting developmental policies. Community stations have extremely engaged citizens in the developmental discourse and shaped their efforts to mobilize support for communal action (Khan et al, 2017). The multiple case study design was applied across all levels of this study. The selected data collection tools were; interviews, focus group discussion, and document analysis were used across both selected CRs. The data was also analyzed bearing in mind the multiple case study design. The data collected in the two CRs were compared and contrasted to identify the patterns and themes.

3.3 Sampling Techniques

Any empirical study that seeks to infer information about a population from a sample must consider the sample size (Delice, 2010). Almost all types of data collection require sampling because it is impossible to gather information from every source during most research processes (Vasileiou et al., 2018). For instance, it would not be possible to speak with every single resident of a town if one wanted to conduct some interviews there. Instead, a subset of the populace would be surveyed to represent the town's responses. The process by which you choose this sample is referred to as your sampling technique (Taherdoost, 2016).

Respondents for the study were selected using purposive sampling. This is a technique in which respondents, subjects, or elements are chosen for specific characteristics or qualities and those who do not meet these requirements are eliminated (Wimmer & Dominick, 2011). This sampling technique was selected because it allows for the deliberate selection of the respondents whose responses are likely to generate useful data for the study (Leedy & Ormrod, 2005). In this study, respondents were specifically selected because they are essential informants who can supply rich data since the richness of the data gathered for this study is crucial to achieving its objectives. According to Mugenda (2011), the purposive sampling method is a method that enables an investigator to analyze instances with the necessary data. For this study, Simli Radio, and Tawasul Radio were purposefully chosen as sites for the study. The two selected community radio stations were considered based on their location. There are two kinds of Community Radio Stations in Tamale (Al-hassan, 2011; Hermansky, 2022). During the study, the researcher interest was to select stations from across the region thus from both the rural and urban centers. However, the data retrieved from the website of the Northern Regional Office of the National Communication Authority indicated only one operational community radio station in the urban center thus Tamale Metropolis. I therefore had no option but to select one from the urban area and the other one from the rural area. They were also selected because they have operated as community radio stations in the region since their establishment and their license have never been revoked by the regulator. They were selected to be representative of the entire region as they are each within a certain scope of the region. This was done to allow the researcher to compare the findings and draw a firm conclusion on the contribution of community radio broadcasts to the attainment of the SDGs.

Table 1.1: List of Sampled Community Radio Stations

| Name of Station | Frequency | Location |
|------------------------|------------------|-----------------|
| Tawasul Radio | 95.7 MHZ | Tamale |
| Simli Radio | 95.3 MHZ | Kumbungu |

Source: Author's construct, 2023

3.4 Sample Size

According to Cohen et al (2011), the sample size is a small representative proportion of the research population selected from the accessible population. The number of participants who are chosen is known as the sample size.

In terms of sample size, the researcher selected twenty respondents for the study. 4 out of the 20 respondents were interviewed and the remaining 16 respondents participated in the Focus Group Discussion organized in the various community radio operational areas. The purposive sampling technique was used to sample the respondents for both the interviews and FGD.

The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses (Etikan et al, 2016). It is frequently used in qualitative research to find and pick the instances with the most information so that the resources are used as effectively as possible. This entails identifying and choosing people or groups of people who are knowledgeable and skilled about the subject of interest (Etikan et al, 2016). The respondents from the radio stations include; general managers, programme managers, programme producers, and hosts of programmes. In the selection, 2 general managers (one from each), 2 programmes manager (one from each CR), totaling 4 community radio station respondents. The

manager of the station and the programme manager were all considered based on their level of knowledge of the activities at the station. They were thought to be best placed to respond to pertinent policy, management, and programming issues.

The study also selected 16 respondents from within the operational areas of the Community Radio stations for the Focus Group Discussion (FGD). The reason for selecting the stated number of participants for the FGD was based on the availability of members of the listener club and also the need to saturate the data. The choice of members from the listener Clubs was because they participate fully and regularly in the station's activities. Asuman (2021) indicates that, due to the nature of their outreach, community radio stations frequently keep records of the regular listeners who call in, text, attend community forums, and attend meetings of radio listenership groups. Dery and Kwode (2017) indicate that members of these Listener Clubs participate in the discussions of any radio programme and sometimes are invited to host Programmes and even serve as panelists. At Simli Radio, there are about 24 members in their Listener Clubs which was formed right after the stations were established (Dery & Kwode, 2017). Although there is little information on the number of members in the listener groups of the other CR (Tawasul radio) after holding initial discussions with the managers, he admitted that there are listener clubs for their station who met regularly to discuss critical issues projected by at the CR or sometimes even before radio discussions. According to Mchakulu (2007), Listener Clubs have a range of 13-57 members; Manyozo (2007) also talks about the groups having 12 members (he mentions that the numbers are the same in Ghana and India), while Mhagama (2015) mention that Listener Clubs have 25 members as the original figure but due to willingness of the community, the number changes. This shows that there is no uniformity when it comes to the number of members in these groups but confirms that

Listener clubs around Africa range between 13-57 members. Mhagama (2015) adds that community radio listener clubs have a symbiotic relationship with the community radio station. He further adds that; the relationship is based on mutual dependencies. Again, a study conducted by Nafiz (2012) and cited in Tembo (2021), adds that these listener clubs hold meetings with the radio station to give suggestions on future programmes. This study proves that the Listener Clubs are focal aspects of the community radio stations. The members of the FGD were 9 male and 7 female.

The study collected and reviewed some documents (programme synopsis) from the radio stations using the purposive sampling technique. Radio programme synopsis were sampled and reviewed to ascertain their contribution to the attainment of the SDGs. The decision to analyze these radio programmes synopsis (documents) is based on the fact that the study examined the nature of programmes broadcasted by the selected CRs that promote the SDGs or are in tandem with advocating the SDGs. These programmes were not predetermined before the data collection but were determined in the course of the study.

3.4.1 Profile of the radio stations

Tawasul Radio 95.7MHZ

Tawasul Radio is a community radio station in the Tamale Metropolis. It was established by the late Libyan Leader Colonel Muammar Gaddafi in 2008 to help promote the course of Islam. The broadcast at the time of its establishment was completely about the Islamic religion. After his unfortunate death, the management of the station realized that the community it served was inhabited by both Muslims and Christians hence the need to polarize it to benefit everyone. In 2012 after the death of Col. Gaddafi in 2011, the priority of the station was then shifted from promoting Islam

to a development-oriented station (Radio Station Manager, 2023). The current target of the station is to promote development, community empowerment, and entrepreneurial development among its residents. Tawasul Community Radio Station is situated at the entre-point of the city precisely in the Kakpayili community. Although it is situated and operates in the city, its influence on the residents and listeners is enormous.

Simli radio (95.3MHz)

Simli Radio is a DANIDA-supported participatory community radio station that was founded in 1995. The radio station serves as a communication and information platform for rural community residents in Ghana's Northern Region's districts of Savelugu/Nanton, Tolon, Kumbungu, Sagnarigu, West Mamprusi, and Karaga.

Simli Radio is a registered company in Ghana with the Ghana Company Registration Code, a founding member of the Ghana Community Radio Network (GCRN), and has been broadcasting on its frequency since 2005 (95.3MHz). Simli Radio used to broadcast through Radio Savannah in Tamale before obtaining its frequency. The station is located in Dalung, 33 kilometers northwest of Tamale. Simli Radio broadcasts are received in approximately 400 communities, and listener's clubs are established throughout the country to participate in programming.

The vision of the station is "To see every household within the constituent communities of Simli Radio empowered through its Programmes to contribute to the development of the community they aspire to live in". Its mission is to make "Simli Radio explores participatory approaches to provide a platform that will stimulate social, economic, and political change that meets the aspirations of its constituent communities". The Core Rationale of Simli Radio as a Community Radio There is a need for Simli Radio to give voice to the voiceless and to enhance the access and assessment of information as a

prerequisite for participating in development processes. Simli Radio currently runs programs in support of the Ghana Developing Communities Association (GDCA) sectors, including the Simli Centre (Training Centre). Simli Radio also partners with International, National, and Local organizations and institutions such as Ghana Health Service (GHS), UNICEF, Ghana Community Radio Network (GCRN), NORSAAC, USAID SPRING, DISTRICT ASSEMBLIES, DAMBA MULTIMEDIA, and NHIS.

3.5 Data Collection Methods

Data collection in qualitative research, according to Barrett and Twycross (2018), refers to the process of gathering holistic, rich, and nuanced information that allows for a detailed understanding of patient experiences, decision-making processes, and the impact of interventions on care. Qualitative data collection tools available to researchers include interviews, Focus Group Discussions, observations, document analysis, dairies or journal records, and visual methods Deng et al (2015). According to Taherdoost (2022), data collection techniques are very important in research since they have a direct impact on the validity, reliability, and quality of the findings. The selection of data-gathering techniques is contingent upon several elements, such as the study's goals and inquiries, the type of phenomenon being studied, and the accessible means (Taherdoost, 2022). The data collection methods used for the study are document analysis, interviews, and focus group discussions. All these data collection efforts were guided by a checklist and well-designed interview guides.

The choice of interviews, and focus group discussions allowed respondents of the study to express themselves in their own words. According to Neuman (2012), these tools allow respondents to express their thoughts and opinions in their own words adding

richness and depth to the data collected that other survey questionnaires are unable to capture.

3.5. 1 Document Analysis

Document analysis is a very important research method that has been applied for so many years in different areas of the discipline. According to Patton (2015), a document containing text is a possible source for qualitative analysis. In doing document analysis, a researcher could analyze books, newspapers, articles, academic journal articles, and reports among others (Morgan, 2022). According to Bowen (2009), documents are defined as a written or recorded statements. Document analysis is a type of qualitative data collection tool that collects and reviews documents for better interpretation (Bowen, 2009). To Creswell (2014), document analysis is a form of assessing qualitative information usually from primary sources for qualitative interpretation. These documents provide evidence of factual and actual activities planned and executed by organizations of human beings. Some qualitative documents for review can include; letters, structural plans, daily schedules, personal diaries, reports, and photography among others (Punch, 2009). To Morgan (2022) analyzing documents, such as books and journal articles, can be beneficial also because of the stability of the data. Documents analysis also provides trust because the researcher is not able to influence the response of participants unlike in other forms of data collection tools, the researcher can introduce his basis by further clarifications. The data are unaffected, however, when they perform a document analysis on texts that already exist (Merriam & Tisdell, 2016). Because they worry that the research's conclusions could not be useful to or beneficial to their communities, members of marginalized groups can occasionally mistrust researchers (Ellard-Gray et al., 2015).

The current study employed the review of some documents from the selected community radio stations. Specifically, the programme synopsis of the programmes broadcast at the selected stations was reviewed. This was to ascertain the dominant themes in their programme broadcast and the relationship between these programmes and the SDGs. At the time of the study, Simli Radio had 14 programmes in a week while Tawasul Radio had 12 programmes. However, the management of the two stations was unable to provide a programme synopsis for all programmes. In all the researcher was to review twenty-eight (28) programme synopsis but could get only get sixteen (16) At Simli Radio, the researcher got seven(7) from Simli Radio and nine (9) from Tawasul Radio. All 16 documents were analyzed each containing 2 -3 pages each for each document. A total of sixteen programme synopses were reviewed as part of the research approach; nine of them came from Tawasul radio and the other seven were from Simli radio. To enable comparisons between the two community radio stations' programming strategies and content variety, this sampling strategy attempted to offer a thorough examination of the topics and content of each show. Programme synopses from both stations were chosen based on their applicability to the study's goals and the requirement to gather a representative sample of programming for analysis from both stations.

3.5.2 Interviews

In all the selected community radio stations, interviews were conducted to fetch the views of the staff to better understand how CR stations are working at promoting the attainment of the SDGs. According to Agwu, (2023), Interviews are a form of data collection method where researchers engage in direct conversations with participants to gather information and generate knowledge about various topics in applied linguistics (Agwu, 2023). Interviews can take different forms, such as dialogic forms,

online interviewing, approaches to elicitation, and mobile methods. The data obtained from interviews is transcribed, translated if necessary, and analyzed to gain insights and understandings related to the research questions. According to Anwar, (2015), key informants' interviewees have so much knowledge to offer and can help outsiders (researchers) to understand better the phenomenon they are studying. The selected respondents for the key informant interviews included the General managers of the selected CR and Programmes managers who had very deep information on how the stations were working to promote the SDGs.

The study applied the semi-structured interview guide to gather information from the respondents. According to Magaldi and Berler (2020), a semi-structured interview allows the researcher to explore deeper into the topic or the subject that is under study. Additionally, the semi-structured interview is generally based on a guide that is hinged on the main topic and provides a general pattern. Megaldi and Berler (2020) argue that the semi-structured interview, despite its topical trajectories provided before the interview, enables a researcher to go deep for discovery. The semi-structured interview allowed the respondents to speak at length about issues raised. However, the interaction was guided as it must be in line with answering or addressing the second objective of the study. All 4 semi-structured interviews were conducted in the selected CR stations. At each CR station, two (2) semi-structured interviews were conducted.

3.5.3 Focus Group Discussions

Focus Group Discussion (FGD) is a data collection tool that seeks to bring together people of similar opinions and views to share and throw more light on a social phenomenon (Kabir, 2016). Mugenda and Mugenda (2012) also define FGD as a technique used to elicit data from a group of people who share the same experiences.

Focus Group Discussions are usually guided by a facilitator, and usually a recorder. This technique enabled the researcher to gain insight into the issues discussed because the issues discussed are deliberated in rich detail.

Focus group discussions were conducted in the selected community radio station's four operational areas. The participants for the FGD were selected using a checklist generated by the radio station managers (gatekeepers) through the purposive sampling technique. Community radio stations per their motives usually keep a record of their listeners and frequent contributors. Asuman (2022) indicates that community radio stations by their nature usually keep a list of their frequent contributors. Also, Paul and Dery (2017) in a study on citizen participation in radio programming in the northern region of Ghana testify that listener's clubs exist at Simli and PAD community radio stations in Kumbungu and Damango respectively for better participation by listeners. The FGD that were held at the various CRs helped the researcher to answer the research objective two which looks at how the broadcast content of the selected community radio stations enhances the attainment of the SDGs.

3.6 Data Collection Process/Procedure

3.6.1 Interviews process

In line with the University's regulations on ethical research, the researcher obtained introductory letters from the Head of the Department of Development Communication of the School of Communication and Media Studies in imploring respondents and Listener Groups of the CRs to participate in the study. A brief of the interview was also attached to help the interviewee prepare adequately for the interviews. After several phone calls between myself and the community radio station managers, the interview date and time were agreed upon by both the researcher and the interviewees.

On the agreed days for the interview, I began my journey a day before the agreed day and arrived 30 minutes before the agreed time at the station premises. This was to allow me ample time to settle for the interview and also get used to the environment. The officers took turns to grant me their responses to the semi-structured interview guide I had prepared. The semi-structured interview guide allowed the researcher the opportunity to pen down certain questions but with the flexibility of asking follow-up questions that may not necessarily be in the guide (Braun & Clarke, 2011). During the interview, I had the privilege to introduce myself to the participants and get them to introduce themselves as well. This was meant to serve as an ice-breaker to set a positive mood for the interview as suggested by Croucher and Cronn-Mills (2015) building rapport with your interviews is an important factor in attaining a successful interview. I also explained key terms to the participants as and where necessary. For record keeping, the question and answer session with all the participants was recorded using a digital recorder. Aside recording, I also took key notes of other important elements that might not be captured by the recording device. All of these aided in smooth transcription and onward analysis of the data collected. The key interviewees were assured their responses would only be used for academic purposes and this helped in eliciting in-depth information from them. Four respondents in all were purposefully chosen for semi-structured interviews from two community radio stations as part of the research approach. In particular, two programme managers and two station managers were selected as respondents from each station. Every interview was conducted one-on-one and lasted forty-five minutes on average. To provide a thorough grasp of the research issue, this sampling method sought to collect in-depth insights from important stakeholders involved in the management and programming aspects of community radio stations.

3.6.2 Focus group discussion

The researcher arranged a meeting with the selected Listener Groups of the CRs with the aid of the Programmes Manager of the station and briefed them on the nature of the study and the specific assistance the researcher needed. The participants for the FGD were selected based on some outlined characteristics gender and activeness of participation on the radio programme from the Listener groups. The researcher together with the leaders of the selected listener Groups fixed appropriate dates, times, and venues for the data collection. Having selected the participants, on the day of the FGD, I again arrived 30 minutes before the time and got my interpreter in some cases for the non-speaking English communities. When all the participants of the FGD arrived, I welcomed them all, showed them my student ID card, and followed with the consent forms. This was to allow the participants to decide whether to participate in the discussion or not because there was no existing power differential between the researcher and participants. According to Hermansky (2022), participation must be voluntary and there must be no risk for participants to feel pressured to join the study. The participants were again assured of the use of all their responses for purely academic work and nothing else. Their names were withheld for anonymity and confidentiality purposes as research ethics will require. All discussions were recorded for transcription purposes. Two sessions of focus group discussions (FGDs) were arranged with radio listener groups, one at each of the study's chosen community radio stations. There were eight people in each session, two males and two women. Three women and five men made comprised the focus group at Simli radio, while the number of participants in Tawasul radio's focus group was split equally between men and women. While the Tawasul radio session was held in front of the assemblyman's home in Naalung Fong, the FGD with the listener group at Simli radio took place in front of the station in

Dalung. On November 25, 2023, at 10 a.m., the FGD in Dalung began and lasted for one hour and twenty-five minutes. Comparably, on November 26, 2023, at 11 a.m., the Focus Group Discussion (FGD) with the radio listener club at Tawasul radio commenced and lasted for one hour and thirty-four minutes. These focus group discussions (FGDs) were an invaluable methodological tool for eliciting opinions and ideas from the radio listener groups about their experiences, preferences, and views about community radio programming and how it affects their communities in terms of achieving the Sustainable Development Goals (SDGs). The FGDs were moderated by the respective Community radio station managers and the Listener group secretaries took notes on my behalf.

3.6.3 Document analysis

As indicated earlier, one of the data sources is document analysis. The documents (programme synopsis) collected were analyzed to find a match with the objectives of the study. Creswell (2014) posits that documents are effective and convenient means of collecting data. The documents that were examined were first identified and selected by the researcher based on their relevance to understanding the phenomenon under investigation.

In gathering the documents for document analysis, the researcher visited the various radio stations on separate days. Upon arrival at the radio station, I formally introduced myself to the staff of the station. Although I had no introductory letter to show, they agreed to inspect my student ID card as proof of my student status. After formally introducing myself, I requested to meet the leadership of the stations. I was then directed to the station manager's office. There at the manager's office, I informed the manager of my reason for the visit and the topic of my study. After ensuring all these

protocols were well established, I solicited the documents (programme synopsis) from the programmes manager through the station manager. I was not given all the documents that day. It took a week for me to get programme synopses from both stations, and when I was supposed to pick them up. I received the weekly allotment of the shows from each station at various points within that allotted time. This strategy made it possible to methodically get programme synopsis from Tawasul Radio and Simli Radio within the allotted time limit, guaranteeing the availability of pertinent data for the research study's later analysis.

All documents considered for analysis were identified due to their relevance to the overall objectives of the research and how easily accessible they were. Document analyses were also carried out in line with the pre-existing themes that emerged from the other sources of data. This ensured that documents obtained “provided other specific details to corroborate information from other sources.”

3.7 Data Analysis

According to Maguire and Delahunt (2017), data analysis is essential for conducting genuine qualitative research. Indeed, the qualitative researcher is frequently referred to as the research instrument because his or her ability to comprehend, describe, and interpret feelings and perceptions is critical to finding meaning in specific settings and contexts. Data analysis, according to Hammond et al. (2018), is the process of describing and evaluating data acquired on issues, situations, or challenges. The author further indicates that data analysis is primarily concerned with the processes of summarizing, simplifying, and interpreting large amounts of data. There are two forms of data analysis, quantitative data analysis and qualitative data analysis (Creswell, 2014). In qualitative studies, large amounts of data are usually collected which must be

well analyzed to put meaning to them. They can be analyzed according to themes to make them more meaningful based on the stated objectives. The main purpose of data analysis is to be able to reduce data to a more understanding form (Braun & Clarke, 2019).

The study therefore employed the thematic analysis method. Thematic analysis is a technique for "identifying, analyzing, and reporting patterns (themes) within data" (Braun & Clarke, 2019). Fugard and Potts (2019) describe thematic analysis as a family of qualitative social research methods that formalize, to varying degrees, the process of developing themes. Yin (2009) recommends the thematic strategy as the preferred style of analyzing qualitative data. Yin argues that data must be re-grouped into various parts that are of interest to the researcher (Yin, 2009). It is a process of interpreting the information and abstracting bigger ideas from plain written words. It entails drawing connections at a deeper level, where the meaning of two text pieces employing distinct terms can be understood to be related, or a shared reality (Fugard & Potts, 2019). According to Braun and Clarke (2019), thematic analysis will provide the types of themes; semantic and latent themes. However, this study applied the semantic themes because the study did not need other information apart from the exact words of the respondents. According to Guest et al. (2011), this method moves beyond counting exact words or phrases and identifies and describes both implicit and explicit ideas within the data (themes). This method was chosen because it provided a solid foundation for semi-structured interview analyses to answer the research questions. The main goal of thematic analysis is to identify themes. Thematic analysis is a type of qualitative data analysis that classifies data collected into themes related to the data. Alhojialan (2012) indicates that thematic analysis allows the researcher to determine the relationship between concepts and compare them with the repeated. Creswell,

(2014) mentions that the thematic analysis presents data more effectively and reflects the reality of the data collected. Thematic Analysis offers the opportunity to link the various concepts and opinions of the respondents and compare their responses to the data collected concerning the objectives of the study. Again, the technique is preferred because it is flexible and also allows for the application of both the inductive and deductive methods. The thematic analysis provides the opportunity for the researcher to move beyond the words and statements expressed by the respondents to more of the expression of ideas (Alhojialan, 2012).

The entire data was collected using various instruments transcribed into a written essay and then coded under the various research questions out of which some themes were also identified. In presenting qualitative data, I revisited my research objectives and research questions to compare the interview results and identify the main themes. The main themes will be coded and grouped into various categories of interest.

According to Braun and Clarke (2019), there are six steps to follow when conducting thematic analysis. According to Braun and Clarke (2019), as cited in Maguire and Delahunt (2017), thematic analysis is possibly the best form of qualitative analysis because it offers a clear and usable framework for conducting thematic analysis. The steps are familiarizing with the data, generating initial themes, searching for themes, reviewing the themes, defining themes, and generating or writing the report.

Familiarization with the data entails the reading and re-reading of the entire dataset to become intimately familiar with the data. This is necessary to be able to identify appropriate information that may be relevant to the research question(s) (Byrne, 2021). According to Braun and Clarke (2019), getting to know the data and sinking it into the research objectives is very critical when conducting thematic analysis. This also means

immersing yourself completely in the data set. This stage involves transcribing the audio recordings of the interviews and focus group discussion and reading over and over the text to get familiar with the data set. At this stage, the recorded data were transcribed into text. The repeated listening to the recorded data and transcribing it aimed to familiarize myself with the data. Braun and Clark (2019), admonish researchers to use whatever format is best for them; annotating transcripts, and writing comments in books or electronic files to highlight sections of interest.

I started by listening to each interview recording once before transcribing that specific audio to become familiar with the data. As 'active listening' was required during this initial playback of each interview recording, I did not take any notes at this time. Before transcribing, I engaged in active listening to better understand the key topics covered in each interview. This gave me the chance to recollect gestures and mannerisms that may or may not have been noted in the interview notes without being constrained by duties like taking notes. After each interview's active-listen playback, I painstakingly transcribed it. I reviewed each transcript several times after all of the interviews' transcriptions were finished. I made a note of some incidental observations at this stage. In addition, I wrote down my views and sentiments about the information and the analytical procedure (continuing this practice would be advantageous for transparency throughout the entire investigation). During the initial stages of becoming familiar with the data, some initial notes were written. Some of these notes would later be used to guide how the final analysis was interpreted.

The first step in conducting thematic analysis is generating the initial codes. The basic components of what would later develop into themes are called codes. To create concise, brief descriptive or interpretive labels for pieces of information that can be relevant to the research question(s), coding is used. It is advised that the researcher go

through the full dataset methodically, giving each data point equal attention, and noting any characteristics of the data points that are intriguing and might be useful in creating themes. To be informed about the underlying similarities among constituent data items concerning the research's topic, codes should be succinct but include enough detail to be able to stand alone (Braun and Clarke 2012; Braun et al. 2016).

Coding could be done in a semantic or latent way. This study adopted semantic coding which indicates that nothing apart from what the participants have said will be considered. Bryn (2021) indicates that semantic codes can be described as a descriptive analysis of the data, aimed solely at presenting the content of the data as communicated by the respondent. This coding will be done repeatedly to generate better codes that will align with the research questions. This is emphasized in Braun and Clarke (2006; 2013), coding gets better when there is constant practice. The applicability of this stage was considered very keen. After the data was collected, they were coded into themes. During the data collection, the respondents especially those from the radio stations mentioned some key issues that could not be diluted or submerged into other themes.

The stage or phase of generating themes is when the analysis begins to take form or shape. The researcher begins to capture some things about the research questions that represent a certain pattern in the data set (Braun & Clark, 2006; 2019). In finding or generating the themes, the review of coded data is very critical as it will help in fusing similar themes and allowing some as main themes and others as sub-themes. Bryn (2020), posits that, the coded data is reviewed and analyzed as to how different codes may be combined according to their hatred meanings so that they may form themes and sub-themes. Also, Braun and Clarke (2019) assert that one theme may collapse other themes in some cases forming main themes or sub-themes. The more the data set, the more the themes. However, if the themes are too many, the analysis can lose its sense

of accuracy. According to Bryn (2021), the researcher should be able to drop themes that may not be within the analysis. This stage should usually end with a thematic map or a table that presents the selected themes.

Reviewing the possible themes is the stage where the researcher decides whether the themes generated are themes that will represent the research questions and objectives. The developing themes are examined about the coded data and complete data set in this iterative process. Typically, it is a quality check (Braun & Clarke, 2019). At this stage, some of the themes that did not side with the objectives will be dropped after trials to re-structure these themes. Byrne (2021) explains that the researcher is allowed to tweak the themes that do not side with the objectives to be in line with them. However, he further adds that if they still do not suit the coded data set, the researcher is allowed to drop them (Bryn, 2021). In this stage of the analysis the review and quality checks. When analyzing probable themes, the researcher considered the following questions, according to Braun and Clarke (2012, p. 65): Is there a theme here, how well does this theme fit? What are this theme's limitations? Are there sufficient (useful) statistics to back up this claim? Are the statistics too varied and broad in scope? For this study, the researcher ensured that recurring themes were submerged into already broad themes. Some of the themes that have similarities were also merged to make each theme more encompassing.

To ascertain the meaning while formulating, the researcher will have identified and grouped the data according to the pertinent subject. This is the stage where the researcher constructs an analytic narrative to explain what is happening within the data especially how the themes relate to the research questions and why some attention needs to be given. The chosen themes should be related to the questions investigated in order to stand out as themes that will truly reflect the study. Byrne (2021) indicates that the

chosen themes should provide a compelling argument in line with the research questions under investigation. Again, at this stage, some of the themes selected initially will be taken out because some of them do not align with the study. At this level, I wrote out in detail an analysis of each of the selected themes and how these themes fit into the overall data.

The researcher at this level selected the appropriate extracts from the themes and analyzed the data relating to the research questions. At this stage, the themes would have been considered very appropriate for representing and interpreting the data collected. It can be viewed as the completion and final review of the report the researcher would have started writing before even beginning their thematic analysis (for example, a journal article or thesis/dissertation) (Byrne, 2021).

When examining research questions 1 and 3 by the stages of thematic analysis, a multitude of significant themes came to light. The themes of research question 1 encompassed agriculture, culture, education, entertainment, participation and development, and health and sanitation. These themes encapsulated the primary concepts and subjects addressed in the data that were pertinent to research question 1.

Thematic analysis of research question 3 also revealed themes associated with community endorsement, livelihood improvement, and donor financial attractiveness. These themes mirrored recurring ideas and issues that were raised in the information about research question 3. It was necessary to methodically encode and categorize the data using the thematic analysis process to identify patterns, trends, and commonalities within the dataset. Through the use of this rigorous analytical technique, the study was able to identify important themes that clarified the research questions and advanced the field's scholarly grasp of the topic.

3.8 Ethical Consideration

According to Patience (2020), research ethics is generally concerned with how the process of acquiring knowledge should be performed morally. It emphasizes that it should be carried out by the correct (rather than incorrect) ideas. Morality is defined by the right and wrong principles, which are a set of moral standards that instruct people what they should and should not do or be. Research should be designed, reviewed, and carried out in a way that ensures integrity and quality, (Bryman, 2018; Patience, 2020). The researcher had to get the consent of all the respondents before they participated in the study. This is the foremost ethical issue to consider during most research. Kankam et al (2018) explain that consent must be considered since participants can either agree or disagree to participate in any research. Also, Croucher and Cronn-Mills (2015) posit that for researchers to be ethical in their research process, they ought to adhere to three basic principles; informed consent, participants' privacy, and debriefing.

Seeking consent from the respondents was very important for the researcher. The researcher asked for permission from the respondents and provided sufficient information about the purpose of the research for the respondents to make informed decisions on whether they wanted to participate or not. The researcher did not coerce the respondents to participate in the study when they felt uncomfortable. The researcher also sought consent from the interviewees. The researcher explained to them that the participation was voluntary and the interviews would be recorded and they agreed to participate.

Confirmability means the study findings have been accurately and fairly presented without bias by following the required study standards and requirements from the initial stages to the final stages of the study project (Bryman, 2008; Creswell, 2009; Punch, 2009). In qualitative case studies the researcher also communicates the findings of the

study to the participants to verify the meanings interpreted and confirm the data (Cohen et al., 2011). This process involves an ‘audit approach,’ where data are constantly being scrutinized and changes are recorded and tracked in an ongoing process, which leads to confirmation of the data (Bryman, 2008; Lincoln & Guba, 1985).

In qualitative research, the concepts of credibility, dependability, and transferability are frequently studied (Rule & John, 2011). These form part of trustworthiness as an ethical consideration. According to Rule and John (2011), McMillan & Schumacher (2006), and Rakotsoane & Rakotsoane (2006), a combination of strategies, including extended fieldwork, multi-method strategies, participant verbatim language, multiple researchers, and member checking, to name a few, can improve the reliability of qualitative research.

The researcher presented the findings accurately and fairly. The researcher ensured that personal prejudices did not influence the presentation of the findings. The researcher acknowledged all the sources consulted in in-text and in the reference list to avoid plagiarism. All the stages of research design and data collection, cleaning, coding, and analysis were documented appropriately so the research process is transparent and there is an audit trail. According to Halej, (2017), this approach has the benefit of making it easy to differentiate between data that is being interpreted in self-interested ways by researchers, and data that is analyzed with transparent logic, therefore representing the best available evidence.

The researcher also ensured confidentiality and anonymity. Confidentiality means that while someone could conceivably be identified, only the researchers collecting or analyzing the data have access to respondents’ personal information, and this information is not shared in a way that would allow individuals to be identified to or by

a third party (Halej, 2017). Any confidential personal information (such as names, job titles, employers, etc.) should be securely stored, password protected and possibly encrypted (Giordano et al. 2007). Anonymity means that there is no way to identify a person from the information provided by keeping personal details separate from survey responses, or by participants not sharing their names with researchers (Halej, 2017).

The managers of the radio stations permitted the name of the radio station to be mentioned in this study. They also allowed me to see their programme schedule on the promise that the information obtained would only be used for academic purposes. Ngozwana (2018) posits that the personal data and information of all participants in a study should be held in confidence. These include information collected during interviews and focus group discussions (Ngozwana, 2018). During all the stages of data collection, the participants were assured of their confidentiality and anonymity. Their names and positions at their various workplaces were converted into codes that make it very difficult to navigate who gave what response. There was also a pre-interview meeting with all the interviewees to get them abreast with the whole idea of the study. At this pre-interview meeting, the interview questions were given to the interviewees to get them well-informed on what issues would run through the interviews.

3.8.1 Credibility and Trustworthiness

The degree to which the findings of a qualitative research study meet quality standards is what is known as trustworthiness (Polit & Beck, 2014). Trustworthiness in research is determined by the quality of the methods used to collect and analyze data, making it worthy of consideration by readers (Amankwaa, 2016). Different scholars have established various criteria for assessing trustworthiness (Emden et al, 2001; Lincoln & Guba, 1985; Neuendorf, 2017; Polit & Beck, 2012; Schreier, 2012). According to

Creswell and Poth (2017), a study must meet at least two of these established strategies to be considered trustworthy.

The criteria for ensuring trustworthiness in qualitative studies include corroborating evidence through triangulation, analyzing negative cases or disconfirming evidence, addressing researcher bias or engaging in reflexivity, seeking participant feedback through member checking, having prolonged engagement and persistent observation in the field, collaborating with participants, enabling external audits, generating a rich and detailed description, and conducting peer review or debriefing of the data and research process (Creswell & Poth, 2017). In my study, I employed triangulation, member checking, peer debriefing, and provided a rich and detailed description to establish trustworthiness.

By employing multiple and diverse sources, methods, researchers, and theories for data collection, qualitative researchers ensure that the evidence is credible and confirmable, a practice known as triangulation (Glesne, 2016). In my study, I used interviews, focus group discussions, and documents to triangulate my data collection methods. I conducted interviews with the founders of student-owned foundations and held focus group discussions with the officers in charge of communication at these organizations. To corroborate the responses, I analyzed documents from the websites and social media platforms of the foundations involved in the study. These documents, including texts, images, and videos, confirmed the participants' responses regarding their communication strategies for recruiting and retaining volunteers and resource mobilization.

To ensure trustworthiness, the study also employed peer debriefing, also known as analytic triangulation (Nguyen & Klein, 2008). Peer debriefing involves subjecting

one's research methods, data collection approach, and analysis to scrutiny by peers throughout the research process. In my study, I presented my work during weekly seminar presentations organized by the School of Communication and Media Studies, University of Education, Winneba, for peer review. Faculty members and fellow graduate students critically examined the study and provided constructive feedback. I also regularly discussed my work with other graduate and research assistants for additional input and guidance.

According to Lincoln and Guba (1985), member checking or respondent validation is the most reliable method for ensuring trustworthiness. Member checking involves presenting the research findings and conclusions to the participants from whom the data was gathered for affirmation. In my study, I shared the findings and conclusions with the interviewees to confirm that they accurately represented their views and opinions. Additionally, I ensured trustworthiness by thoroughly reporting my methods of data collection and analysis to my supervisor. The findings and conclusions were presented in detailed descriptions to enhance readers' comprehension.

3.9 Chapter Summary

This chapter provides a detailed process and procedure for data collection and analysis. The qualitative study drew on a multiple case study of two radio stations in the northern region with broadcast the SDGs (Simli Radio and Tawasul Radio). Data was collected through a triangulation of instruments such as interviews, document analysis, and focus group discussion on the study of the Community radio stations. The information collected was analyzed using thematic analysis. Again, descriptive methods while the validity and reliability of data collected were upheld. The chapter that follows presents an analysis of the data gathered and discusses the findings.

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter presents the findings of the data collected from various respondents through in-depth interviews, Focus Group Discussions (FGDs) and Document analysis. To make the data collected more meaningful and relevant, part of the data was coded and analysed thematically in accordance with the research questions. This is to ensure that the objective of the research is achieved which is to interrogate the role community radio stations play in promoting the SDGs using two community radio stations in the Northern region as a case study.

Kiger and Varpio (2020) argue that thematic analysis is a practical data analysis approach for qualitative researchers, emphasising the importance of clarifying its proper and effective application. The collected data was targeted at answering the study objectives. The findings were organised and discussed focusing on a specific research question. This aligns with Hesse-Biber's suggestion (2010) that the writing process should be closely linked to the research question(s) of the study. The discussions connect the findings with relevant theories, the literature review, and other pertinent issues (Kvale, 2009), utilising descriptive formats enriched with detailed narratives to report the findings (Patton, 2002). Below are the research questions that guided the data collection and analysis;

1. What are the content of programmes broadcast by the selected community radio stations that relate to the SDGs?
2. How does the programming content of the selected CR stations relate to the SDGs?

3. What is the motivation for the communication of the identified SDGs by the selected CR station?

To find answers to these research questions, three different interview guides were developed for interviewing the General Managers, the programme's managers, and the focused group discussion with the listeners groups. The data that was collected was then, analyzed thematically by reducing it into themes. To uphold the tenets of respondent anonymity, the respondents were given codes as RT1; Radio Tawasul station 1, RT2; Radio Tawasul programmes manager), RS1; Radio Simli manager and RS2; Radio Simli programmes manager. This was done to ensure the confidentiality ethic promised to the respondents of the study.

4.1 What are the themes in the content of the programmes broadcast by the selected community radio stations?

According to Alhassan et al (2011), community radio broadcast are often representative of the lives of the community members more than other radio programmes on other stations. The two community radio stations (*Simli Radio and Tawasul Radio*) have several broadcast that are discussant in nature and contents are all-encompassing to get divergent opinions. These programmes are carved out of several concerns that stem from the community and its members. The broadcast programmes range from live programmes to off-air programmes. The programmes broadcast by the two stations (*Simli and Tawasul Radi*)o revolve around some themes. The data revealed that there were programmes that aligned with the interests of the people since they participated in the planning of the programme. The main issues discussed in the programmes were clustered into about 10 themes of which some were merged to form 6 themes due to their similarity in understanding. The identification and establishment of the themes were in line with Braun and Clarke (2018) procedure for identifying and selecting

themes during thematic analysis. The established dominant themes were; *Community Development, Agriculture, Education, Health and sanitation, Indigenous culture Promotion, and Entertainment.*

Table 1: Themes in the content of Simli radio stations

| Themes | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| Community Development | 3 | 33.4 |
| Education | 2 | 22.2 |
| Health & Sanitation | 1 | 11.1 |
| Indigenous Culture | 1 | 11.1 |
| promotion | | |
| Entertainment | 1 | 11.1 |
| Agriculture | 1 | 11.1 |
| Total | 9 | 100% |

Source: Field Data, 2023

Table 2: Themes in the content of Tawasul radio stations

| Themes | Frequency | Percentage |
|-----------------------|-----------|------------|
| Education | 2 | 33.3 |
| Health & Sanitation | 1 | 16.6 |
| Indigenous Culture | 1 | 16.6 |
| promotion | | |
| Entertainment | 1 | 16.6 |
| Community Development | 1 | 16.6 |
| Total | 6 | 100 |

Source: Field Data, 2023

Table 3: Composite frequency distribution of themes in the content of programmes for the two community radio stations

| Themes | Frequency | Percentage |
|---------------------------------|------------------|-------------------|
| Community Development | 4 | 26.67 |
| Education | 4 | 26.67 |
| Health & Sanitation | 2 | 13.33 |
| Indigenous Culture promotion | 2 | 13.33 |
| Entertainment | 2 | 13.33 |
| Agriculture | 1 | 6.67 |
| Total | 15 | 100 |

Source: Field data, 2023

4.1.1 Community Development Programmes

A major theme that was teased out from the data collected on the dominant themes that reflect their programme content is Community Development. The definition of development has gone through different modifications. According to Mefalopulos (2008), development has diverse understandings ranging from psychologists to other individuals and other communicators. He further explain that, development relates to the achievement of motivation, self-actualization, acquisition of new knowledge and skills or also to understanding one's potential and limitations and willingness to work to improve existing conditions (Mefalopulos, 2008). However, development in this context refers to any programme content that seeks to promote the human person and their society. Indicators of the theme include; improvement in quality of life, self-reliance and sustainability of change.

From the findings of the study, it was identified that both CR stations selected for the study had programmes that reflected the theme of community development. This theme was the most dominant among the established themes during the analysis. The theme of Community Development proved to be the most dominant theme at *Simli radio*; the station had 3 programmes that fall under this theme. Tipkansi Liegbism (Rural Development), Ye Govnanti Kokoli (Government Affairs) and Jintora Saha (MP's Time) these three themes formed 33.4%. *Tawasul radio* on the other hand had just one programme that reflects this theme; Liegimsim Sochiba (Path to Development) forming 11.1%. Ye Govononti Kukoli, which is the literal translation of 'Your Government's Voice', is a community-focused government broadcast that aims to actively involve the local population in various government initiatives and undertakings that directly affect them. The program highlights governmental activities that have taken place over the week, and it is aired in the local languages spoken by the listening communities, thereby reaching a broader audience. Based on my research findings, it has been determined that this one-hour broadcast holds a significant position in the Sunday primetime slot, from 8 pm to 9 pm.

Ti-Jintora Saha is translated as 'Time with your MP'. It is one of the flagship broadcasts on local governance which, provides a platform for the constituents of the local community to directly engage with their Members of Parliament (MPs). The one-hour-long weekly programme, scheduled on Saturdays at 7 pm, is mainly broadcast in the indigenous language of the constituent communities. The programme intersperses talks (mostly in-studio, and in very exceptional circumstances, via phone) with phone calls from listeners who pose further questions asking for clarity, to their MP.

Tipkansi Liegimsim programme literally means "Rural Community Development" and focuses on the development needs of the rural people in the area. It draws

community members, assembly members and other stakeholders in development to discuss development issues and how the community can mobilize for development. The programme is on Wednesdays between the hours of 8 pm -10 pm and is broadcast in the local language for easy understanding. The programme has adopted the participatory means of interaction.

Liegimsim Sochiba which means “Path to Development” is on Tawasul Radio and discusses development issues and how to mobilize to get development for communities. The programme is one of the most participated programmes by the community members where they get the opportunity to suggest options of development and their local contribution to such development. The programme uses phone calls as a means of receiving the comments of community members as well as text messages on WhatsApp and SMS. The programme is broadcasted on Saturdays between 3 pm -5 pm. The programme is considered very important by the station.

All three categories of the respondents from the selected CR stations explained the relevance of development and why they commit so much attention to the theme, especially Simli radio. RS1 explained;

The issues of development is very dear to our hearts here at Simli Radio. Our mother organizations which is GDCA has prioritized every content on development. The advancement of the community is very keen and it's what we stand for as a station (RS1).

Again, the participants of the FGD corroborated the views of RS1 during their interaction with the researcher. One participant indicated;

The development oriented programmes are very necessary for our growth. We personally asked that management of the

station to consider more development oriented programmes (FGD 1).

Another respondent added

We the listeners of the station, we personally support the programmes on development. We advocated for them to start the programme; “Tipkansi Liegimsim” (FGD 1).

From the study findings in Table 1, it is evident that *Simli Radio* places more attention on issues of development than *Tawasul Radio*. *Tawasul radio* has one programme that advances this theme. RT1 explained this sharp contrast between his station and his counterpart in *Kumbungu, Dalung* to be precise as RT1 noted;

We are unable to advance the course of development due to the support. Once we started a programme that sought to identify community problems, we were left alone to manage the identified problems and you know we are not for profit (RT1).

The findings under this theme depict that the community radio stations in rural areas are more committed to advancing community development through their stations programmes. This aligns with the findings of Amadu (2023) as he indicates that community radio stations place very high preference on community members and their development. Also, Asuman (2022) finding corroborates the above findings as he argues that community radio stations have a core mandate and mission to promote and advocate for development. This means that community radio stations per their establishment, are expected to attract development efforts and also encourage the local residents to advance their own development (Alhassan et al 2011).

These findings again reflect the development media theory which underpins the study. It aligns to one of the core assumptions of the theory. McQuail (1980) argues that the

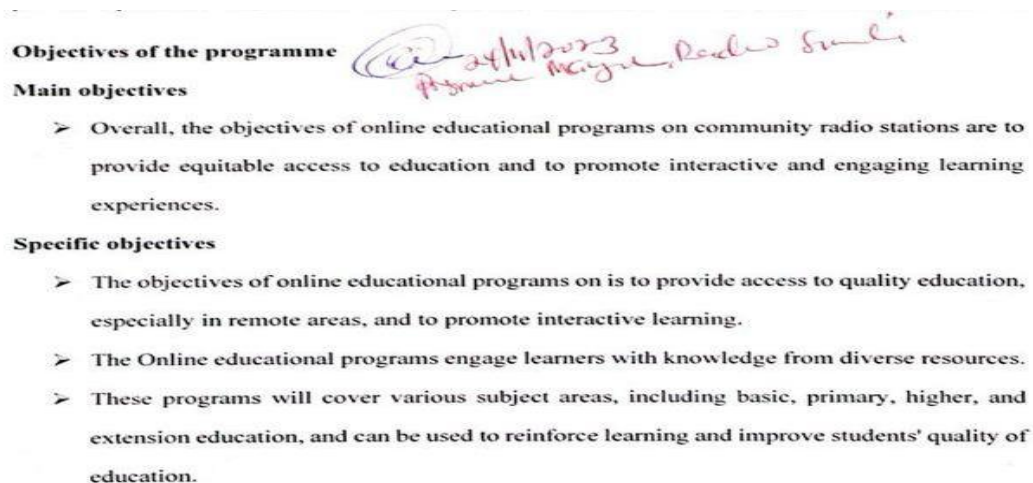
press is the pivot of societies leading to national development that it must disseminate development policies. Asemah, et al. (2017) add that the media takes on the responsibility of carrying out beneficial developmental programmes, accepting limitations and directives from the government; and assisting the development process in developing countries. This includes; focusing on disseminating information for the better good and the transformation of people. The findings again depicts that the media influences social change that suits the community. The programmes on Community development especially Simli radio are achieving the planned results.

4.1.2 Educational programmes

The second most dominant theme that came up during the analysis of the content of the selected community radio stations' programmes is Education. Education is a common theme that community radio stations are often hinged on. In establishing this theme, programmes that provided a learning environment and also offered an opportunity for students to continue to engage with their teachers were considered. Education in this study is the transmission of values and accumulated knowledge within a society. It includes methods of teaching and learning that take place in formal settings like schools or school-like environments. Patrick and Ayobami (2017) aver that, education it is a system of events that affect learners in such a way that learning is facilitated. Education seeks to change attitude and behaviour, because for people to change, they must first acquire fresh knowledge, insights and skills. Education entails building knowledge of facts, relations, rules and principles of one kind or another in the mind of the learner (Patrick & Ayobami, 2017). The theme of education hinged on both within and outside the structures of formal educations. Indicators of this theme include; educational content, students' continuous engagement with their teachers on air.

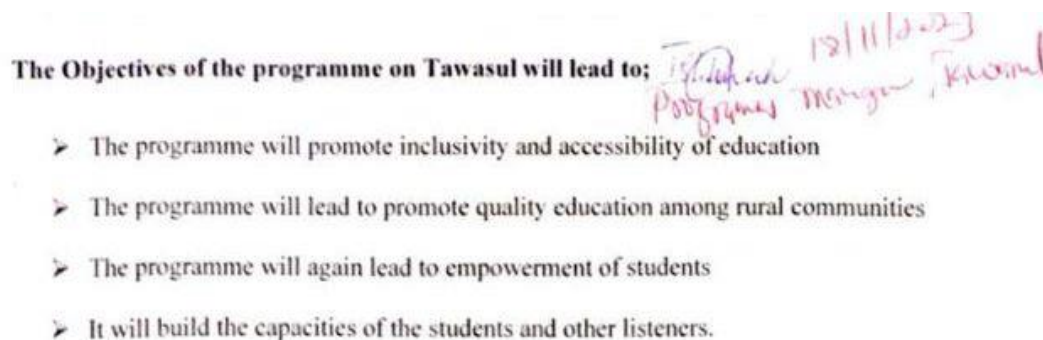
From the study, two programmes were identified as aligned to this theme; Karimbihi Bohambu puham Doo which means students online classroom on Simli radio and Shukuru Doo which means classroom on Tawasul radio. From the data, it revealed that community radio programmes are targeted at enhancing students' continuous engagement with their teachers. The two programmes were both introduced in 2020 during the COVID-19 pandemic that shattered the world including educational institutions. The programme synopsis from the two stations depicted the value and purpose of the programme. The focus of these programmes is to help students continue to learn when they are absent from school and are unable to participate in classroom activities. For instance, in Kumbungu where Simli Radio operates, a lot of students are often not be in school during the harvest session. This programmes will therefore help bridge the educational gap created by their farming activities. The programme is about disseminating educational content using the community radio station as a classroom. What is disseminated is usually on the core subjects Mathematics, English, Integrated Science and ICT. Indeed, due to the relevance of the two programmes, both stations have kept it on even after the pandemic when schools have been reopened to students. The programme synopsis from Simli radio reveal,

Figure 2: Programme Synopsis of Karimbihi Bohambu puham Doo Programme



The programme synopsis of the *Shukuru Doo* programme also revealed the objectives;

Figure 3: Programme Synopsis of *Shukuru Doo* Programme



From the in-depth interviews, both respondents from the station corroborated the programme synopsis above. RS1 indicated that they decided to start the programme after the pandemic led to the closure of schools and students had to remain at home. RS1 again explained that, the programme was also designed to help build the capacities of the students as they stayed at home. **RS1** outlined

During the pandemic, we realized students were going to lose a lot since they were going to be home for a long time. We invited tutors to come and teach students on our station. Doing that helped the students not to forget what they had learnt (RS1).

Also, the **RT2** emphasized the objectives outlined in the programme synopsis;

You know the programme started during the pandemic to help the students to continue to learn. After that, we decided to continue the broadcast. (RT2)

The results pertaining to the educational programmes broadcast by the chosen community radio stations are in line with existing literature on the function of community radio in fostering formal education and learning, particularly in challenging circumstances such as the COVID-19 pandemic. Community radio stations are

acknowledged for their potential as valuable educational platforms, especially in areas where access to formal education may be restricted (Moodley & Heeks, 2019).

In the context of the COVID-19 pandemic, which resulted in widespread school closures and disrupted traditional methods of learning, community radio emerged as a crucial tool for continuing education remotely. The programmes "Karimbihi Bohambu puham Doo" and "Shukuru Doo" exemplify how community radio stations adjusted to meet the educational needs of students during the disruptions caused by the pandemic. These programmes provide a medium for students to interact with their teachers and also access educational content, thus helping to alleviate the impact of school closures on learning outcomes. The results of the study also align with the principles of Development Media Theory, which highlights the significance of media, including community radio, in facilitating social and economic development through the dissemination of information and promotion of behavior change (Servaes, 2008). Educational programs on community radio aid in achieving development goals by addressing the educational needs of the community, empowering individuals with knowledge and skills, and promoting the development of human capital.

Additionally, the Agenda-Setting Theory offers insights into how community radio programmes shape public perceptions and priorities by influencing the importance of issues in the community (McCombs & Shaw, 1972). By dedicating airtime to educational programmes, community radio stations not only provide valuable learning opportunities but also emphasize the significance of education as a priority issue within the community's agenda. These programmes effectively elevate the discourse surrounding education and underscore its importance in community development.

Finally, the results highlight the crucial role of community radio in promoting education and learning, particularly in challenging circumstances. Through the provision of accessible and relevant educational content, community radio stations contribute to the development of human capital, empower individuals, and support broader development objectives within the community.

4.1.3 Agricultural Programmes

One very dominant theme identified is agriculture. Agriculture programmes in this study refer to all programmes that have as their core interest to advocate for better farming practices among rural farmers in the areas of the community radio stations.

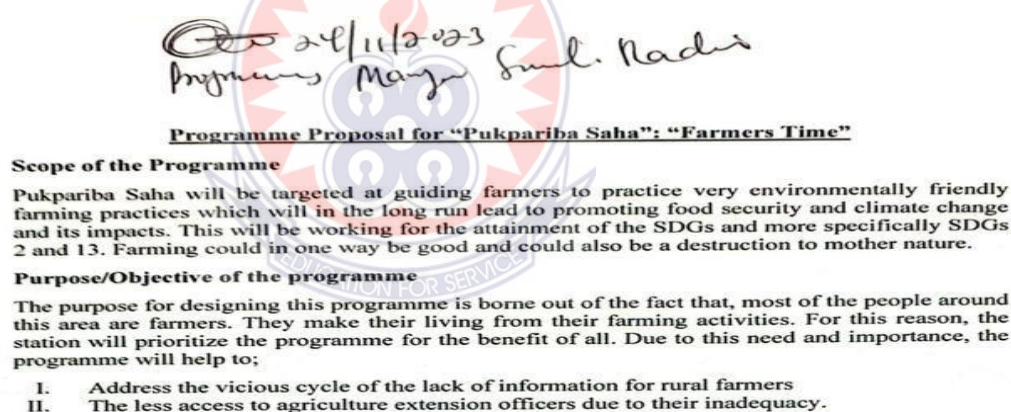
The indicators of this theme are; land preparation, fertilizer application, pest and weedicide management, harvesting, land tenure system, and mixed cropping. Based on these indicators, the study found programmes that relate to the theme of agriculture. The data collected revealed that there are programmes on agriculture which are targeted at improving farming practices and providing the needed information for farmers in the areas of the community radio station selected for the study.

The table 1 depicts that on *Simli radio*, there is one agriculture programme content which forms 11.1% of the station's programming content whereas table 2 depicts no Agriculture programme on *Tawasul radio*. Comparatively, the findings revealed that agriculture related content was the least with just one programme and a 6.25%. This finding avers that *Simli radio* in Kumbungu has made a conscious effort to design and broadcast programmes that bring to bear the issues of Agriculture for better redress. One programme, 'Pukpariba Saha' which literally means 'Farmers Time' is one programme that seeks to educate farmers on best farming practices. This programme with sponsorship from an international NGO, Farm Radio International, helps farmers

in the rural setting to be abreast with more current and advanced farming systems. This helps farmers to get first-hand information about better and best farming practices which will lead to good or bumper yields. The finding of this theme is justified by the responses collected from the four set of respondents engaged; programme synopsis, station manager, programmes manager and the listener club members.

The programme synopsis of the Pukpariba Saha programme was also reviewed to establish the existence and relevance of the programme to the people. From the synopsis, it was evident that the programme was very relevant to the station and also the people they serve. The extract further explains the finding with emphasis on the purpose or objective of the programme;

Figure 4: Extract from the programme synopsis of Pukpariba Saha on Simli radio



Source: *Extracted from programme synopsis*

In the in-depth interview, respondent RS1 of Simli Radio had this to say about Simli Radio and its Agriculture broadcast content.

Our people are mostly farmers and are highly illiterate. In all that we do we try to help them understand easy farming practices and also to help them know what to do and when to do it. We spend so much time on programmes that addresses agriculture issues since it's the major occupation here (RS1).

Respondent RS2 of the station also explained that the station had prioritized agriculture because it is one of the very common means of survival for the people living in the area. In the view of the respondent, this programme is one of the most listened to programmes of the station.

*The programme since its start has had so much listenership.
The people call in to thank us for starting this programme.
They will call to ask their questions seeking solutions (RS2).*

Also, a member of the radio listener group (Loyal Listener of Simli) upheld these views expressed by RS1 and RS2 earlier;

My maize farm was almost lost to pests and weeds until I called in the programme one time and the experts in there helped me with the solution to stop the pests from overcoming my crops (FGD 1).

Where we are, it is very difficult to get the extension officers to attend to your needs. We often rely on the radio programme “Pukpariba Saha” on the radio to ask them questions on what we can do to get issues addressed (FGD 1).

The finding presented above shows that *Simli radio* places so much importance on agriculture compared to its counterpart *Tawasul radio*. *Tawasul radio* reason for not prioritizing agriculture related content was attributed to the cosmopolitan nature of the place it operates from. The study further reveals that *Simli radio* is making a strong effort to leverage its influence as a community radio station operating in the area to propel and promote change in communities and also educate the local farmers on how to go about their farming be it domestic or commercial in these advanced times. According to Ferreira et al (2022), agriculture remains one of the very dominant

occupations of most of the inhabitants of the northern region of Ghana which includes the residents in the two locations of the community radio stations selected for the study. The theme reflects the views of the Development media theory as developed by McQuail in the 1980s. The theory advocates that the media should use its influence to advocate for development. This is further emphasized by Oyeyinka and Yetunde (2020) in their argument that Community Radio programmes can positively affect the rural community in several ways including agriculture interventions. Nakabugu (2014) aver that rural radio allows farmers to interact with each other and other relevant authorities like extension workers, and crop and animal experts through radio formats such as; live talk shows, phone-in programmes and on-location broadcasts that benefit the farmer. Again, these findings appear to be consistent with Alhassan and Amadu's (2018) finding that Radio Gaaki, a community radio station in the northern region has over the years worked to respond to some very basic needs of rural dwellers which include Agricultural needs.

The evidence from the respondents above, shows clearly that agriculture is considered very important to community radio stations. It also espouses the contribution of CRs in educating the rural farmer on what needs to be done and how it has to be done. The findings further reaffirms Ankuyi et al's (2023) argument that community radio stations play an influential role in providing the right information for Cocoa farmers in Ghana. Through this broadcast, the community radio stations have helped the farmers in the area to learn good agricultural practices such as; fertilizer application and pest control which will increase their yields. Such agriculture programme also helps local farmers to reduce spending on engaging agricultural extension officers which, in most instances, become burdensome to these rural farmers.

Additionally, the agriculture broadcasts have helped bridge the gap in access to information and experts in agriculture by creating a platform for the exchange of ideas. Asuman (2022) argues that, agriculture related broadcast has help farmers to stay informed on current issues such as mechanized agriculture. According to Al-hassan et al (2011), the use of community radio is the easiest means of getting information to illiterate and poor smallholder farmers, because unlike newspapers, radio requires no reading skills or money to subscribe. Community radio also broadcasts programmes in the local dialect of its immediate community. Therefore, people who may not be highly educated are able to listen and make use of the information provided.

4.1.4 Health and Sanitation Programmes

Health and sanitation is one of the dominant themes in the broadcast content of the selected community radio stations. Health and sanitation refers to the provision of facilities and services for the safe disposal of sewage as well as the maintenance of hygienic conditions concerning garbage and wastewater disposal. According to the Hygiene and Sanitation Handbook (2018), both hygiene and sanitation are closely related as they all deal with cleaning the environment from sickness factors. This theme comprises indicators such; disease alert, garbage and sewage management, containment of the disease and the prevention of the disease, maternal health and reproductive health, and nutrition awareness. These programmes summarize the theme of health and Sanitation issues that are showcased in the different forms of data collection.

The data collected revealed that the two community radio stations had prioritized the issues of health and sanitation in their programming content. *Alaafee Bangsibu* which means Health Education on Simli Radio and *Health Trends* on Tawasul Radio are the two programmes that address sanitation and health issues. Table I and II depict that the two stations both have one programme each with 11.1% and 16.6% respectively that

reflects this theme. Collectively, the theme of health and sanitation forms 12.5% of the programmes that fall under this theme. The data revealed that the two programmes had similar objectives, which were to bring health information to their listeners to improve the health conditions of women and children. The similarities of the programmes is further explained from the excerpts of the programme synopsis collected from the two stations;

Figure 5: Programme objective of Alaafee Bangsibu

Purpose/Objective of the programme *17/11/2023*
Margaret Simli Radio

The Alaafee Saha programme on Simli radio has become very necessary due to our observation of some health dangers around the communities we operate. The programme will seek to achieve the following objective s but not limited to these alone;

1. **Improving Knowledge and Awareness:** These programs aim to increase community members' knowledge and awareness of the importance of improved sanitation, hygiene, and preventive measures to combat diseases such as COVID-19.
2. **Promoting Accountability and Transparency:** Radio programs are used to promote accountability, transparency, and responsiveness in water, sanitation, and hygiene (WASH) service provision. They provide a platform for citizens to engage, complain, and demand their rights, thus enhancing participation and governance.
3. **Tailoring Content to Community Needs:** Community radio programs are tailored to address key issues identified by the community, such as water and sanitation governance, and can be delivered in multiple languages, making them accessible and relevant to a wide audience.
4. **Disseminating Vital Information:** Radio programs play a crucial role in disseminating information on health, hygiene, and sanitation practices, especially in areas affected by natural disasters. They provide advice on staying healthy, immunization programs, and where to find medical services.

Source: Extract from programme synopsis

Figure 6: Programme Objective of Health Trends

Objectives of the programme *17/11/2023*
Margaret (Lawyer)

- I. These programme will help increase awareness of health issues, provide guidance on preventive measures, and offer updates on health trends, including during public health emergencies such as the COVID-19 pandemic.
- II. The programme will improve knowledge about health and medical research, as well as to foster dialogue between researchers, healthcare workers, and the public.

Overall, the objectives of a community radio program on health trends are to inform, educate, and engage the public in order to promote community health and well-being.

Source: Extract from programme synopsis

In realizing the major objectives of the programme, *Tawasul Radio* usually invites health professionals to the studio to discuss some health concerns of residents. The findings of the study again revealed that much concentration of the programmes was on women's conditions and more specifically pregnant women. This argument reflects

the views expressed by Al-hassan et al (2011) on community radio serving the interest of most, marginalized groups such as women and children. This was reaffirmed by respondents from the two radio stations who unanimously admit that some programmes were devoted to discuss the problems of health and sanitation in their communities. These programmes contain information on water and sanitation governance, hygiene practices, disease prevention, access to healthcare services, and disaster preparedness.

Respondent RT1 on Tawasul radio said this about how the programme is hosted and who comes on it;

We do bring nurses and other health personnel to educate women on their health, especially pregnant women. We sometimes organize community fora as well to reach the people directly to educate them on their health (RS1)

Respondent RS2 at the Simli radio also explained that their programme on health that is, Alaafee Bangsibu had so much influence on the health situations of their listeners. The respondent revealed that they had to sometimes take the programme out of the studio to get more people to access the programme and to really understand the health needs of the people. He explained that;

We sometimes move into the community to discuss the issues with the women. When we do that, it is an opportunity for the women to share their stories to encourage one another (RS2)

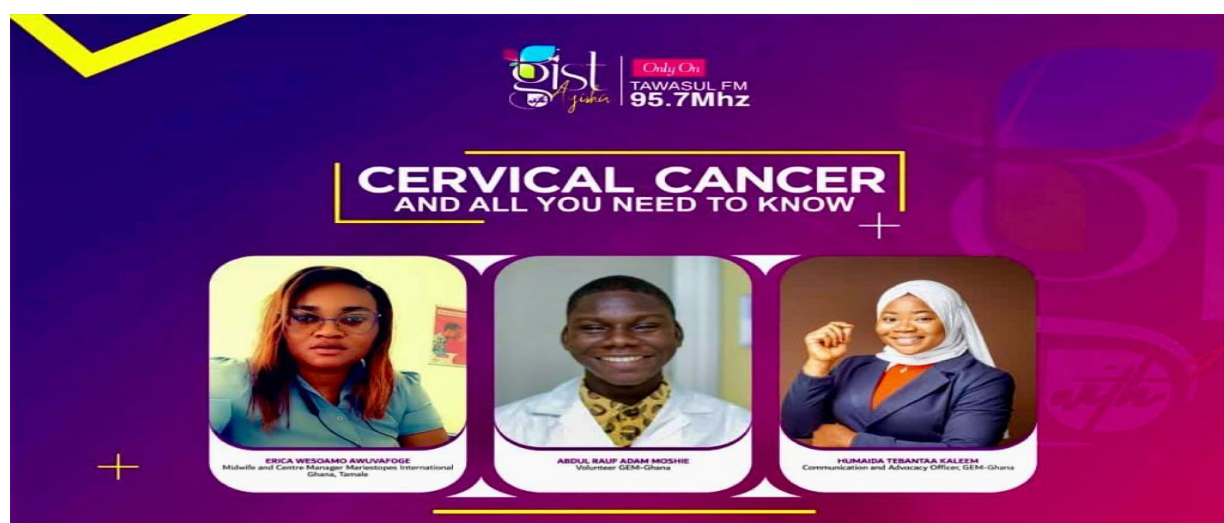
From the findings, it is evident that community radio stations through this campaign on public health issues have created awareness and also improved the health-related behaviour of the people. This means that, community radio stations, due to its intimate community orientation, is facilitating and encouraging social change towards health

and sanitation. Community radio plays a decisive role in the improvement of health and nutrition awareness of rural people (Okaka, 2016). According to Mamun-ur-Rashid (2019), Community radio is the best nexus of community media for healthcare policy communication based on gender mainstreaming. The programmes are aimed at improving the health conditions of the residents of the communities. Both programmes receive partial support from NGOs; some of the production costs are borne by the stations, while others are borne by the NGOs themselves. The Health Trends programme of *Tawasul radio* is sponsored by Savana Signatures, an NGO operating in Tamale with a focus of adolescent reproductive health while the Alaafee Bangsibu programme on Simli radio is sponsored by the Ghana Health Service through its partners. It is however important to explain that, the study finding also aver that, aside these two programmes, there are other programmes that consider health issues as topical in their line-up. One such programme on Tawasul radio is the Gist programme that discusses issues around women and other ailments. The response from the listener group during the focus group discussion confirms this finding on how this programme which talks mostly about empowerment drives in health concerns that relate to women. One of the participants had this to say about the Gist programme and its relation to health;

The programme hosted by Ayisha has taught us to manage ourselves as women in terms of our reproductive rights(FGD 2).

For instance her programme on cervical cancer was very timely because some of our women were beginning to complain about not understanding the issue (FDG 2).

Figure 7: Programme flyer on Tawasul Radio



Source: Field data, 2023

Furthermore, Waters et al (2011) affirm this finding with their explanation that Community Radio Stations (CRS) are important tools in public health and economic development. They promote such activities by providing programming that is relevant and community-focused, which address community specific issues and concerns. Community radio stations can also be used to disseminate information about vaccination, immunization programmes, health insurance plans, and the management of specific health threats, all of which contribute to the community's overall well-being (Aberese-Ako et al, 2023). These arguments are fully reflected in the programmes broadcast on the two community radio stations. Sanitation and hygiene programmes provide information on water and sanitation governance, hygiene practices, disease prevention, and access to healthcare services.

4.1.5 Indigenous Culture promotion Programmes

Reviewing the programme synopsis, and conducting the in-depth interviews with the staff of the selected radio stations, as well as the focus group discussions with the radio listener group revealed there is broadcast content that is targeted at promoting the

indigenous culture of the people, hence the theme of indigenous culture promotion. This theme refers to or relates to the diverse traditions, beliefs and practices of the communities that the radio station serve. Culture generally refers to the shared values, attitudes, beliefs, and practices that characterize a social group, organization, or institution (Nancy, 2013). Thus, culture is the lifestyle of the people within a group and denotes their values, beliefs, artefacts, behaviour and communication. Indicators of cultural-related content include local music, and local arts as well as cultural preservation.

The study revealed that there were programmes that placed relevance on the indigenous culture of the people such as “Tikali Bangbu Saha” (Knowing your Culture) on Tawasul radio and “Dagban Zuliya” (Dagban Lineage) on Simli radio. The programme focuses on the culture and traditions of the local people. According to the reviewed synopsis of the two programmes, they are geared towards the development of the art and culture through featuring traditional music, folklore and storytelling on the CRs. These are used to preserve and promote the cultural heritage of the communities. By broadcasting in local languages and featuring local music, stories, and folklore, these programmes contribute to the preservation and promotion of indigenous cultures and identities, fostering a sense of pride and unity within communities. The programme synopsis presented below outlines the objectives of the two programmes from the selected station. The synopsis of Tikali Bangbu Saha reveal that the programme is geared towards promoting the culture of the people through language. The synopsis of the Dagban Zuliya programme outlines where the programme is geared towards. The programme promoting the culture of the people through celebrating together their identity. The Synopsis is presented below;

Figure 8: Programme synopsis of Tikali Bangbu Saha on Tawasul radio

Objectives of Dagban Tikali Bangbu Saha programme on Tawasul radio 18/11/2023
P. Maye Tawasul

- The programme informs the local community about events, activities, and important public information. It acts as a platform to share “what’s on” in the area, ensuring that residents stay informed.
- The programme will celebrate the richness of local culture, including language, music, and heritage. By highlighting cultural aspects unique to the community, they foster a sense of pride and identity.
- The programme will help the community radio bring people together. It creates a space for dialogue, interaction, and collaboration among community members. Through shared experiences and discussions, it strengthens social bonds and builds a sense of belonging.

Figure 9: Programme synopsis of Dagban Zuliya on Simli radio

Objectives of Dagban Zuliya programme on Simli radio 24/11/2023
Maye Simli

The objectives of community radio programs on culture are diverse and encompass several key aspects.

- These programs aim to preserve and promote local culture and traditions through storytelling, interviews, and music, thereby passing them down to future generations.
- They also seek to foster a sense of belonging and community, especially during difficult times, by bringing together people with shared ethnicity, religion, hobbies, and interests.
- Furthermore, community radio programs on culture strive to reflect and construct local culture, reduce the isolation of certain communities, and promote cultural diversity and understanding.



The two programmes compositly discuss issues around the different festivals celebrated by the people of the region, their traditional attire which is the smock and its accompanying hat and also the different postures of the hat. This formed 12.5% of their programming content. Other issues discussed on the programmes also revolve around the different rites of passage for girls and the symbols and authority of the different paramouncey’s of the Dagbon monarchy and their roles to the overlord of the area. The programme synopsis clearly outlines some of the issues discussed;

Figure 10: Objectives of Tikali Bangsibu Saha on Tawasul Radio

OBJECTIVE OF THE PROGRAMME *Prof. Mawuena Tawasul 18/10/2023*

Tikali Bangbu Saha programme is a programme that seeks to bring to the fore the different and diverse culture that exist among the different Dagbon clans. Culture is one of the very important aspects of development that cannot be relegated in our quest to promote development through communication. A programme like Tikali Bangbu Saha will elicit the culture of the people as well as amplify the cultural, political and artistic voices that are often excluded from the mainstream media. The programme will also serve as a platform for community members to share their cultural heritage, traditions and artistic impressions. The programme also enriches the individual and communities by providing a space for communication, self-expression and creativity.

Source: Extracted from programme synopsis

RT2 in the in-depth interview was projective about the Tikali Bangsibu programme. He indicated that the programme helps the people to learn and know more about their culture.

The programme has taught a lot of the people here not only natives but also non-natives about the traditions, customs and beliefs of the people of Dagbon. We have people who call in and tell us how impressed they are with the information we can serve them with (RT2).

RT1 also corroborated the views of RT2 on the programme. RT1 emphasized that

The programme has made even non-natives know about some cultural issues in the community. The programme is mixed with local music for the full pleasure of the listeners (RT1)

At the FGD, the members of the radio listeners club attested to the fact that the programme is targeted at promoting their culture. One of them had this to say about the programme.

Through the programme, we all have understood some basic cultural traits that are very important to our society which we need to abide by. For instance, I got to understand the history behind the celebration of the and their relevance to the people of Dagbon (FGD 2).

According to Aliyu and Ikwgwuonu (2022), Culture is central to the development of societies and often language is the driver of culture. The choice of language adopted in radio broadcasts is an essential ingredient for development. The choice of language symbolizes the cultural expressions of the listening community (Aliyu & Ikwgwuonu, 2022).

Tawasul Radio uses the language I speak to engage us directly. Their programmes are broadcast in the language that every member of the community understands and can identify with. For us here in our community, our language is our identity. Once you speak our language, you are considered a friend (FGD 2).

RS1 and RS2 revealed that, before they started to broadcast the programme, the chiefs in the area had suggested that a programme of the sought should be designed to help them educate the residents on what the traditions of the land were. Again, in their response, it was evident that the programme was targeted at correcting some ill beliefs held by people about the people and their attitudes. RS1 explained;

This programme was a suggestion from our chiefs and so it was attached with some much relevance. The programme's design was done in consultation with the chiefs of the area. This has made it one of our most cherished programmes here at our station (RS1).

RS2 also explains that the programme since its start has shaped the lives of the youth in a certain way. Previously, some of the youth were engaged in some very unacceptable behaviours. With the programme, it has shaped their way of life. RS2 indicates;

Bad dressing was a major situation for us and having to deal with it was not easy. But with this programme, such indiscriminate dressing has been dealt with (RS2)

A “Magagea” (Women leader) of the Loyal Listeners of Simli radio during the FGDs indicated that the Dagban Zuliya programme has helped them to identify and associate themselves to the radio broadcast as theirs. She explains;

I continue to tune my radio set until I hear the people speaking Dagbani, which is what I understand then I know I am at my identity station, Simli Radio. I have never got that wrong because I feel the voices of our people (FGD 1).

Another participant at the FGD indicates that, with the language, she can tell the difference between Simli radio and the other stations that broadcast from other locations, especially from Tamale, the regional capital. The respondent indicates;

I can tell which station I am tuned in to because Simli radio uses the Dagbani language at all times for its broadcast. This has helped me to tell them from other stations who operate in our region (FGD-2)

The findings under this theme clearly outline how people value and hold onto their culture. The study depicts that, the media has a strong social and cultural impact upon society. This is predicated upon their ability to reach a wide audience with a strong and influential message. The media has a strong influence on the societal culture and that has impacted the lives of the people in some aspects. The above finding affirms Youkongpun's (2015) assertion that community-based media play a very significant role in strengthening, preserving, and promoting identity and indigenous culture.

The findings depict that, the programme has led to solidarizing the relationships and bonds between the different tribes living in the area. Tamale is a multiplicity of ethnic

groups and this programme brings to the fore the sensitive aspects of the culture of the natives. This is to a large extent done through the music and other activities on the programme. Krause et al (2020) aver that the use of traditional music, news and language in community language radio can assist listeners in retaining a connection with their home culture and to maintain relationships with others in their community. Again the finding is in line with Landry (2018) that, community radio can serve to bridge any cultural or language gaps through its reach into marginalized communities so that individuals have a voice to express themselves while keeping alive cultural identities (Landry 2018).

The diversity of cultures which includes language and music is very dear to the operations of CR. This is reflected in this theme as the inclusion of other tribal tracks enforces a sense of unity in the community. This is a commendable effort made by the Simli Radio CR station to bring people of different descent together under one common umbrella and to live in peace and love. This finding aligns with, Hermansky (2022) in his argument of Community radio as an integral component of grassroots media, serving as a platform for communication, social integration, and democratic participation within local communities. The finding is further emphasized by the same scholar that, community radio stations have experienced a resurgence around the globe by creating spaces to foster cultural diversity while strengthening engagement in its host community (Hermansky, 2022).

4.1.6 Gender-Related Programmes

One other theme expressed under the content of programmes is gender. The theme of gender comprises the cultural expectations and standards connected with masculinity

and femininity. Indicators of gender span from women's representation, girls' enrolment in school, and female ownership of properties among others.

The expected actions and traits associated with people according to their gender, or gender roles, have a big impact on how society functions. These positions, which are frequently picked up early in life, have an impact on people's experiences and possibilities all through their lives. Indicators of this theme include but are not limited to the following; gender equality, women empowerment, gender-based violence, and child marriage.

From the data collected, issues around gender are considered very significant at *Simli* and *Tawasul* community radio stations. From the findings, the two community radio stations have programmes dedicated to discussing gender-related concerns. A programme like *Pagsun Saha (Virtuous Woman Time)* is one of the programmes on *Simli radio* that places relevance on the issues of gender. On *Tawasul radio*, they have a programme titled “Gist” which discusses issues that concern women. The programme is hosted by a young girl who volunteers for the station. The objective of the programme stated in the synopsis is to uplift women and girls from marginalized situations. From the study, it appears that the programme also empowers young females to express themselves and take up roles that will build them to be outspoken in society to fight for the marginalized. Respondent RT2 explained that the programme was designed to empower women within the area and to get young girls out of culturally fixed situations. He mention;

The programme was to instil in the young girl the idea of pursuing education and enlightenment. This is very dear to us as a station because we trying to get women out to participate in issues that border on their wellbeing (RS2).

According to respondents, this programme has had some influence on the lives of the residents by adopting the new ways of respecting the views of all. RS2 from Simli radio explains what their programme and continuous advocacy on issues surrounding gender has led

Since we started the Paasung Saha Virtuous Woman programme using our female presenter, pregnant women now visit ante-natal services during their pregnancy journey. Also, gender violence against women has been reduced, and women now have access to micro-credit facilities to make them economically productive (RS2).

...Again, issues of witchcraft accusations have also been reduced through our continuous education. In our communities here, women could not own houses because of witchcraft accusations but now they do all these through the power of community radio... (RS2).

The study reveals that the programme has not only made life comfortable for the women but has given them a respite for them to get involved in the development efforts of their communities. Again, the response from the FDG indicates that through this programme, women have begun to feel very comfortable in their functions around the communities. During the FGD, one of the participants explain;

Women for some time now have been emboldened to work hard and to achieve more without it being attributed to witchcraft. We can access credit facilities to improve their business (FGD 1).

The findings aver that there are gender-related concerns which need particular attention in terms of radio programming as well as the entire community. Asuman (2022) indicates in his study that women in northern Ghana are often relegated to the back during decision-making. These findings depict that, the northern part of Ghana

continues to suffer issues of inequality in respect of gender. It is also very possible that this level of inequality is rooted in their culture hence the need for the media to engage more in educational content to avert these views. According to the Ghana Poverty and Inequality Report (2016) argues that such issues are widespread problems in northern Ghana, with women frequently being restricted in decision-making, power and unequal access to education and career opportunities (Ghana Poverty and Inequality Report, (2016). The findings of the study again depict that, the traditional patriarchal standards have contributed to these discrepancies, affecting all facets of women's lives ranging from schooling to employment and home decision-making. Girls frequently endure restrictions throughout their lives, including favouritism towards their brothers.

Entertainment programmes

A core mandate of the media which includes community radio is to provide entertainment. The two community radio stations have entertainment as one of their interests that forms the basis for a lot of their programmes. Entertainment just like many phenomena, does not have a single definition and thus makes it difficult to ascertain what constitutes them. According to McKee et al (2014), entertainment in the media entails music, art, and sports among others. This theme of entertainment is one of the very dominant themes in the study. Evident indicators that espouse this theme include; music, art, sports and lifestyle.

From the study, it was evident that there are stand-alone programmes that unearth this theme. The “Diema Saha” programme which means ‘entertainment hour’ and Dagban Kuya which means “Dagbon songs” on Simli radio are two programmes that fit in this theme. The programme discusses entertainment issues spanning music, fashion, and sports among others.

We have two programmes that entertain the listeners from time to time. They are; Diema Saha and Dagban Kuya Saha. They are both entertainment in nature and combine music and sports (RS1).

The Diema Saha programme is a typical blend of sports and music. The programme is an avenue for the local artist within the Kumbungu locality to get to interact with their fans. The programme ultimately tries to project the local music of the people among them. During the interactions with respondents at *Simli Radio*, they expressed;

Our programme seeks to entertain the listeners around here at the station, and is also an avenue for our local artist to sell their music to the listeners and also to build a local fan base here where their music is more loved (RS1).

“Dagban Kuya” (music spree) is the other programme that is targeted at unveiling musical talent in the community's four hours of uninterrupted local music. Local music in the sense that, they are sung in Dagomba. The songs do not only include songs of the dominant tribe which is Dagbani but also include; Gonja, Frafra, Mampruli and others. The FGD with the members of the Loyal Listeners of *Simli Radio* revealed;

This programme always uplifts our spirits because some of the lyrics are motivational statements that empower us to go out of our comfort zones to achieve greater heights (FDG 1). We need to get people entertained at their various places of work. This has helped us to gain more listenership across the localities we broadcast to. We do not only broadcast local music, we also have a studio where we have radio drama sessions once in a while (RS2).

At the time of the study, the *Simli radio station* was in the process of renovating its drama studio to help facilitate its radio drama sessions. The findings of the study reflect that radio drama is a very common way of entertaining residents. Naaikuur and Diedong

(2015) affirm this finding that, in many CR stations in Ghana, drama programmes are another standard type of radio programme through which the stations promote artistic talents. This again reflects the finding of Naaikur and Diedong (2015) that through drama programmes, Ghanaian creativity is demonstrated in the easy way communities can spontaneously dramatize situations. In general, the genre of social drama as a participatory one involves inviting people from various sections or villages to spontaneously dramatize problems, which are recorded and broadcast on the radio. It is important to note that, among the two selected stations; Tawasul and Simli, it is only Simli radio that has a studio for drama sessions.

Figure 11: **Drama studio of Simli radio**



Source: Field data, 2023

The finding further indicates that the community radio station offer a space for the local artist to reach out to their audience and to know if their music is appreciated by the community. The study again revealed that local artists who find it difficult to penetrate the main city with their music has found the opportunity in the community radio stations to build their talents. The CR stations help them to bridge this challenge by offering them some exposure among their community folks. This finding is in line with the

findings of Naaikuur and Diedong (2015) that, a major area of African culture that many CR stations devote attention to promoting is the local musical talents.. Again it aligns with White's (2011) CR station in Southern Zambia has an annual festival in which hundreds of music groups come from all over the country to compete. The festival always attracts some of the top talents in the country who are, of course, prize-winning. Again the findings reflect Sekwo (2017) indicating that community radio stations offer local artists which include, musicians, actors, and comedians among others to ply their trade and to contribute their quoter to the entertainment industry.

The content of programmes for community radio stations aligns with the agenda-setting theory. These stations shape public perception by determining which issues receive attention. The most frequent theme is "Community Development," which covers topics related to community progress. This emphasis reflects the stations' power in highlighting important development issues. "Education" is another prominent theme, promoting learning opportunities. Other themes include "Health & Sanitation," "Culture," and "Entertainment." These topics inform and influence public attitudes. "Agriculture" is also included, addressing local livelihoods and food security. The dominance of certain themes reflects the stations' role in shaping public perceptions. They strategically select and emphasize topics to influence the community's agenda and understanding.

4.2 RQ 2. How does the programming content of the selected CR stations relate to the SDGs?

This research question sought to find out how the Programmes of the selected Community radio stations relate to the SDGs. According to Diedong and Naaikuur (2023), through collaborative community radio stations programming content,

awareness can be built around the SDGs to community members. This section presents the findings on how community radio Programmes from the two CR stations are related to the SDGs and also promoting the attainment of these Global Goals. For Diedong and Dzisah (2023), Community Radio stations play the role of a fulcrum for advancing the arguments of development communication. They are vital in encouraging development and strengthening local communities to work for their development. For Asumang (2021), community radio broadcasts by their mandate are required to facilitate development through their local and rural broadcasting strategies. The tables below present the findings of SDG-focused Programmes on the selected CR stations.

Table 4: Distributive Frequency of SDGs focused Programmes on Simli Radio

| SDGs | Frequency | Percentage |
|--------------|------------------|-------------------|
| SDG 4 | 4 | 26.7% |
| SDG 5 | 3 | 20.1% |
| SDG 2 | 2 | 13.3% |
| SDG 3 & 6 | 2 | 13.3% |
| SDG 13 | 2 | 13.3% |
| SDG 16 | 2 | 13.3% |
| Total | 15 | 100% |

Source: Field data, 2023

The table displayed above presents the distribution frequency of Programmes on Simli Radio that are focused on the Sustainable Development Goals (SDGs). The table provides information on the frequency and percentage of Programmes dedicated to each SDG. SDG 4, SDG 5, SDG 2, and SDG 3 & 6 have the highest frequency, with 4, 3, 2, and 2 Programmes respectively. SDG 13 and SDG 16 also have a frequency of 2

Programmes each. In terms of percentage, SDG 4 accounts for 26.7% of the Programmes, followed by SDG 5 at 20.1%. SDG 2 and SDG 3 & 6 both make up 13.3% of the Programmes, while SDG 13 and SDG 16 each contribute to 13.3% as well. The total number of Programmes analyzed in this study is 15, representing 100% of the Programmes aired on Simli Radio. In summary, the table provides an overview of the distribution of Programmes related to the SDGs on Simli Radio, highlighting the frequency and percentage of Programmes dedicated to each SDG.

Table 5: Distributive Frequency of SDGs focused Programmes on Tawasul Radio

| SDGs | Frequency | Percentage |
|--------------|-----------|-------------|
| SDG 5 | 3 | 23.08% |
| SDG 4 | 2 | 15.38% |
| SDG 2 | 2 | 15.38% |
| SDG 3 & 6 | 2 | 15.38% |
| SDG 13 | 2 | 15.38% |
| SDG 16 | 2 | 15.38% |
| Total | 13 | 100% |

Source: Field data, 2023

The frequency of SDGs focused programmes on Tawasul Radio can be distributed as follows: SDG 4 has a frequency of 4, SDG 5 has a frequency of 3, SDG 2 has a frequency of 2, SDG 3 & 6 have a frequency of 2, SDG 13 has a frequency of 2, and SDG 16 has a frequency of 2. The percentages are as follows: SDG 4 represents 26.7%, SDG 5 represents 20.1%, SDG 2 represents 13.3%, SDG 3 & 6 represent 13.3%, SDG 13 represents 13.3%, and SDG 16 represents 13.3%. In total, there are 15 programmes, accounting for 100% of the distribution.

Table 6: Composite Distributive Frequency of SDGs focused Programmes on the selected CR stations

| SDGs | Frequency | Percentage |
|--------------|------------------|-------------------|
| SDG 4 | 6 | 20% |
| SDG 5 | 6 | 20% |
| SDG 2 | 4 | 13.3% |
| SDG 3 | 4 | 13.3% |
| SDG6 | 4 | 13.3% |
| SDG 13 | 4 | 13.3% |
| SDG 16 | 4 | 13.3% |
| Total | 30 | 100% |

Source: Field data, 2023

The table above presents an overview of the distribution of programs focused on Sustainable Development Goals (SDGs) across the selected community radio stations. The data presented shows the frequency of programmes dedicated to each SDG and the corresponding percentages. SDG 4 (quality education) had the highest frequency with 4 programmes, accounting for 26.7% of the total. SDG 5 (gender equality) had the second-highest frequency with 3 programmes, constituting 20.1% of the total. SDG 2 (zero hunger), SDG 3 (good health and well-being), SDG 6 (clean water and sanitation), SDG 13 (climate action), and SDG 16 (peace, justice, and strong institutions) each had a frequency of 2 programmes, accounting for 13.3% each. The distribution of SDG-focused programmes reflects a diverse range of thematic priorities, with an emphasis on education (SDG 4) and gender equality (SDG 5). This distribution suggests a concerted effort by the stations to address sustainable development and raise awareness about key issues within their communities.

Staff at the two community radio stations indicated that they were committed to promoting the specific SDGs because of some peculiar reasons. RS2 explained;

These SDGs we broadcast are very common among our people here especially that, it the issues they address affect them directly in their day-to-day activities. For instance, SDG 2 which has some relation with agriculture is what they do always (RS2)

RT1 explains similar reasons for their broadcast of these SDGs. RT1 corroborates the earlier response of RS2

Some SDGs are for specific places and so they cannot fit in our context. We therefore have to limit our broadcast content about them to those goals that people can easily relate with (RT1)

This means that the two community radio stations have limited themselves to about seven of the SDGs because they directly affect the daily activities of their listeners.

4.2.1 SDG 2: End Hunger, achieve food security and improved nutrition and promote Sustainable Agriculture SDG 13: Take urgent action to combat climate change and its impacts.

It is important to note that, SDGs 2 and 13 have some shared objectives. According to Pakkan (2022), the connection between SDG 2 (Zero Hunger) and SDG 13 (Climate Action) lies in their shared objectives of sustainable development. Tackling climate change can influence agricultural methods and food production, impacting food security and nutrition, key components of SDG 2. Recognizing this interdependence underscores the importance of coordinated efforts to address both goals concurrently for holistic sustainable development. This is what has necessitated the pair in the analysis.

Addressing hunger (SDG 2) and tackling climate action (SDG 13) go hand in hand. A sustainable food system is essential for a resilient planet, and climate-smart agriculture plays a pivotal role in achieving both goals. The two SDGs have a certain relationship that means if one is attained, it leads to the other. Practically, Climate Change and Agriculture will lead to Crop yields, soil quality, and water availability being all impacted by climate change. Droughts and floods, the two are extreme weather phenomena, cause agriculture to be disrupted, which results in a lack of food and starvation. Strategies for adaptation linked to resilient agriculture methods are called for in SDG 2. Farmers must use drought-resistant crops, effective irrigation, and sustainable land management to adjust to the changing environment. Nutrition and Climate change: Food quality is impacted by climate change. Crop nutrient content can change as a result of rising temperatures. In light of the challenges posed by climate change, it becomes imperative to ensure a broad and nutritious diet. Again, climate action relates to SDG 2 in some ways, Climate Resilience in Agriculture: Climate-resilient agriculture is necessary to achieve SDG 2. Sustainable practices improve soil health, encourage biodiversity, and lessen the impact of climate change. Reducing Agriculture's Emissions: Emissions of greenhouse gases are a result of agriculture. SDG 13 places a strong emphasis on lowering emissions through afforestation, replanting, and sustainable farming practices. Adaptation and Food Security: Strategies for climate adaptation (SDG 13) have a direct positive impact on food security (SDG 2). We ensure that there is access to wholesome food even with climate change by creating resilient food systems.

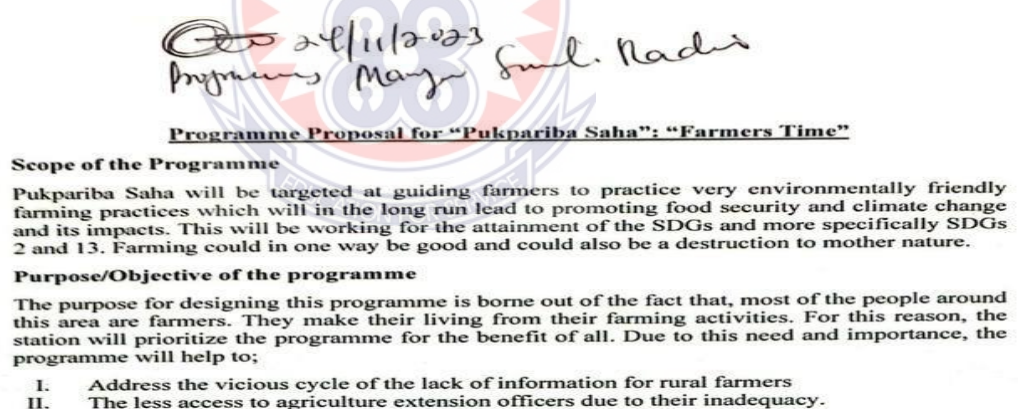
From the study, the two selected community radio stations revealed various snippets of Programmes focused on promoting the attainment of SDG 2 (food security and ending

hunger). For this goal or target, the Programmes are seen to reflect good farming practices and promote food security.

A programme that reflects SDG 2 at the *Simli radio* in Kumbungu is “Pukpariba Saha” which literally means time with the farmer. “Pukpariba Saha was started by the station to educate farmers on best farming practices as well as introduce them to more innovative and technologically inclined farming practices. According to Alhassan et al (2011), agriculture is the most common occupation and livelihood engagement of the people of the north of Ghana.

From the programme Synopsis, the target set to be achieved by the programme and by extension the station was to help achieve SDG 2 which is combating hunger and achieving food security through sustainable agriculture practices.

Figure 12: Programme synopsis eliciting the focus of the programme.



Source: Extracted from programme synopsis

During the in-depth interview with RS2 at his office at the station, he remarked this about SDGs 2 and 13.

The programme was started to help our farmers to know and adopt very acceptable farming practices. We know of some unaccepted farming practices going on in our communities and this programme is meant to encourage them to stop

since they don't lead to higher yields as are often projected by the farmers (RS2).

This argument was further cemented by RS1;

This is our little contribution to the attainment of the SDGs, especially the ones that have aspects of agriculture and climate change. We realized that we have several farms because most residents are mostly farmers, and there was the need to lead some advocacy on best agricultural practices among our farmers. (RS1).

The responses provided by the respondents, reveal that the programme has a tremendous impact on the farmers which is also an indication of the contribution of the promotion of the attainment of the SDGs targets on responsible consumption and production (SDG 12) and Climate action (SDG 13). This programme is in tandem with the views expressed by Okaka and Apil (2017) in a study on community radio and its influence on climate change adaptability. Advocating for climate-friendly agriculture which is the main objective of this programme will invariably lead to the attainment of SDG 2 and 13. Again the finding is in line with scholars like Amadu and Alhassan, (2018); and Alhassan et al, (2011) who argue that community radio stations have contributed enormously towards promoting agriculture and improving livelihood among local people.

The findings projected by the study relate to targets 2.1, 2.2, 2.3, 2.4, 2. A, 2. B of SDG 2 which explicitly states; by 2030, eradicate hunger and guarantee that everyone, particularly the weak and impoverished, has access to enough food that is safe, nourishing, and sufficient throughout the year. By 2030, target 2.2 seeks to eradicate all types of malnutrition, such as overweight, wasting, and stunting in children under five, and attend to the dietary requirements of older adults, adolescent girls, and women who are pregnant or nursing.

Double the incomes and productivity of small-scale food producers. By 2030, especially for women, indigenous peoples, family farmers, and fishers. This can be achieved in part by ensuring that they have equal and safe access to land, other productive resources, inputs, markets, financial services, knowledge, and opportunities for value-adding and non-farm.

4.2.2 SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Education sets the pace and the basis for almost all the SDGs set for attainment. Without education, the attainment of the SDGs will remain a dream. Shama and Meena (2023) affirm this view that education is the first step toward every developmental activity, and this is also true with sustainable development goals.

Goal 4 of the SDGs sets out to achieve quality education and aims to ensure inclusive, equitable and quality education while promoting lifelong learning opportunities for all (GSDR, 2015). As shared by the listeners of the radio station, educational and learning programmes are contributing to the attainment of SDG 4. At the FGD with the listener group for *Simli radio* in Dalung, one participant explain;

We have learnt a lot about the SDGs through the radio programmes. It has been very helpful for us here in Kumbungu. We never heard about the SDGs until it was first mentioned on radio Simli (FGD 1).

In the same vain, the listener club at *Tawasul radio* during the FGD also indicated that;

We the local people, Tawasul radio is the place where we get a lot of our information because of their use of the local language in broadcasting. This information about the SDGs, it was there I got to hear it for the first time.

Programmes on education offer an inclusive learning platform without any age, gender, disability, or religious barriers. Education in this refers to formal education where an individual sits in a classroom and is under the tutelage of a teacher or mentor as well as bringing listeners out of misinformation. Indicators that reflect this SDG include, gender enrolment, quality, inclusivity, and understanding of what is thought, for employability.

Simli Radio, one of the selected community radio stations had programmes designed to contribute to the attainment of SDG 4 which hinges on quality education. “*Karimbihi Bohambu puham Doo*” which means *Students Radio Classroom* is a programme that reflects the relationship between content and the SDGs. The programme was introduced during the Covid-19 pandemic, to ensure continuous learning in remote areas and has continued to be on air because it serves a much better purpose now. The use of radio for education has improved the quality of learning outcomes, increased student test scores, and even led rural students to pursue higher education in urban areas (Kapoor, 2019). Extracts from the programme synopsis of Simli radio reflect the connection the programme has with the SDGs 4 target 4.1 which indicates that by 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes. The programme synopsis of *Karimbihi Bohambu puham Doo* which means *Students Radio Classroom* indicates;

Figure 13: Programme synopsis of Karimbihi Bohambu puham Doo

Introduction

At Simli radio, we believe that knowledge is power. Our mission is to empower our community through accessible and engaging educational content. Whether you are a student, a lifelong learner, or simply curious about the world, we have designed the programme for you. The COVID-19 pandemic has highlighted the importance of radio-based education, especially in areas where access to the internet is limited. Overall, community radio online educational programs aim to provide equitable access to education and promote interactive and engaging learning experiences

Objectives of the programme

*24/11/2023
Mama, Radio Simli*

Respondent RS1 of Simli Radio indicated;

During the pandemic, the programme was designed to offer teachers and students the opportunity to continue to study since schools were locked down and for almost a year everyone was advised to stay at home..... this meant that education had to stop and that was our hope to allow students to continue to learn (RS1).

Also, a participant from the FGD in Kumbungu indicated;

The programme was very helpful to us and the children. They followed the sessions with all seriousness. There were times when my daughter would seize my phone to listen to the radio to follow her class.....(FGD 1).

From the responses, the programme has been very helpful in promoting learning and skills development, especially in remote areas and underdeveloped communities. The findings also reveal that the programme has utilized various teaching methods to bring up a conducive learning atmosphere through the radio which has enhanced quality education and vocational training.

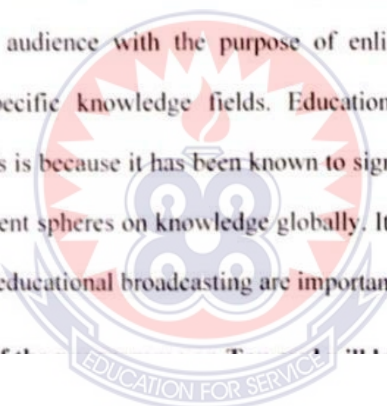
Tawasul Radio which is the other CR station selected for the study also has a programme that has a certain relationship with SDG 4. “Shukuru Doo” which means

Classroom is the programme that has a relationship with promoting the SDGs. Also, this programme was introduced to provide a continuous learning environment to students during the Covid-19 pandemic. Reviewing the programme synopsis, the introduction revealed the connection of the programme to SDG 4 target 4.4 which indicates that by 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

Figure 14: Programme synopsis of Shukuru Doo on Tawasul radio

Introduction

Educational broadcasting is the dissemination of educational messages through radio and/or television to the audience with the purpose of enlightening it or developing/improving its knowledge in specific knowledge fields. Educational broadcasting is a tool for national development. This is because it has been known to significantly improve literacy levels of target audience in different spheres on knowledge globally. It therefore follows that efforts to facilitate improvements in educational broadcasting are important national development initiatives.



Respondents RT1 of the station explain how beneficial the programme has been to students and other listeners. He explains that the programme has led to a rise in school enrolment especially for the girls who initially were considered as fit for the kitchen.

RT1 explain;

We started the programme to help the students to continue to learn during the pandemic. After that we have continued to broadcast it because it has led to an increase in enrolment for even the girls...it has also increased the learning abilities of the students.....(RT1).

The FGD resulted in this statement from one of the participants;

I think that programme was very timely because for students to stay home till further notice, it would have been very terrible if they resumed. So the programme was very necessary and helped our kids (FGD 2).

The findings of the study emphasize the earlier arguments made on the contribution to development. The finding proves that the two stations have contributed to the learning abilities and outcomes of the students in the areas of their operation. Again, Students can gain more insight into what they are taught. It is important to note that, the two community radio stations have aided in bridging the digital divide on education not continuing without the classroom and promoting public education. According to Kapoor (2019) to address the educational requirements of marginalized populations and promote inclusive learning opportunities, community radio Programmes on education have played a critical role.

The contributions made by the two Community radio stations through their programmes are in line with the targets set by SDG 4. These programmes aim to provide equal and affordable access to education of high quality (target 4.3), enhance the skills of both young people and adults for employment and entrepreneurship (target 4.4), address gender disparities in education and ensure that vulnerable groups have access to education (target 4.5), and promote the acquisition of knowledge and skills for sustainable development, human rights, and cultural diversity (target 4.7). These programmes play a crucial role in bridging educational gaps, empowering marginalized communities, and equipping learners with the necessary tools for socioeconomic progress and global citizenship.

SDG 5: Achieve gender equality and empower all women and girls

Community Radio is effective in empowering the citizens of rural communities (Alhassan et al, 2011; Timalisina and Pradhan, 2019; Wabwire, 2013). The issue of gender inequality is very common in the north of Ghana according to scholars like Alhassan and Odame (2015); Appiah-Kubi et al, (2020), Women are mostly not regarded in the northern region as second-class citizens. According to Achonga and Dery (2017), women are least considered in decision-making processes at all levels in northern Ghana. Community radio is effective in empowering women to actively participate in their communities and to become citizens whose voices are heard.

The data revealed that some programmes are focused on gender issues among the two selected community radio stations. Gender issues have become a significant part of community radio programmes across the globe. Pagsung Saha which means the Virtuous *Women Time* is one of the gender related programmes broadcast on Simli radio. These stations have special programmes designed to tackle gender issues at the community level to help champion advocacy on gender rights and related issues that are in line with the SDGs 5.

Gender issues have been one of the major concerns for most communities in northern Ghana according to Asumang (2021). The study revealed that the national body which coordinates the activities of community radio stations, GCRN considers the issues of gender as a very critical lapse if the SDGs will be attained. The GCRN has instructed all of its members to consider gender issues as one of the most important components when designing their programmes, and as a result, many homes are developing positively towards a modern and sustainable family hood in which both sexes' rights are respected and household chores are not left solely in the hands of women but are a

shared responsibility for both sexes. RS1 in response to some issues relating to the issues of gender explained;

One of the most important aspects of community radio is the gender perspective. For some time until recently, domestic violence against women was very rampant in Dalun. We developed a programme using a female presenter (Retired NCCE director) titled Paasung Saha to educate the women on their rights and other concerns of women in our community (Interview: RS1 Dalung, 2023).

The findings show that these programmes have been strategically designed to help raise awareness about the SDGs and also contribute to their attainment. According to Fraser and Estrada (2001) and cited in Achonga and Dery (2017) in most traditional societies, women are considered minorities and are often excluded and ignored in the affairs of the community. This implies that women and other minority groups have a role to play in community development. This makes the involvement of women in community activities an added advantage which can propel development and the attainment of the SDGs.

Radio Simli also has other off-air programmes that mobilize women in their communities to help improve their levels of financial independence. They have successfully mobilized some women of the same businesses to help them save towards growing their businesses. These groups are similar to the Village Saving and Loans Association (VSLA) module. The only difference is that they are all engaged in similar businesses. This is an activity that aligns with SDG 5 which has to do with the achievement of gender equality and the empowerment of all women and girls.. The manager of station RS1 outlined the relevance of this activity that has been executed by the station.

The women have always been the financial bedrock of their families and helping them to be financially resilient is one that is in line with the core mission and vision of our station. We have so far been able to help women grow their businesses to the level that they now sell on tables as against selling on the ground previously. (RS1).

Tawasul radio also has an off-air programme that is targeted at improving the financial resilience of women by encouraging them to engage in small-scale businesses with excesses from their small farms. The discussions always try to empower women on the need to be their own home builders and destiny shapers as well as that of their children.

A member of the radio listeners group in Naalung Fong explain;

In my house, we have four wives, and we all have more than two children whom we want to have a sound education. But how do we do that if we don't have anything to do as a source of income? This group came in handy to get us to know how and what we can do to help ourselves and our children (FDG 2).

These programmes by the two stations are a step in the right direction towards helping women gain economic empowerment for their families and the community at large. This finding is in line with the findings of Andani et al (2011) that community radio stations can guide rural women to gain some financial independence. The two programs on achieving financial independence (offline) and Pagsung Saha (online) are the targets of Sustainable Development Goal 5 by advocating for the complete involvement and leadership of women in decision-making processes (5.5), promoting necessary changes to ensure women have equal rights to economic resources and access to financial services (5. A), and supporting the implementation of policies and laws that promote gender equality and the empowerment of women (5. C). These endeavours have the

objective of economically, politically, and socially empowering women, thereby fostering the development of an inclusive society and advancing the goals of gender equality and women's empowerment.

4.2.3 SDG 3: Ensure healthy lives and promote well-being for all at all ages

SDG 3 is very crucial to the entire process of attaining the 17 goals set by the UN in 2015. SDG 3 focuses on maternal mortality and ending preventable deaths under five years. The two community radio stations (Simli and Tawasul) have Programmes which focus on promoting SDGs 3. From the data, both stations have 13.3% of each of their Programmes focusing on communicating SDG 3. The study reveals that health has a certain relationship with water and sanitation issues but they will stand alone.

The study identified a programme titled “Alaafee Saha” means Health Time. This programme teaches about the need to practice good healthy conditions and better hygiene. In my interaction with RS1 and RS2 during the in-depth interviews, they both affirmed that the Programmes reflect SDG 3. RS1 indicated that;

Health is very critical for all. without good health, you can do very little for yourself. Our Alaafee Bangsibu Saha programme is designed to help educate our listeners on how to handle themselves in order not to be attached by any condition (RS1)

RT 1 also explained that;

We must constantly remind our listeners bout to need to ensure sound health. We were influenced to design these Programmes after a cholera outbreak hit our city for some time back. It has helped us manage some health conditions (RT1).

Also, during the Focus Group Discussion (FGD) with the radio listener group, a member explained that the programme “Alaafee Saha” has contributed to better sanitary conditions in their community (Dalung) and its surrounding communities.

Previously, most of us would create dumping pits outside our houses and just drop refuse indiscriminately. But after listening to this programme, a lot of households have applied for the dust bins from Zoom Lion and are comfortable paying a token for it to be collected and dumped at the refuse dump (FGD1).

Simli radio, according to the RS1 also engages in off-air activities that relate to the SDGs 3. The data revealed that over the past five years, they have successfully organized and paid for the renewal of the National Health Insurance for the elderly people in their communities. They have so far done it for about 4 communities (Dalung, Gbullung, Zangbalung and Voagu) out of their own internally generated funds. The managers of the Simli radio station explained that;

Appeals were always made by some healthcare professionals stationed in the CHP compounds of the challenge they face with drug acquisition for the elderly when they come to access healthcare since most of them have their NHIS cards expired (RS 1).

This activity by the station has proved to be one of the core activities that has helped in their efforts at promoting the SDGs 3. The FGD again revealed that this activity by the station has been lauded as a very helpful activity from the station. A listener’s club member explains;

My interaction with the members of the beneficiaries has always been very positive. They have always expressed so much delight in benefiting from this support from the station.

They say they can access healthcare without fear of being unable to pay for some drugs (FGD, 1).

Tawasul Radio has also organized a successful blood donation exercise to help donate some blood to the blood unit at the Tamale Central Hospital (TCH). This activity falls within SDG 3 which has to do with ensuring healthy living conditions. The managers of the station indicated that they were alerted by several complaints that pregnant women were not getting the needed blood during complications during childbirth. Respondent RT2 explained that;

Our health programme was able to inform us about this perineal problem at most of the health facilities in the metropolis. So we decided to discuss as a team and to see how we could help to do this (RT2).

Respondent RT1 outlined the magnitude of the contribution of the programme towards achieving SDG 3. He revealed that;

So far we have been able to donate a reasonable amount of pines to the TCH and they admit that our timely assistance has helped to avert problems. We did this in the light of contributing to the attainment of SDG 3 which is about health (RT1).

The two stations have also carried out other activities that have advocated for more attention to be given to the management of STDs, STIs and Teenage pregnancy in their areas of operation. Amadu (2023) noticed that the rate of teenage pregnancies is very high in the Kumbungu district where the Simli radio operates. The management of Simli station has been able to organize a group that helps to mentor young ladies to pay more attention to their future. Explaining the influence and role of the group, respondent RS1 indicate that;

*This group bring together young ladies of the adolescent ages to discuss the issues that influence them to get out of order and get themselves into situations that will expose them to STDs, STIs and Teenage **Pregnancy (RS1)**.*

The focus group discussion threw more light on the influence of the radio station on the youth through the mentorship group. A participant of the FGD emphasized;

The number of cases of teenage pregnancy has reduced in our community since the establishment of this group and our girls have expressed so much joy in the issues discussed. They say they have been motivated to stay in school for a brighter life and future (FGD 2).

This finding reflects the view expressed by Umor (2019) that community radio stations by their activities can lead the advocacy to reduce the spread of HIV and AIDS and reduce child mortality. Although Umor (2019) avers the power of community radio stations concerning the attainment of the SDGs, he indicates that River State in Nigeria has not benefited from this influence. This sharply contrasts the findings as community radio stations in the north are leading the charge in advocacy against the spread of STI and Teenage pregnancy among others. This means that community radio stations in the northern region are not doing anything different from what others are doing because they have the power to do so. This effort depicts the tremendous contribution of the station in advocating for the attainment of SDG 3 and its targets.

From the study, these activities align with the views expressed in previous studies on the contributions of community radio stations in promoting change in their communities about the SDGs and more specifically goals 3. Diedong and Dzisah (2023) affirm these findings in their study on how community radio stations are localizing the SDGs. They aver that community radio stations are localising the SDGs through their activities both on-air and off-air to help communities meet their needs and desired

development goals. Servaes (2008) aver that media also play an essential role in advocating policies which meet vulnerable population's needs while creating equitable access to resources and challenging systemic inequalities. The findings reveal that the two community radio stations are doing so much to promote the SDGs that are focused on promoting good health and well-being through their broadcast both on-air and off-air.

The community radio programs pertaining to sexual and reproductive health services and early warning systems are a reflection of the targets 3.7 and 3.D of Sustainable Development Goal 3, respectively. The initial programme plays a significant role in guaranteeing that there is widespread access to sexual and reproductive healthcare services, which includes educating individuals about family planning and integrating it into the national health strategies. The latter program enhances the capability, especially in developing nations, to effectively warn, diminish risks, and manage health risks, thereby contributing to global health preparedness and response to situations.

SDG 6: Ensure availability and sustainable management of water and sanitation for all.

Among the two selected community radio stations for the study, one of them had a programme that was targeted at promoting this SDG. This SDG was considered as one of the very core of their campaigns towards the attainment of the SDGs. Reviewing the programme synopsis, it revealed that the programme has as one of its targets to rid the community of filth. The programme had its core purpose of educating the public on the need to keep a clean and hygienic environment. Interacting with the staff of the station it came out that the district has a challenge with sanitation, especially with refuse and sewage management. This particular objective set by the programme falls in line

with SDG 6 which talks about ‘ensuring the availability and sustainable management of water and sanitation for all. RT1 from Tawasul radio indicated how they have educated listeners on how to manage their waste both solid and liquid waste in their homes and outside. RT1 explained that;

For some time now, we have managed the reduce flirt at the refuse dump. We have always hammered on the need to keep a bin at home and always empty it when it's full. This is what they have done and continue to do. (RT2).

RS1 also explain;

Management of flirt used to be very complex in the district but through our programme, everyone understands they should handle their small house waste which will lead to the general community management (RS1).

During the interaction with the participants of the FGD, it showed that the community members were picking some forms of advice from the programme. Because the key objective of the programme is to rid the community of filth, most of the discussions on the programme are often targeted at that. The panelist on the programme often advises them on the dangers of poor sanitation and how to prevent their refuse from overflowing. Part of the efforts of the programme is to collaborate with the agency in charge of sanitation to secure waste bins for each household and regular emptying for a fee. A participant of the FGD indicated;

We have realized that people are becoming more disciplined in terms of how they handle rubbish at their homes and even in public places. Now most households have refuse dumps which are picked up by the Zoomlion company for emptying anytime it's full (FGD 1).

Again, Radio Tawasul through its off-air activities has led one of its communities in exploring the options of getting safe and potable water for their community. This is in

line with SDG 6 which aims at ensuring the availability of clean water for all. The in-depth interviews revealed that they engage more with the community members to establish their needs and help them to address them. The Guunaayili community got a borehole to help reduce their water scarcity situation through efforts championed by radio Tawasul. This was again achieved through the provision of accurate information on where to find the needed assistance to solve their community problems. Explaining how it happened RT1 indicate;

They were waiting for the government or any other NGO to come and help them get water but after our community engagement segment with them, they were empowered to mobilize themselves to get a borehole for the use of all (RT1).

This implies that community radio stations through their broadcast can help community members get the needed information to solve their community problems. Again, the findings imply that the station through its broadcast content and other activities has been able to empower community members to mobilize themselves for a common action. This finding reinforces the earlier results found by Amadu and Alhassan (2017) and Alhassan et al (2011) on how community radio is providing the needed information and causing community action by empowering residents. Again this finding affirms the core assumption of the development media theory that emphasises that the media does not only owe its audience information dissemination but also owes them a sense of development campaign. This is depicted by the off-air activity that has helped the people mobilize themselves to address and develop needs.

The programmes of the community radio align with several targets of SDG 6. Firstly, they align with Target 6.B by empowering and involving local communities in initiatives related to water and sanitation management. Additionally, they make a

contribution towards achieving Target 6.1 by advocating for universal access to safe drinking water. Moreover, these programs address Target 6.2 by promoting adequate sanitation and hygiene practices, with a particular focus on the needs of vulnerable groups. Finally, they strive towards Target 6.3 by raising awareness about issues related to water quality, pollution reduction, wastewater treatment, and the significance of recycling and safe reuse. Consequently, they foster sustainable practices in water management on a global scale.

4.2.4 SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

According to Naaikuur and Diedong (2021), Community Radio is effective in ensuring inclusive societies and proper governance. They can be a unique medium for promoting good local governance in Ghana (Naaikuur & Diedong, 2021). Community radio can contribute to rendering governments accountable by enabling ordinary people to question their leaders on matters such as the use of public resources (Akudugu et al, 2012; Naaikuur & Diedong, 2021; Naaikuur L., 2020). Bringing rural communities into the limelight of what happens in the governance structure is one of the core interests of community radio stations. According to Hermansky (2022), Community radio is an integral component of grassroots media, serving as a platform for communication, social integration, and democratic participation within local communities.

The data revealed that Simli radio has helped provide a platform for politicians both local (assembly and unit committee members) and national (MPs and DCEs) to respond to critical issues that affect them and their progress. For instance, the study found that Simli radio was in the process of organizing a debate for the aspirants of the district assembly elections slated for 9th December 2023. This activity was supposed to allow

the citizens to get to know the policies of these aspirants. Also, the stations over the past two years has broadcasted a programme called “Ti-Jintora Saha” which brings the member of parliament to the studio to discuss the progress of development efforts in the constituency. This programme, Ti-Jintora Saha, is an example of how Simli Radio supports the development of the civic consciousness of the local people of the Kumbungu District.

The research shows that constituents of the Kumbungu District, often use such programmes as a platform to make their views and opinions clear on matters that are pending before Parliament. Thus, this programme offers an opportunity for constituents to gain insight into issues before Parliament and about how Parliament intends to approach them. The view of RS2 on this programme indicates that it is one of the most participated programmes broadcast by the station. In the in-depth interview, RS2 disclosed that the broadcast has had a tremendous impact on the civic consciousness of the local people because it makes them aware of how parliament works. He noted:

The activity has helped to empower the people to get to know the things that happen in parliament. They get the opportunity to convey their views to their MP on pending legislation before parliament (RS2).

By this, Simli Radio contributes to fostering an inclusive democratic process. The findings depict that, the programme helps bridge the gap between elected representatives and the people they serve by creating a platform for dialogue and exchange of ideas. This finding means that there is open communication between the server and the served leading to an increase in transparency and accountability in governance. This finding is corroborated by Amadu (2023) that the focus of the activity on issues before Parliament enables citizens to stay informed about the roles of

parliament and the decision-making process. Naaikuur (2020) also indicate that community radio stations empower grassroots communities to participate more effectively in the democratic process by influencing policy outcomes through their feedback, suggestions, and support. The programme again highlights how community radio shapes ordinary citizens' political awareness and empowers them to contribute to daily political debates within their local communities. According to Naaikuur and Diedong (2021), it is interesting to note how the radio stations were refashioning journalism to involve the people in discourses on local governance thereby empowering otherwise voiceless sectors of their societies to monitor the workings of their assemblies on a day-to-day basis. The constant interactions and participation by the people in discussions on the governance programmes can be said to create a sense of citizenship (Naaikuur & Diedong, 2021).

Furthermore, one programme that reflects SDG 16 is “Yelvuhi courtu” which means Freedom of expression on *Simli radio*. The data shows that it is a programme that is targeted at promoting social justice, inclusive societies and accountable and transparent institutions. This strongly reflects SDG 16 which has to do with promoting inclusive societies and providing access to justice for all and building strong institutions at all levels.

For instance, the study identified serious accusations against some local government officials relating to conflict of interest and the abuse of office. During an interview respondent RS2 indicate;

Through the programme, these allegations against the assembly members came up. Some assembly members were in collusion with some NADMO officials to hoard some

relief items meant to support the victims of the Bagre Dam spillage (RS2).

This was corroborated by a member of the Listener Club during the FGD in Dalung,

The programme has been very helpful because it has helped us to hold our leaders accountable and also charge them to be transparent in their deals. It was this programme that led us to know of a planned collusion between the assembly member and NADMO officials in one of the communities affected by the Bagre Dam spillage. It took someone to draw our attention through this programme and so it's one of the biggest achievements of the programme. (FGD 1)

RS1 also expressed so much admiration for the programme and had this to say,

We never knew that people would develop this sense of agency and see the need to probe for transparency and accountability from their duty-bearers and institutions that are supposed to serve them. This is sure, is leading the campaign for attaining the SDGs (RS1).

This study further makes the case that CR stations play a crucial role in governance since they can connect the people to the local assemblies, their intimate relationship with their electorates is primarily a communicative one; that is, they can serve as a conduit for communication within communities and serve as a link between the electorate and the MMDAs. This is affirmed by the views expressed by Naaikuur and Diedong (2021) that community radio stations play a critical role in governance. These programmes by the community radio programmes go to achieve some targets 16.6: Develop effective, accountable, and transparent institutions at all levels and target 16.7: Ensure responsive, inclusive, participatory, and representative decision-making at all levels.

In furtherance, the communication of these SDGs in the programming contents of the selected community radio stations could be explained with the agenda-setting theory of the media and the media development theory. According to McCombs and Shaw (1972), the agenda-setting theory the media has a big impact on how the public thinks and what matters to them. The programme identifies prevalent issues bordering the community. By highlighting these SDGs the media is setting the agenda around them. This leads to collecting the opinions of the audience and once the correspondence is given, then the information is disseminated. The theory of agenda-setting posits that media platforms, such as community radio stations, can exert influence on the public's perception and priorities by determining which issues are given attention and emphasis in their programming. Through the careful selection and presentation of news stories, radio broadcasters can shape the topics that dominate public discourse, thus impacting which issues are considered significant and deserving of attention by their audiences. In the context of community radio broadcasts centred around the Sustainable Development Goals (SDGs), the agenda-setting theory suggests that by focusing on content related to the SDGs, radio stations can amplify the importance of sustainable development issues within their communities. By consistently featuring programming that highlights the goals themselves, their objectives, and the local efforts being made to achieve them, community radio broadcasters can raise awareness about the significance of sustainable development and its relevance to the lives of their listeners.

Furthermore, the agenda-setting theory proposes that by prioritizing SDG-related topics in their programming, community radio stations can influence public opinion and attitudes towards sustainable development issues. By presenting these issues in an engaging and informative manner, radio broadcasters can shape how their audiences perceive the challenges and opportunities associated with the SDGs, fostering a greater

understanding, empathy, and support for initiatives related to sustainable development. In addition, community radio stations can leverage their agenda-setting power to inspire their communities to take action in implementing the SDGs. By showcasing successful local initiatives, sharing stories of progress and innovation, and providing practical information and resources for community involvement, radio broadcasters can motivate their audiences to take concrete steps towards achieving the SDGs in their own lives and communities.

With regards to the Development media theory (McQuail, 1981), which is rooted in the broader field of development communication, it explains that media platforms, such as radio, have a crucial role to play in fostering social and economic development within communities. This theory argues that media has the power to bring about positive change by disseminating relevant information, increasing awareness of pressing issues, and empowering individuals and communities to effectively address local challenges. In the context of community radio broadcasts on the Sustainable Development Goals (SDGs), development media theory suggests that these programs can be effective tools for advancing development initiatives and facilitating progress towards SDG achievement. Community radio stations, being owned and operated by the communities they serve, are uniquely positioned to promote dialogue, collaboration, and grassroots involvement in SDG-related initiatives. Through interactive programming, such as talk shows, call-in segments, and community forums, radio broadcasters can facilitate meaningful discussions, gather feedback from listeners, and mobilize collective action towards SDG implementation. Furthermore, it is emphasized that media content should be culturally sensitive, contextually relevant, and tailored to the needs and preferences of the target audience. Therefore, community radio broadcasts on the SDGs should strive to reflect the diverse perspectives, interests, and priorities of local communities,

ensuring that programming resonates with listeners and motivates meaningful engagement with sustainable development issues. Ultimately, development media theory underscores the transformative potential of community radio broadcasts in advancing sustainable development goals. By serving as platforms for information dissemination, community engagement, and empowerment, radio programs can play a pivotal role in driving positive social change and contributing to the realization of the SDGs at the grassroots level.

4.3 RQ3. What is the motivation for the communication of the identified SDGs by the selected community radio stations?

The third research question set out to examine the motivation behind the broadcast of SDG-related programmes by the selected Community Radio Stations.

Just as commercial radio stations and other media outlets are driven by a certain purpose in their broadcast, community radio stations are also motivated by several factors in their broadcast (Serwornoo, 2016; Diedong, 2012). According to Diedong and Dzisah (2023), the motivation of community radio stations to continue broadcasting SDG (Sustainable Development Goals) related content stems from their commitment to promoting sustainable development and positive change within their communities. These stations recognize the importance of raising awareness and educating the public about the SDGs, which are a set of global goals aimed at addressing various social, economic, and environmental challenges.

By the term motivation in the context of this study, I refer to the core reasons or zeal that moves radio station management to plan certain broadcast programmes. In the context of community radio broadcasting, motivation can be understood from diverse perspectives which includes the benefits the community stands to gain from the

broadcast of a programme (Diedong & Dzisah, 2023). According to Khan et al (2017), it refers to the role community radio stations play in promoting development and the unique aspect of community radio operations which is mostly participation. Some key signs of motivation in community radio broadcasting according to Nazif (2012) include community development, community empowerment, reaching far remote areas with their services, local relevance, participatory nature, capacity building and accessibility. According to Siravasta (2022), these indicators stem from the unique role community radio stations play in promoting development, empowering societies, and providing relevant and accessible information to their listeners.

Reviewing the data collected from the respondents, the following themes were generated from among several themes that were realized as the motivation fuelling their commitment to broadcasting content relating to the SDGs. The themes generated include, donor attraction, community endorsement and livelihood improvement. These themes are linked to the core functions and features of community radio stations across countries. The core assumptions of Community radio stations include; not-for-profit radio services designed to operate on a small scale and to deliver community benefits (Dzisah, 2020; Diedong & Dzisah, 2023). Community broadcasting involves radio by and for the community, be it a physical community or a community of interest. (Al-hassan et al 2011; Kwode & Dery, 2017; Diedong & Naaikuur, 2023). Community radio stations have been identified as one of the very powerful tools that can be used to attain the SDGs. Its influence goes beyond imagination as it serves directly a group of people (Sharma & Meena, 2022) hence their motivation to broadcast SDGs-related content.

4.3.1 Donor Fund Attraction

Donor fund attraction refers to the process by which community radio stations seek and secure financial support from external donors through their programmes and other activities. However, it is important to establish that, these external supports do not only come from outside the operational area of the station but also from the local community members they serve.

From the data collected through the in-depth interviews, the study found that the two community radio stations frequently broadcast SDGs-related content because they wish to attract donors. The finding depicts that stations were broadcasting these programmes related to the SDGs with the sole intention of gaining funds from NGOs and other state agencies to sustain their operations. RS1 indicated;

You know, as CR stations, we are not allowed to make any profit from our operations so we strategically design programmes to help us attract some support from agencies to run our operations and other activities. So far our programmes targeted at the SDGs have pulled some support from donors such as the Danish organisation, Crossing Borders (RS1).

RS2 further explained that programmes that relate to the SDGs draw the attention of donors to the station to want to support and collaborate.

The NGOs are ready to support us once we broadcast content that aligns with the SDGs which is mostly their thematic areas of operation. Some of them have even asked that we collaborate with them to solve some of the SDGs. So something like this, won't you broadcast to get some sponsorship (RS1)?

This response appears similar to that of RT1 on the broadcast of SDG-related programmes towards donor attraction. RT1 explained;

For us at Tawasul, after the founder passed away, we have always struggled with funding for our programmes and activities. Broadcasting content related to the SDGs is what is helping us to get some support and sponsorship to run our programmes (RT1).

RT2 also confirms that, through their programmes on the SDGs they have received some support from Crossing Borders through the GCRN to facilitate the promotion of the SDGs. This is a confirmation of the earlier statements by RS1, RS2 and RT1 on their intentional broadcast of SDGs-related content geared towards donor funding.

RT2 explained that;

By broadcasting this content on the SDGs, we have received support from an NGO called Crossing Borders, the Ghana Health Service, and the National Youth Authority to advance our contribution to its attainment (RT2).

Again, the respondent further explains that even though they have a little sustained income because of their affiliation with an NGO, Ghana Developing Communities Association (GDCA) which is their mother body, they still depend on donor support to run their operations. RS1 further explains that the rolling out of some programmes like Alaafee Saha and Paasung Saha has won them so much funding support from some NGOs like; Savana Signatures, Plan Ghana and also government agencies like the Ghana Health Service. RS1 indicated that;

Two programmes have given us so much support over the years; the Alaafee Saha programme and the Paasung Saha. We got support from Savana Signatures, Plan Ghana and the Ghana Health Service through an implementing agency Norsaac (RS1).

These responses from the two main respondents of the selected stations signify the immense dependence on donors for support and funding. These findings confirm earlier

arguments by scholars on the dependence of community radio stations on donor funding. For Achonga and Yussif 2020; Diedong and Naaikuur, 2023; Mhagama, 2015; Serwonor, 2017; Sharma, 2023; Tanega, 2023, community radio stations' sustainability is guaranteed by their reliance on donor funding. This means that community radio stations will have an issue with their sustainability if they do not get any support from donors. The finding also depicts that, community radio stations are limited in their means of revenue generation towards their operations due to their not-for-profit requirement that guides their operation. This finding implies that Community radio stations have strategically aligned their programming towards the SDGs to attract donor funding through various strategies and by demonstrating their value in promoting Sustainable development goals and community engagement.

Again, this finding depicts that, community radio stations in their efforts to gain donor funding through their broadcast of the SDGs, are localizing these global goals for the better understanding of the local community members. This finding relates to Diedong and Naaikuur's (2023) findings on community radio playing a crucial role in localizing the SDGs for a better understanding and drive towards their attainment.

The study also revealed that even though as a community radio, its main source of funds is expected to be sponsorship and donations by external donors and community members, they have some internal mechanisms towards raising funds. This finding satisfies the findings of Conrad (2013), who indicates that Community Radio in East Africa is sustained through donor funding and also internal organizational structures such as community support.

However, even though the two community radio stations depend heavily on donor funding for their sustenance, they are cautious about not exchanging their main purpose

of operation for the interest of donor funders. Community radio stations are feared to exchange their pride of operation for the interest of donor funders by acting in line with their bankrollers (Diedong and Naaikuur, 2023; Mhagama, 2015; Serwonor, 2017). The two stations argue that they are fully aware of the potential take-over by donor agencies due to the funding of their stations. RS1 explains that they are fully aware of the subtle way donors are pushing their agenda on other media outlets such as commercial stations. RS1 indicate

We are fully aware of the influence of Donors on our operation because they give us money to operate. But we have always told them that we do nothing as management alone without involving all our stakeholders which includes our listeners through the listener club members. This assurance has made them shelve their other reasons to support.

RS1 added

Those who want to support us when we tell them this will still go ahead to support but those who do not wish to comply will go away. We have had several instances but I cannot talk about it to you.

RT1 also mentioned during the interview that they had similar cases of donors wanting to dictate to them after supporting them. They revealed that when they resisted, they lost such donor funders. RT1 explained

Sometime back some agency supported us with some funds but later we noticed they were trying to push their agenda. When we complained, they just stopped funding us and now I hear them funding another station which is commercial (RT1).

This finding confirms the earlier argument by scholars on the possible influence of donor funding on community radio stations for instance Mhagama (2015), argues that

donor funding, though important for the sustainability of the stations, can erode their identity because they start concentrating on attracting donors to sponsor programmes. These donors also start to influence the agenda of community radio stations. This finding depicts that community radio stations in their quest to empower and transform their community will have to rely on donor support. This means that the broadcast of the SDGs is one of the ways these stations are attracting donor funds. The finding again proves that funding agencies also have seen and appreciated the contribution of community radio stations in attaining these global targets through localizing them.

The findings of this study validate and align with previous research that has emphasized the crucial role of donor funding in maintaining the operations of community radio stations, particularly in developing nations (Mhagama, 2015; Achonga & Yussif, 2020; Diedong & Naaikuur, 2023; Serwonor, 2017; Sharma, 2023; Tanega, 2023). These findings highlight that community radio stations heavily rely on external financial assistance from donor agencies, non-governmental organizations (NGOs), government entities, and community members to sustain their operations, support programming initiatives, and invest in infrastructure and capacity building. These findings align with previous research that has emphasized the financial difficulties faced by community radio stations worldwide and their dependence on donor funding to address these challenges (Dzisah, 2020; White, 2011b; Kwode & Yussif, 2020).

Mhagama (2015) argues that, for many community radio stations in developing countries they rely on donor funding for their sustainability due to one common feature governing their operation, not-for-profit feature. Community radio stations are challenged financially all over the globe and this affects their programmes broadcast (Dzisah, 2020; White, 2011b). According to Kwode and Yussif (2020), community radio stations depend often on external funding to sustain their activities of

empowerment and community participation. The programmes and activities on community radio stations are what can attract for them the funds they get from external agencies. For Taneja (2023), several community radio stations are working to attract donor funders through various strategies which include; identifying and applying for grants, aligning missions to that of donors, local fundraising and programme content. According to Taneja (2023), Community radio stations actively engage in efforts to attract donor funds to sustain their operations, support programming initiatives, and invest in infrastructure and capacity building. Indicators of this theme include; support from community members, sponsorship deals, support from NGOs and multinational organizations, and government agencies among others. Community radio stations rely on a variety of funding sources for financial support. These include grants, sponsorships, donations from larger organizations or government bodies, and contributions from local community members (Sharma, 2023; Taneja, 2023).

Moreover, the findings of this study confirm earlier arguments regarding the potential impact of donor funding on the programming and operations of community radio stations. Scholars like Mhagama (2015) have highlighted that while donor funding is crucial for the sustainability of stations, it can also undermine their identity and autonomy by shifting their focus towards attracting donors and aligning programming with donor agendas. This aligns with the experiences shared by participants in the study, who reported instances of donors attempting to influence station programming and operations after providing financial support. These findings emphasize the intricate dynamics involved in the relationship between community radio stations and their donor funders, underscoring the significance of maintaining station autonomy and integrity in the face of external financial pressures.

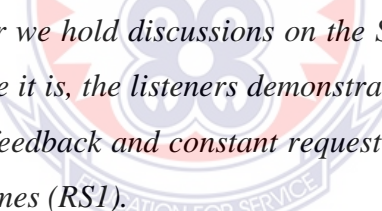
Furthermore, the findings of this study suggest that community radio stations strategically align their programming with global development agendas such as the Sustainable Development Goals (SDGs) to attract donor funding. This finding is consistent with previous research that has emphasized the role of community radio in advancing development goals and localizing global agendas (Diedong & Naaikuur, 2023). By broadcasting content that is relevant to the SDGs, community radio stations demonstrate their value in promoting sustainable development and community engagement, thus attracting support and sponsorship from donors, NGOs, and government agencies that share the objectives of the SDGs.

4.3.2 Community Endorsement

Another motivation identified as the reason for the broadcast of the identified SDGs-related content is themed as community endorsement. This theme highlights the community endorsement they have attracted over the years for championing community transformative ideas and efforts. In this study, the theme of community endorsement refers to the collective support, approval, or validation given by members of the local community to the radio station, its content, initiatives, and activities. Community endorsement signifies that the community values and appreciates the role of the radio station as a vital platform for communication, information dissemination, and community engagement (Maye et al, 2020). Endorsement from the community is an important indicator of a radio station effectively serving the needs and interests of its audience (Krishnan & Hemmige, 2023; Krause & Fletcher, 2023; Sharma et al, 2021). Indicators of this theme of community endorsement can take various forms, such as active participation in radio programmes, positive feedback from listeners, involvement in community events organized by the station, financial contributions or

sponsorship from local businesses or individuals, and recognition and support from community leaders and organizations.

The study observed that the two community radio stations in their efforts to broadcast the SDGs are motivated by the endorsement of the community they serve. From the data, Simli Radio has been considered one of the acclaimed community radio stations in the north of Ghana by scholars and the GCRN. Some scholars have indicated that it is a pioneer in community radio in the northern region of Ghana (Al-Hassan, 2011; Alhassan and Amadu, 2017; Amadu, 2023). Such attention and endorsement is what the management of the station is willing to see in their broadcast of content related to the SDGs. It was observed from the interview that the station has continued to enjoy a strong sense of support due to its broadcast on the SDGs. Respondent RS1 from Simli Radio explains that;



Whenever we hold discussions on the SDGs irrespective of which one it is, the listeners demonstrate their endorsement by their feedback and constant request that we repeat such programmes (RS1).

Content on the SDGs at Simli Radio has also led to community members sharing their ideas and opinions on how the SDGs can be achieved beginning from their local setting. This endorsement of the content of the SDGs is the motivation behind the broadcast of a lot of programmes that highlight the SDGs. RS2 explains that the level of commitment is a strong motivation for them to continue their broadcast. The respondent indicated

We want to have more programmes on the SDGs because our people have become more conscious of the SDGs than ourselves who are leading the charge. Through the programmes, we see that the community members have embraced them and are working in their ways to help attain them (RS2).

Again, on community endorsement, at Simli radio, the support received by the community through the listener club is another motivation driving them to broadcast content on the SDGs. The in-depth interviews with RS1 and RS2 indicate that the listener club members have supported the station in getting the message of the SDGs to the local community members. This support is sometimes extended to other communities that are within the district. This means that they use their resources to go to such communities without financial support from the station because they understand the station does not make a profit. RS2 explained

Our listener club members continue to support us in our effort to get the SDGs to every household. They have trusted our mission and continue to support it by funding themselves to other communities to get people to understand the SDGs in the local dialect (RS2).

Respondent RT1 from *Tawasul radio* also explains how they have been motivated by the community endorsement of their programmes by the commendations they have received from listeners and also a citation from one of their stakeholders “Inspire to Act”. This citation was presented to the station for their unreserved contribution to creating awareness of the SDGs among the residents in the area and region as a whole. This is a great motivation for us to continue to broadcast content on the SDGs. In explaining the responded

Whenever we open the phone lines for comments and contributions, the commendations are always more than the contributions. They are always raining praise on us for our choice of programmes. One of the presenters will always tell me he is so excited about the fact that he can impact society through the programme (RT1).

RT2 also adds

But for the support and appreciation we have received over the years on our broadcast, we could not have done all that we do. It is a great contribution to what we have achieved over the years on the SDGs and we still working for more. We got a citation to commend us for our contribution to advocating doe the SDGs and helping our people understand the SDGs locally (RT2).

The above finding suggests that, the efforts of the community radio stations are not going unnoticed and unrecognized. It appears that they serve as the main source of media for a wider population of marginalized and vulnerable groups. Again the study findings indicate that community members endorse the community radio stations as one that help them to participate in discussions on the SDGs and also share their experiences on how they can better contribute to their attainment. The endorsement again stems from the station's ability to localize the SDGs. This implies that the SDGs-related programmes are tailored to the specific needs, priorities, and challenges of the local community hence community endorsement.

Further, this motivation to a large extent is essential for the sustainability and success of community radio stations because it reflects the station's relevance and impact within the local community and contributes to its credibility, legitimacy, and long-term viability. By earning the endorsement of the community, the community radio stations can strengthen their relationships with listeners, enhance their influence, and further their mission of serving the public interest.

The findings of the study align with previous studies that have highlighted the importance of community support in driving the achievement and sustainability of community radio stations, particularly in the context of disseminating content related

to the Sustainable Development Goals (SDGs). Previous research has emphasized the significance of community validation in ensuring the relevance, influence, and long-term viability of community radio efforts (Maye et al., 2020; Krishnan & Hemmige, 2023; Krause & Fletcher, 2023; Sharma et al., 2021). Moreover, research has shown that community endorsement serves as an indicator of a radio station's effectiveness in addressing the needs and interests of its audience, promoting community engagement, and advancing local development initiatives (Maye et al., 2020; Krishnan & Hemmige, 2023; Krause & Fletcher, 2023). The findings also align with studies that have emphasized the importance of listener feedback, active participation, and financial support from the community in sustaining community radio operations and enhancing their impact (Maye et al., 2020; Krishnan & Hemmige, 2023; Krause & Fletcher, 2023; Sharma et al., 2021). Overall, the findings confirm the pivotal role of community endorsement in motivating community radio stations to broadcast content on the SDGs and in cultivating their credibility, legitimacy, and long-term success within the local community.

4.3.3 Livelihood Improvement

Livelihood improvement is one other motivation driving the broadcast of SDG-related content on the selected community radio stations. From the study, livelihood improvement serves as a compelling motivation for community radio stations to broadcast programs on the Sustainable Development Goals (SDGs). Community radio stations by their operation are expected to improve the livelihoods of the communities they serve (Al-Hassan et al, 2011). Livelihood improvement is defined as the enhancement of individuals' or communities' abilities to earn a sustainable income, access to services and improve their well-being. Livelihood includes capabilities, assets (including both material and social resources) and activities required for a means of

living (Alhassan et al 2011; OECD, 2001). Indicators of this theme include; increased income-generating opportunities, improving access to education, healthcare, and skills development.

Respondents from the two stations express that they are motivated by the fact that their programmes can improve the livelihood of the community members. RS1 explains that;

We find it very exciting to broadcast these programmes because they have led to empowering the community especially the women and girls about their rights and responsibilities. We see an improvement in the lives of the people here. They are now very responsive to their own needs and desires. This brings us so much joy and we continue to broadcast such programmes leading to the SDGs (RS1).

Also, RT2 underscores the way they have improved the livelihood of its community members through its broadcast of programmes on the SDGs, hence its motivation. RT2 explained

Our programmes have tried to address specific SDGs that will lead to the improvement of the lives of our listeners. We have seen this improvement through the conscious efforts they are making in their children's education, their health and well-being and taking their economic life (RT1).

From the findings, it was observed that livelihood improvement holds significant importance in the context of the Sustainable Development Goals (SDGs), particularly those about the eradication of poverty (Goal 1), ensuring food security (Goal 2), promoting good health and well-being (Goal 3), fostering economic growth (Goal 8), and establishing sustainable communities (Goal 11). These goals are indicative of urgent local development challenges that directly influence the means of subsistence

for members of the community. The community radio programmes on the SDGs can tackle these challenges by focusing on topics and issues that are in line with the aforementioned SDGs. The findings demonstrate that by aligning community radio programmes with the SDGs, particularly those related to sustainable livelihoods, community radio stations can address pressing local development challenges and empower community members with knowledge, skills, and resources to improve their livelihoods and contribute to sustainable development outcomes.

Again, from the data collected, it was observed that the community radio stations are motivated by their ability to improve livelihood in the sense that SDG-focused programmes on community radio stations have been able to serve as valuable platforms for capacity building and skills development within the community. These programmes offered educational segments, training workshops, and interviews with experts aimed at equipping listeners with practical skills and knowledge relevant to improving their livelihoods. One of the respondents from Simli Radio RS2 explained how they have done this to motivate them to continue to broadcast content on the SDG;

Through our invitation of specialized people to deliver on topics that affect our community members, we can tell that the people have gained insight into how to manage their lives and other things that affect their livelihood (RS2).

RT2 added that their programmes on financial literacy were another crucial aspect covered in their programming, aligning with Goal 1 (no poverty) and Goal 8 (decent work and economic growth). RT2 added, that these programmes focused on budgeting, saving, investment strategies, and access to microfinance. By improving financial literacy and promoting sound financial management practices, we aimed to empower individuals and families to make informed decisions, build assets, and break the cycle of poverty. RT2 explained that;

Our programme “Inspire to Act” has helped to improve the lives of our listeners. The topics we discuss like financial literacy are targeted at improving the lives of the listeners in terms of their everyday engagements (RT2).

Again, Tawasul Radio is motivated by the fact that their SDGs-related programmes facilitate partnerships with local businesses and industries to provide internship opportunities, apprenticeships, and mentorship programs, supporting Goal 8 (decent work and economic growth). This implies that these initiatives aimed to bridge the gap between education and employment, enhance the employability of youth, and facilitate career development pathways within the community.

The results align with previous research that has emphasized the importance of community radio in enhancing livelihoods and addressing local development challenges, especially in the context of the Sustainable Development Goals (SDGs). Earlier studies have highlighted the crucial role of community radio stations in empowering communities, improving access to information and resources, and fostering the development of skills and capacities (Al-Hassan et al., 2011; Veliks, 2013). Likewise, research has demonstrated that community radio programmes focusing on SDGs can effectively contribute to eradicating poverty, ensuring food security, promoting health, stimulating economic growth, and establishing sustainable communities (Alhassan et al., 2011; OECD, 2001). The findings also echo studies that have underscored the significance of financial literacy, vocational training, and access to economic opportunities in enhancing livelihoods and advancing sustainable development outcomes (Al-Hassan et al., 2011; OECD, 2001). Overall, the findings reaffirm the valuable role of community radio stations in driving positive change and advancing the SDGs by addressing local development challenges and promoting livelihood improvement within their communities.

In summary, the findings of the study highlight livelihood improvement as a compelling motivation for the two selected community radio stations to broadcast programs on the Sustainable Development Goals (SDGs). By focusing on livelihood improvement, these stations can effectively address various local development challenges and foster positive change within their communities.

4.4 Chapter Summary

This section discussed the research findings that were analyzed from the sets of data collected from the staff of the CR station as well as their listener group. The research findings were discussed under the three research questions set out in Chapter One to help attain the objectives of this study.

The results derived from the study provide insight into multiple crucial factors about community radio programs, their alignment with the Sustainable Development Goals (SDGs), and the motivations that propel the dissemination of SDG-related material by community radio stations. Primarily, the study discloses that community radio programmes showcase a wide range of material encompassing diverse subjects that hold relevance within local communities. These subjects encompass but are not limited to education, healthcare, agriculture, the environment, gender equality, and social justice. Community radio stations often prioritize content that addresses the specific requirements and interests of their intended audience, thereby fostering inclusivity and promoting community involvement.

The findings of the study depict a significant relationship between the content of community radio stations and the Sustainable Development Goals (SDGs). The community radio programmes actively participate in the enhancement and endorsement of SDGs through the dissemination of information, fostering awareness, and advocating

for constructive transformation concerning sustainable development matters. These programs play a crucial role in bridging the gap between policy objectives and grassroots realities, translating global agendas into actionable initiatives at the local level.

The study identifies several motivations that influence the broadcast of SDG-related content by community radio stations. These motivations include donor fund attraction, community endorsement and livelihood improvement.



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This study aimed to examine the role of community radio broadcasting in promoting the achievement of the Sustainable Development Goals (SDGs) in Ghana. Through an examination of specific community radio stations, the research identified various ways in which these platforms contribute to the attainment of the SDGs. This section presents a brief overview of the main findings, draws conclusions based on the analysis, and provides recommendations for enhancing the impact of community radio in the pursuit of the SDGs. Moreover, it acknowledges the limitations of the study and proposes potential avenues for future research in this area.

5.2 Summary

As indicated in the earlier chapters, the role of community radio stations in the development of societies and also the development of nations that work to attain the SDGs cannot be overemphasized. The background to this study espouses the role of community radio stations in developing areas in which they operate. This study specifically establishes the enormous contribution of community radio stations to the attainment of the SDGs in the northern region. Diedong and Naaikur (2023) establish that community radio stations can build awareness and understanding of the SDGs by localizing these global goals.

Given the above, the researcher undertook this study to ascertain how well the two community radio stations are contributing to the attainment of the SDGs through their programming. Specifically, the study investigated the nature of programmes broadcast by the community radio stations, the content of programmes that relate to the SDGs and

the motivation that drives the broadcast of SDG-related programmes. These were studied under the two theories that underpinned the study thus Agenda-setting theory, and Development media theory.

In attaining the aims of the study, the researcher outlined three main research questions

- a) What are the dominant themes in the content of programmes at the selected community radio station?
- b) How does the programming content of the selected community radio stations relate to the SDGs?
- c) What is the motivation for the communication of the identified SDGs by the selected CR stations?

Further, the researcher combed available literature to ascertain the level of work in the area. Literature ranging from soft copies to hard copies in the area of community radio and their influence on development was reviewed. The review was very relevant to explore what earlier scholars had found in the area of the study and also to establish the gap in existing works. This helped to shape the focus of the study so that this work too could contribute to the body of knowledge in the area of community radio. After the review of relevant literature, it was evident that earlier research by scholars in community radio had focused so much attention on CR and empowerment, governance and community development with little attention to its role in the SDGs. The literature review also revealed that a similar study was conducted in India hence a geographical gap. This, therefore, makes the study well-placed to contribute to the body of research in the area of using the CR stations to advocate for the attainment of the SDGs.

The study employed the qualitative research approach in getting data. Specifically, the case study design was adopted as the design for the study. In gathering data, three data

collection gathering tools were applied; interviews, focus group discussions and document review. The respondents were purposively sampled from the station and also the listener groups. Thereafter, the data collected were thematically analyzed. These selected themes that emerged were done in line with the responses to the three study objectives.

5.3 Key Findings and Conclusions

As discussed above, data was collected to answer three major research questions. In answering the first research question which was to examine the dominant themes in the content of programmes at the selected community radio stations. The findings uncovered several dominant themes prevalent in the programming of both Simli and Tawasul Community Radio stations. The identified programme themes include; Community Development programmes, Educational programmes, Health & Sanitation programmes, Indigenous Culture promotion programmes, Entertainment Programmes and Agriculture programmes.

Remarkably, although the findings revealed the enormous contribution of community radio stations to the development of the Agriculture sector, Simli Radio exhibited a pronounced emphasis on development-related content than Agriculture, indicative of the station's close alignment with the fundamental principles of its parent organization, GDCA. Conversely, while Tawasul Broadcasting also showcased development-related programming, its focus was more diversified across various themes. Education emerged as another prominent theme across both stations, with a focus on providing continuous learning opportunities, particularly during the COVID-19 pandemic. Additionally, agricultural programmes aimed at advocating for improved farming practices and health and sanitation initiatives addressing disease prevention and maternal health were highlighted. Also, cultural programmes dedicated to preserving local heritage and

gender-focused initiatives promoting women's empowerment were evident in the programming of both broadcasting organizations, contributing to community identity and social inclusion.

From the findings of the first objective, it can be concluded that community radio station programmes in northern Ghana predominantly feature content centered on community development, agriculture, education, health, indigenous culture, and gender empowerment. These thematic emphases collectively contribute to fostering community identity and promoting social inclusion.

The second research question was meant to examine how the programming content of the selected CR Stations relate to the SDGs. The findings revealed that the Sustainable Development Goals (SDGs) are given varying amounts of focus, from the data collected from the two community radio stations. With 26.7% of all programmes addressing it, SDG 4 (excellent education) is the most often addressed goal; it is followed by SDG 5 (gender equality) with 20.1%. Furthermore, 13.3% of the programmes address SDG 2 (no hunger), SDG 3 (health and well-being), SDG 6 (clean water and sanitation), SDG 13 (climate action), and SDG 16 (peace, justice, and strong institutions). The stations' dedication to a range of goals is highlighted by this distribution, which also reflects their attempts to encourage sustainable development and increase public knowledge of important local concerns. The findings of the study reveal that these two community radio stations communicate only seven (7) out of the 17 SDGs. However, this does not indicate a neglect of the others but a prioritization of those SDGs that directly affect their listeners and community members.

For the second objective, It can be concluded that community radio stations in the north of Ghana have programmes that are related the SDGs in different areas emphasizing a

strong relationship between programme content and the SDGs. This underscores the community radio stations' commitment to addressing key SDGs such as quality education and gender equality, alongside other vital goals like zero hunger and climate action.

The third research question sought to understand the motivation for the communication of the identified SDGs by the selected community radio stations. The findings revealed that the driving forces for the communication of the content related to the SDGs are donor fund attraction, community endorsement, and livelihood improvement. The two Community Radio Stations; *Simli Radio and Tawasul Radio* deliberately design programmes that correspond with the SDGs to attract financial backing from non-governmental organizations, governmental entities, and members of the community. This study argues that the acquisition of donor funding is vital for the continuity of operations and the promotion of programming initiatives, although stations exercise prudence in preserving their autonomy amidst the influence of donors. The findings of the study revealed that the motivation for the two community radio stations; *Simli Radio and Tawasul Radio* to broadcast SDG-related content is propelled by the endorsement and backing they receive from the local communities. This endorsement is substantiated through active involvement, favourable feedback, participation in community events, monetary contributions, and acknowledgement from community leaders. The validation of the stations' pertinence, impact, and credibility through community endorsement contributes to their long-term prosperity and viability. The findings also show that, another motivation for broadcasting SDG-related content by the two Community Radio stations; *Simli Radio and Tawasul Radio* is the potential to enhance livelihoods within the community. By addressing SDGs about the eradication of poverty, ensuring food security, promoting health, fostering economic growth, and

cultivating sustainable communities, the Community Radio stations endeavour to augment the capacity of individuals and communities to generate sustainable incomes, access services, and enhance well-being. It further revealed that the programmes provide initiatives for capacity building, skills development, and financial literacy to empower listeners and address local challenges of development.

For the third objective of the study, it is concluded that, the community radio stations broadcast of SDGs content is fueled by some motivational factors including donor fund attraction, community endorsement, and livelihood improvement. These underscore their strategic approach to programming, emphasizing their commitment to sustainability and community empowerment.

5.4 Study Limitations

The first limitations of this study is time constraint. Due to time constrictions, this study focused attention on two community radio stations. The study could have encapsulated more community radio stations in the area as was the initial plan at the beginning of the study. This would have helped draw varied analyses. Again, because of the regimented and restricted nature of the Community radio stations' policies, the researcher used more effort than usual in persuading and soliciting information from the interview and focus group participants. Even though this had a very minimal impact on the data collection process, it got the researcher a little frustrated at the very beginning of the briefing stage where he was explaining the topic and the purpose of the topic to the interview participants.

Moreover, it was difficult to get literature on community radio stations' efforts at promoting the SDGs in Ghana and even within the African context. Most of the literature reviewed were situated within the Western context. This owes to the fact that,

generally, there have been minimal studies on community radio and the attainment of the SDGs within the African context. It is hoped that this study will contribute to the minimal literature on community radio stations and the SDGs within the African and Ghanaian contexts. However, these limitations did not in any way affect the credibility of the study.

5.5 Suggestions for Future Research

Future research could encompass a broader range of community radio stations across Ghana to provide a more comprehensive understanding of their role in promoting the SDGs nationwide. This would allow for a deeper analysis of the diversity of approaches and impact among different stations.

Future studies could also delve deeper into the perspectives and experiences of community members regarding the effectiveness of community radio in promoting SDGs. This could provide valuable insights into the views of community members in assessing the contribution of the community radio stations in propelling social and behavioural change. This study could involve participatory research methods such as community-based workshops or participatory action research.

Longitudinal studies could also be conducted to track the impact of community radio programming on the SDGs' awareness, attitudes, and behaviour over time. Such studies could provide valuable data on the long-term effectiveness and sustainability of these global goals. Also, Comparative studies between community radio stations and other communication channels (e.g., mainstream media, social media) in promoting the SDGs could shed light on the unique strengths and limitations of community radio in this context.

5.6 Recommendations

Considering the very approaching date for the end of the SDGs, for countries such as Ghana to attain these global goals, the following recommendations are made based on the research findings and conclusions.

1. In light of the disparity in the number of agriculture-related programmes aired by community radio stations in the northern region, it is imperative to provide increased support to these stations, emphasizing the importance of agriculture-related content. Given that a significant portion of the region's population is engaged in the agriculture value chain, amplifying agricultural programming will not only contribute to the achievement of SDG 2 (Zero Hunger) but also SDG 13 (Climate Action) by fostering sustainable agricultural practices.
2. Community radio stations, although striving to empower marginalized communities within their operational capacities, require comprehensive training to maximize their impact. Government support is crucial in this regard, as bolstering community radio initiatives can significantly advance grassroots development efforts, thereby enhancing Ghana's progress towards the Sustainable Development Goals. Effectively harnessing the potential of community radio can indeed bolster Ghana's performance in SDG attainment.
3. Furthermore, community-run radio stations should leverage their platform to preserve and promote local art forms through diverse programming. While entertainment holds significance, there is a need to strike a balance by allocating airtime for educational and informative content, aligning with the multifaceted role of community radio in fostering sustainable development.

REFERENCES

- Ansah, P., A., V. (1980). *Mass Media Training and Professionalism* . Paper presented at a workshop on Development , Democracy and the Mass Media in Ghana, University of Ghana, Legon. December 8-11, 1980.
- Akudugu, M. A., Dittoh, S., & Mahama, E. S. (2012). The Implications of Climate Change on Food Security and Rural Livelihoods: Experiences from Northern Ghana. *Journal of Environment and Earth Science*, 2(3), 21–29. [https:// www.researchgate.net/profile/Mamudu_Akudugu/publication/235751726_The_Implications_of_Climate_Change_on_Food_Security_and_Rural_Livelihoods_Experiences_from_Northern_Ghana/links/541b104e0cf203f155ae7c3c.pdf](https://www.researchgate.net/profile/Mamudu_Akudugu/publication/235751726_The_Implications_of_Climate_Change_on_Food_Security_and_Rural_Livelihoods_Experiences_from_Northern_Ghana/links/541b104e0cf203f155ae7c3c.pdf)
- Alhassan, E., & Odame, F. S. (2015). Gender inequality in basic education in the northern region of Ghana: Household and contextual Factors in Perspectives. *Ghana Journal of Development Studies*, 12(1–2), 125. [https:// doi.org/ 10.4314 /gjds.v12i1-2.8](https://doi.org/10.4314/gjds.v12i1-2.8).
- Attuh, S., & Kankam, P. K. (2022). Community radio as Information Dissemination Tool for Sustainable Rural Development in Ghana. *Journal of Radio & Audio Media*, 1–23. <https://doi.org/10.1080/19376529.2022.2146119>.
- Al-Hassan, S., Andani, A., & Abdul-Malik, A. (2011). The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio. *Field Actions Science Reports. The Journal of Field Actions*. [https://journals. openedition. org/factsreports/pdf/869](https://journals.openedition.org/factsreports/pdf/869).
- Amadu, F. & Alhassan, A. (2018), *Community radio in rural development in North eastern Ghana: the experiences of radio Gaaki in the Soboba district*. <http://www.isca.in/IJSS/Archive/v7/i5/1.ISCA-IRJSS-2018-015.php>.
- Asuman, M. K. A., & Diedong, A. L. (2019). Multiplicity of voices in community development through radio in Fanteakwa District, Ghana. *Ghana Journal of Development Studies*, 16(2), 178. <https://doi.org/10.4314/gjds.v16i2.9>.
- Asemah, E. S., Nwammuo, A. N., & Nkwam-Uwaoma, A. O. (2017). Theories and models of communication. *Jos: Jos University Press. Special Issue on Communication, Management and Economics*.
- Asumang, E. (2021, November 1). *Assessing the role of community radio in promoting environmental sustainability in Ghana: a case study of Denkyembour District*. <https://repository.gij.edu.gh/handle/123456789/487>.
- Boafo, K., S., T. (1988). *Journalism Profession and Training in Sub-Saharan Africa: A Case Study of Ghana*: Africa Media Review Vol. 2 No. 3 1988.
- Braun, V., & Clarke, V. (2013). *Successful qualitative research: A Practical Guide for Beginners*. SAGE.

- Baxter, P., & Jack, S. M. (2015). Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*. <https://doi.org/10.46743/2160-3715/2008.1573>.
- Brannen, J. (1992). Mixing Methods: qualitative and quantitative research. In *RoutledgeBooks*. <https://doi.org/10.4324/9781315248813>.
- Braun, V., & Clarke, V. (2013). *Successful Qualitative Research: A Practical Guide for Beginners*. SAGE.
- Bosch, T. (2013). Social media and community radio journalism in South Africa. *Digital Journalism*, 2(1), 29–43. <https://doi.org/10.1080/21670811.2013.850199>.
- Buckley, S. (2011). *Community media: A good practice handbook*. UNESCO.
- Busolo D, Manalo IV J. 2022. A review of community radio literature in developing countries from 2010 to 2020. *Journal of Radio & Audio Media*. <https://doi.org/10.1080/19376529.2021.2023536>.
- Cohen, L., Manion, L., & Morrison, K. (2017). *Research Methods in Education*. Routledge.
- Clarke, V. and Braun, V. (2013) Teaching thematic analysis: Overcoming challenges and developing strategies for effective learning. *The Psychologist*, 26 (2). pp. 120-123. ISSN 0952-8229 Available from: <http://eprints.uwe.ac.uk/21155>.
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. 4th ed. Thousand Oaks, California, SAGE Publications.
- Cropley, A. J. (2019, 2nd updated, revised, and enlarged edition). *Qualitative research methods: A practice-oriented introduction for students of psychology and education*. Riga, Latvia: Zinātnē. open access – doi: 10.13140/RG.2.1.3095.688
- Conrad, D. (2013). *Deconstructing the community radio model: Applying practice to theory in East Africa*. *Journalism* 2014, Vol. 15(6) 773-789© The Author(s) 2013.
- Communicating the Sustainable Development Goals: A Toolkit for Community Radio*. (n.d.). The Communication Initiative Network. <https://www.comminet.com/la/content/communicating-sustainable-development-goals-toolkit-community-radio>
- Charles Mwidima, (2019). The Integration of Community Radios in Achieving the Goals of the “Big Results Now” in Tanzania. *International Journal of Science and Research (IJSR)*, Volume 8(Issue 7), 1842–1848. <https://doi.org/10.21275/ART20199953>
- Chapman, R. et al. (2003). *Rural Radio in agricultural extension: the example of vernacular radio programmes on soil and water conservation in Ghana*. Agricultural Research & Extension Network. Network Paper 127(1-16). London.

- Chikaipa, V., & Gunde, A. M. (2020). The Role of Community Radio in Promotion of Indigenous Minority Languages and Cultures in Malawi. *Journal of Radio & Audio Media*, 28(2), 327–343. <https://doi.org/10.1080/19376529.2020.1751633>.
- Demuyakor, J. (2021). Achieving Active Political Pluralism and Participation through Development Communication: The Role of Local and Community Radio Media Outlets in Northern Ghana. *Journal of Radio & Audio Media*. <https://doi.org/10.1080/19376529.2021.1915317>.
- Diedong, A. L., & Dzisah, W. S. (2023). Community radio as a platform for development communication in Ghana. *Cogent Social Sciences*, 9(2). <https://doi.org/10.1080/23311886.2023.2269681>.
- Diedong, A. L., & Naaikur, L. (2015). Who Is the “Community” in Community Radio?: A Case Study of Radio Progress in the Upper West Region, Ghana. *Ghana Studies*, 18(1), 68–89. <https://doi.org/10.1353/ghs.2015.0009>.
- Diedong, A. L., & Naaikur, L. (2012). Ghana’s experience in participatory community radio broadcasting. *Global Media Journal: African Edition*, 6(2), 123–147. https://journals.co.za/content/glomed_africa/6/2/EJC129993.
- Ellis, F., & Freeman, H. A. (2004). Rural Livelihoods and Poverty Reduction Strategies in Four African Countries. *Journal of Development Studies*, 40(4), 1–30. <https://doi.org/10.1080/00220380410001673175>.
- Fraser & Estrada (2001). *Community Radio Hand Book*. Chapel Hill University Center for International Studies, UNESCO.
- Etikan, I., Musa, S. I., & Alkassim, R. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), <https://doi.org/10.11648/j.ajtas.20160501.11>.
- Fox, J. (2019). Community Radio: social process and democratic intent. In *Palgrave studies in communication for social change* (pp. 23–56). https://doi.org/10.1007/978-3-030-17316-6_2.
- GNA. (2022). Role of community radio crucial in promoting social justice — Prof. Karikari. *Ghana News Agency*. <https://gna.org.gh/2022/12/role-of-community-radio-crucial-in-promoting-social-justice-prof-karikari/#:~:text=Other%20vital%20roles%20of%20community,being%20of%20citizens%20among%20others>.
- Gasana, .., & Herbamenshi, .. (2023). *The Role of Community Radio in Promoting Community Participation in Local Governance in Rwanda: A Case study of PAXPRESS Community debates*. 07(03), 127 https://www.researchgate.net/publication/369626972_The_Role_of_Community_Radio_in_Promoting_Community_Participation_in_Local_Governance_in_RwandaA_Case_study_of_PAXPRESS_Community_debates
- Glesne, C. (1991). *Becoming Qualitative Researchers: An Introduction*. <http://ci.nii.ac.jp/ncid/BA20387009>

- Gaynor, N. O'Brien, A. (2017) Community radio, democratic participation and the public sphere in *Irish Journal of Sociology* 2017, Vol. 25(1) 29–47.
- Hammond, R., Tham-Agyekum, E., Ankuyi, F., Aidoo, D., Jones, E. O., Osei, C., Bakang, J. A., & Awuah-Frimpong, R. (2023). Analyzing cocoa farmers' perception on the use of print media for extension delivery in Adansi Asokwa, Ghana. *Russian Journal of Agricultural and Socio-Economic Sciences*, 137(5), 85–97. <https://doi.org/10.18551/rjoas.2023-05.09>
- Hesse-Biber, S. (2010). Qualitative approaches to mixed methods practice. *Qualitative Inquiry*, 16(6), 455–468. <https://doi.org/10.1177/1077800410364611>
- Hermansky, Jillian, (2022) "Impact of Community Radio on Community Development in the United States". Capstone Collection. 3248. <https://digitalcollections.sit.edu/capstones/3248>.
- Ijeh, N. P. and Ojebode, Ayobami, A. (2017). Producing Educational Broadcast Programmes -Reflections on Standard Objectives, Criteria and Content Specifications. https://www.researchgate.net/publication/373545853_Producing_Educational_BroadcastProgrammesReflections_on_Standard_Objectives_Criteria_and_Content_Specifications.
- Jan Servaes (ed.). 2008. Communication for Development and Social Change. New Delhi, India: Sage. 428 pp. \$ 53.95., paperback. *Journal of South Asian Development*, 5(1), 175–178. <https://doi.org/10.1177/097317411000500110>.
- Johnson, R. & Rajadurai, K. (2020). Impact of community radio programs in rural development. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH, VOLUME 9(ISSUE 01)*, 3844–3848. <https://www.ijstr.org/final-print/jan2020/Impact-Of-Community-Radio-Programs-In-Rural-Development-.pdf>.
- Kankam, P. K., & Attuh, S. (2022). The role of community radio in information dissemination towards youth development in Ghana. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/gkmc-01-2022-0023>.
- Kavle, J. A., & Landry, M. (2017). Addressing barriers to maternal nutrition in low- and middle-income countries: A review of the evidence and programme implications. *Maternal and Child Nutrition*, 14(1). <https://doi.org/10.1111/mcn.12508>
- Keith, M. C. (2010). *The radio station: Broadcast, satellite and Internet* (8th ed.). Boston, MA: Focal Press.
- Khan, M. a. A., Khan, M. M. R., Hassan, M., Ahmed, F., & Haque, S. M. R. (2017). Role of Community Radio for community development in Bangladesh. *The International Technology Management Review*, 6(3), 94. <https://doi.org/10.2991/itmtr.2017.6.3.3>

- Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical Teacher*, 42(8), 846–854. <https://doi.org/10.1080/0142159x.2020.1755030>.
- Krause, A. E. (2020). The role and impact of radio listening practices in older adults' everyday lives. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.603446>.
- Laskar, A. K., & Bhattacharyya, B (2021). Community radio station's production response to the Covid-19 pandemic in India. *Media Asia*, 48(4), 243-257. <https://doi.org/10.1080/01296612.2021.1970421>.
- LeCompte, M. D., & Schensul, J. J. (2010). *Designing & Conducting Ethnographic Research: An Introduction*. Rowman Altamira.
- Leedy, P.D. and Ormrod, J.E. (2005) *Practical Research: Planning and Design*. Prentice Hall, Upper Saddle River, NJ. <http://www.worldcat.org/title/practical-research-planning-and-design/oclc/53831701>
- Lingela, M. B. (2008). 'Community broadcasting in SADC: An overview', *Gender and Media Diversity Journal*. Gender Links: Southern Africa: Available at: <http://www.genderlinks.org.za>. Accessed on 08/07/2023.
- Mefalopulos, P. (2008). *Development Communication Sourcebook*. <https://doi.org/10.1596/978-0-8213-7522-8>.
- McQuail, D. (1983). *Mass Communication Theory: An introduction*. London: Sage Publications.
- McQuail, D. (1987) *Mass Communication Theories*. London: Sage.
- Marshall, M. (1996). Sampling for qualitative research. *Family Practice*, 13(6), 522–526. <https://doi.org/10.1093/fampra/13.6.522>
- Magaldi D. and Berler M. (2020) Semi-structured Interviews. In: Zeigler-Hill V., Shackelford T.K. (Eds.) *Encyclopaedia of Personality and Individual Differences*. Springer, Cham. https://doi.org/10.1007/978-3-319-24612-3_857
- Milan, S. (2009). Four steps to community media as a development tool. *Development in Practice*, 19 (4-5), 598-609. <https://doi.org/10.1080/09614520902866421>
- Mugenda, A.G. (2011). *Social science research, theory and principles*. Nairobi: Applied Research & Training Services (Arts Press).
- Mhagama, P. (2015). Radio listening clubs in Malawi as alternative public spheres. *The Radio Journal: International Studies in Broadcast and Audio Media*, 13(1), 105–120. https://doi.org/10.1386/rjao.13.1-2.105_1
- Muswede, T. (2009). *Sustainability challenges facing community radio: a comparative study of three community radio stations in Limpopo Province*.

- Mu-Azu, I. A., & Shivram, G. (2017). The impact of FM radio broadcast in local dialect on rural community development in Ghana. *Journal of Applied and Advanced Research*, 114–121. <https://doi.org/10.21839/jaar.2017.v2i3.76>
- Mudhai, O. F. (2011b). Immediacy and openness in a digital Africa: Networked-convergent journalisms in Kenya. *Journalism: Theory, Practice & Criticism*, 12(6), 674–691. <https://doi.org/10.1177/1464884911405470>.
- McCombs, M., & Shaw, D. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–185.
- NCA, (2015). NCA Guidelines for the Establishment and Operation of Community Radio Stations. Accra: NCA.
- Nakabugu, (2014). The Role of Rural Radio in Agricultural and Rural Development Translating Agricultural Research Information into Messages for Farm Audience. Available at <http://www.fao.org/docrep/003/x6721e/x6721e31.htm>. Accessed on 28/03/2024.
- Naaikuur, L. (2020). *Exploring the Contributions of Community Radio to Local Governance in Wenchi Municipality, Ghana*. Aalborg University's Research Portal. <https://vbn.aau.dk/en/publications/exploring-the-contributions-of-community-radio-to-local-governanc>
- Naaikuur, L., Diedong, A. L., & Dzisah, W. S. (2022). Stakeholders and community radio: Promoting participatory governance in Ghana. *Legon Journal of the Humanities*, 32(2), 118–144. <https://doi.org/10.4314/ljh.v32i2.6>.
- Naaikuur, L., & Dombo, S. D. (2021). Media and Governance: Promoting Local Governance through Community Radio in Northern Ghana. *Journal of Development and Communication Studies*, 8(1), 144–163. <https://doi.org/10.4314/jdcs.v8i1.7>.
- Neuman, W.L. (2012) *Social Research Methods: Qualitative and Quantitative Approaches*. 7th Edition, Pearson, Boston.
- Nirmala, Y. (2015). The role of community radio in empowering women in India. *Media Asia*, 42(1-2), 41-46. <https://doi.org/10.1080/01296612.2015.1072335>.
- Okaka W. T. (2015). Effectiveness of community radio in communicating climate change policy for community education and Resilience in the East African Community Kasese: University of Kyambogo.
- Okaka, W. T. (2016). Effectiveness of community radio in promoting health policy information diffusion for timely achievement of SDG 3 in Africa by 2030. Rabat, Morocco. Kyambogo University.
- Okunna, C. S and Omemnugha, K. A (2012) *Introduction to Mass Communication* (3rd edition). Enugu: New Generation Books.

- Ojo, T.O. & Ayobolu, Y. (2020). Community radio stations' programmes and the promotion of peaceful co-existence in Nigerian rural societies: assessment of Fulani- herdsmen and farmers conflicts in selected parts of South West, Nigeria. *KIU Interdisciplinary Journal of Humanities and Social Sciences*, 1(2), 30-52
- Osei-Appiah, S. (2019). News Media Logic and Democracy: Strange Bedfellows in Political News-making Practices of Private Radio Stations in Ghana. *African Journalism Studies*, 40(3), 57–72. <https://doi.org/10.1080/23743670.2020.1731565>.
- Paul, A.& Dery, A. (2017) Citizen participation in community Radio Programming: A study of two community Radio stations in the Northern Region. *International Journal of Innovation Research and Advanced Studies.*, Vol 4(Issue 8), 309–315. https://www.researchgate.net/publication/343576951Citizens_Participation_In_Community_Radio_Programming_A_Study_Of_Two_Community_Radio_Stations_In_Northern_Region.
- Pathak, B. P. B., & Tjprc. (2019). The Community Radio Movement in India, Challenges and Opportunities. *International Journal of Communication and Media Studies*. <https://doi.org/10.24247/ijcmsapr20191>.
- Patton, M. Q. (2002). Two decades of developments in qualitative inquiry. *Qualitative Social Work*, 1(3), 261–283. <https://doi.org/10.1177/1473325002001003636>.
- Qualitative Research Methodology in Social Sciences and Related Subjects Munich Personal RePEc Archive. (n.d.). <https://mpra.ub.uni-muenchen.de/85654/>.
- Radio FM Broadcasting – National Communications Authority. (n.d.). https://nca.org.gh/radio-FM-broadcasting/Reimagining_our_futures_together:_a_new_social_contract_for_education. (2021b). <https://doi.org/10.54675/asrb4722>.
- S21br, A. B. a. Z. L. U. R. R. |. (2018). SDGs Implementation Review (SIR) Report: Community Radio Broadcasting for Empowering Rural People for Achieving the UN Sustainable Development Goals (UN SDGs) in rural Bangladesh. *www.academia.edu*. https://www.academia.edu/36955870/SDGsImplementation_Review_SIR_Report_Community_Radio_Broadcasting_for_Empowering_Rural_People_for_Achieving_the_UN_Sustainable_Development_Goals_UN_SDGs_in_rural_Bangladesh.
- Serwornoo, M. (2016). The changing college radio model of broadcasting in Ghana. *3CMedia*, 6(8), 51–60.
- Setia, M. S. (2016). Methodology series module 3: Cross-sectional studies. *Indian Journal of Dermatology*, 61(3), 261. <https://doi.org/10.4103/0019-5154.182410>
- Schwandt, T. A. (1997). *Qualitative Inquiry: A Dictionary of Terms* <http://ci.nii.ac.jp/ncid/BA30776426>.
- Srivastava, S. C. (2022). Community Radio: an emerging platform for awareness and empowerment. *South Asian Research Journal of Humanities and Social Sciences*, 4(1), 66–70. <https://doi.org/10.36346/sarjhss.2022.v04i01.007>.

- Singh, A. S. (2014). Conducting Case Study Research in Non-Profit Organizations. *Qualitative Market Research: An International Journal*, 17, 77–84.
- Sharma, A., & Meena, M. K. (2022). Achieving Sustainable Development Goals: An Analysis of Community Radio in India. *ResearchGate*.[https://www. Researchgate.net/publication/367221053_Achieving_Sustainable_Development_Goals_An_Analysis_of_Community_Radio_in_India](https://www.Researchgate.net/publication/367221053_Achieving_Sustainable_Development_Goals_An_Analysis_of_Community_Radio_in_India).
- Sharma (2023), Evolution of community Radio: A theoretical purview. *Journal of emerging Technologies and Innovative Research*, Vol. 10 Issue 3.
- Snyder, J. P., & Strömberg, D. (2010). Press Coverage and Political Accountability. *Journal of Political Economy*, 118(2), 355–408. <https://doi.org/10.1086/652903>
- Strömberg, D. (2015, May 1). *Media Coverage and Political Accountability: Theory and Evidence*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2613035
- Talabi, F. (2019). *A CONTENT ANALYSIS OF NEWSPAPER COVERAGE OF SUSTAINABLE DEVELOPMENT GOALS (SDGs) CAMPAIGN*. [https:// www.semanticscholar.org/paper/A-CONTENT-ANALYSIS-OF-NEWSPAPER-COVERAGE-OF-GOALS-Talabi-Tokunbo/f3cfde588f7844d489933561587fa8b636600522](https://www.semanticscholar.org/paper/A-CONTENT-ANALYSIS-OF-NEWSPAPER-COVERAGE-OF-GOALS-Talabi-Tokunbo/f3cfde588f7844d489933561587fa8b636600522)
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach’s alpha. *International Journal of Medical Education*, 2, 53–55. <https://doi.org/10.5116/ijme.4dfb.8dfd>
- Timalsina, M., & Pradhan, P. (2019). Role of Local/Community Radio on Rural Development. *Nepalese Journal of Development and Rural Studies*, 16, 46–52. <https://doi.org/10.3126/njdrs.v16i0.31570>.
- Tohidi, H., & Jabbari, M. M. (2012). The effects of motivation in education. *Procedia - Social and Behavioral Sciences*, 31, 820–824. [https://doi.org/ 10.1016/j.sbspro.2011.12.148](https://doi.org/10.1016/j.sbspro.2011.12.148).
- Tucker, E. (2013). Community radio in political theory and development practice. *Journal of Development and Communication Studies*, 2(3), 392-420.
- UN Women (2020) Making every woman and girl count: Rising to the Covid-19 Challenge. Annual Report.
- UNESCO (2023), Assessment of media development in Ghana: based on UNESCO media development indicators. UNESCO, Accra office.
- United Nations. (n.d.). *Sustainable Development Goals: 17 Goals to Transform our World/UnitedNations*.<https://www.un.org/en/exhibits/page/sdgs-17-goals-transform-world>.
- Ufuoma, A. (2012). Community radio regulation and its challenges in Ghana. *Journal of African Media Studies*, 4(2), 193–207. https://doi.org/10.1386/jams.4.2.193_1.

- Scott, M. (2010). Jan Servaes (ed.). 2008. *Communication for Development and Social Change*. New Delhi, India: Sage. 428 pp. \$ 53.95., paperback. *Journal of South Asian Development*, 5(1), 175–178. <https://doi.org/10.1177/09731741100500110>.
- Srivastava, S. C. (2022). Community Radio: an emerging platform for awareness and empowerment. *South Asian Research Journal of Humanities and Social Sciences*, 4(1), 66–70. <https://doi.org/10.36346/sarjhss.2022.v04i01.007>.
- Van Gyampo, R. E. (2015). Youth in Parliament and Youth Representation in Ghana. *Journal of Asian and African Studies*, 50(1), 69–82. <https://doi.org/10.1177/0021909613511941>.
- Vasileiou, K., Barnett, J., Thorpe, S. J., & Young, T. (2018). Characterizing and justifying sample size sufficiency in interview-based studies: systematic analysis of qualitative health research over a 15-year period. *BMC Medical Research Methodology*, 18(1) <https://doi.org/10.1186/s12874-018-0594-7>
- Youkongpun, P. (2015). The role of Community-Based Media in strengthening, preserving, and promoting identity and Culture: a case study in Eastern Thailand. *Athens Journal of Mass Media and Communications*, 1(3), 197–210. <https://doi.org/10.30958/ajmmc.1-3-3>.
- Yamer, D. (2020), The Role of Community Radio for Integrated and Sustainable Development in Ethiopia: A Critical Review on the Holistic Approach. *Preprints 2020*, 2020120260. <https://doi.org/10.20944/preprints202012.0260.v1>
- Whites, N., (2005). *Tuning in: An inventory of rural FM radio in Ghana*. Unpublished MSc thesis, University of Guelph.
- White, G. (2007). *Community Radio in Ghana: The Power of Engagement; Centre for Communication and Community*
- White, R. (2011b). Building People-controlled organizations: A response model of development. UN published.
- Wole-Abu, N. (2021). The Role of Traditional Media in the Propagation of the Sustainable Development Goals in Nigeria. *Pau-ng*. https://www.Academia.edu/65243443/The_Role_of_Traditional_Media_in_the_Propagation_of_the_Sustainable_Development_Goals_in_Nigeria
- Wimmer, R. D., & Dominick, J. R. (2011). *Mass media research: An introduction*. Boston, MA: Wadsworth, Cengage Learning.

APPENDICES

APPENDIX I

LETTER OF CONSENT

UNIVERSITY OF EDUCATION, WINNEBA

SCHOOL OF COMMUNICATION AND MEDIA STUDIES

I am David Larweh Baako, a final year Master of Philosophy in Development Communication (MPhil, Development Communication) Student at the Graduate School of the University of Education, Winneba. I am conducting a study as part of the university's requirement for the Award of my degree and I would like to solicit your views on issues related to the study topic. The study has three key objectives to accomplish: The study seeks to find out the extent to which community radio stations broadcast are promoting the SDGs. I wish to assure you that your confidentiality is guaranteed and your responses or views expressed are purely for academic purposes only.

Consent of Respondent:

(Signature or Thumb Print)

Date of interview:

Time of Interview:

APPENDIX II
**INTERVIEW GUIDE FOR CR STATION MANAGER/
PROGRAMMES MANAGER**

I am David Larweh Baako, a final year Master of Philosophy in Development Communication (MPhil, Development Communication) Student at the Graduate School of the University of Education, Winneba. I am conducting a study as part of the university's requirement for the Award of my degree and I would like to solicit your views on issues related to the study topic. The study has three key objectives to accomplish: The study seeks to find out the extent to which community radio stations broadcast are promoting the SDGs. I wish to assure you that your confidentiality is guaranteed and your responses or views expressed are purely for academic purposes only.

Introduction

1. kindly state the name of your station
2. When was it established?
3. What is the Mission and vision of the station?

Dominant themes in broadcast content.

1. Can you provide an overview of some programmes that are frequently covered in the broadcast content of community radio stations?
2. How do community radio stations prioritize and select the programmes that they feature in their broadcast content?
3. How do these programmes align with the needs and interests of the local community that the radio stations serve?

4. Could you tell me any notable impacts or outcomes that have resulted from the coverage of these programmes in community radio broadcasts?
5. Are there any partnerships or collaborations with local organizations or stakeholders that contribute to the development and execution of these programmes?
6. How do community radio stations ensure diversity and inclusivity in the programmes they cover to represent the voices and perspectives of all community members?
7. What strategies do community radio stations employ to keep their broadcast content relevant and engaging to their audience?

Broadcast Content and the SDGs

1. Are there programmes that directly address issues related to the Sustainable Development Goals (SDGs)?
2. How does the station identify and prioritize which SDGs to focus on in its programming?
3. Could you describe some specific programs or segments that are dedicated to promoting awareness and understanding of particular SDGs?
4. What specific targets of the SDGs have the programmes sought to advocate?
5. What strategies does the community radio station employ to ensure that its programming effectively communicates the relevance and importance of the SDGs to the local community?
6. Are there any partnerships or collaborations with local organizations, NGOs, or government agencies to support the integration of SDGs into the station's programming?

7. How does the community radio station tailor its SDG-related content to address the specific needs and challenges faced by the local community?
8. Could you discuss any success stories or notable outcomes resulting from the station's SDG-related programming?

Motivation for broadcast of SDGs programmes

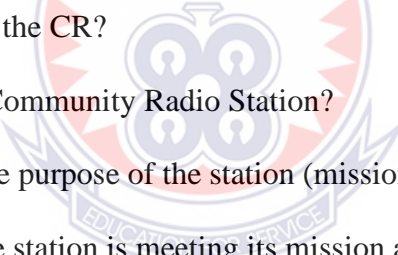
1. Why do you broadcast content on the SDGs? What is the motivation?
2. Is there a certain satisfaction in doing that?
3. How long have you done broadcast on the SDGs?
4. Is it fulfilling to broadcast content on the SDGs?



APPENDIX III

INTERVIEW GUIDE FOR FOCUS GROUP DISCUSSION

I am David Larweh Baako, a final year Master of Philosophy in Development Communication (MPhil, Development Communication) Student at the Graduate School of the University of Education, Winneba. I am conducting a study as part of the university's requirement for the Award of my degree and I would like to solicit your views on issues related to the study topic. The study has three key objectives to accomplish: The study seeks to find out the extent to which community radio stations broadcast are promoting the SDGs. I wish to assure you that your confidentiality is guaranteed and your responses or views expressed are purely for academic purposes only.

- 
1. Do you listen to the CR?
 2. Is the station a Community Radio Station?
 3. Do you know the purpose of the station (mission and Vision)?
 4. Do you think the station is meeting its mission and vision?

Broadcast content and the SDGs

1. Have you heard of the SDGs?
2. Does the CR broadcast content that is SDGs-related? Which Programmes of the station do you think are SDGs-related?
3. Why do you think the Community radio stations broadcast such programmes?

Content for the attainment of the SDGs

4. Are community members responding to the advocacy on the SDGS from their attitudes?

5. Do you feel that these programmes are influencing the attitudes of community members?
6. Can you mention specifically a programme on the SDGs that has influenced these attitudes?
7. Do these programmes broadcast by the stations help you better understand the SDGs and their targets and work to achieve them?
8. Can you mention some of those programmes that help you to achieve the SDGs?
9. Are the programmes broadcast in the native language?
10. Generally, do you think the CR is contributing to the attainment of the SDGs?

Thank you very much for your participation

