

**THE ROLE OF COMMUNITY RADIO ON THE DISSEMINATION OF HEALTHCARE
INFORMATION ON COMMUNICABLE DISEASES TO WOMEN IN MANKWENG: A
CASE OF RADIO TURF, LIMPOPO PROVINCE, SOUTH AFRICA**

By

Poseletso Innocent Malatji

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Supervisor: Dr. W. Juniper

Co-supervisor: Mr. M Machete

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DECLARATION

I declare that the dissertation “The role of community radio on the dissemination of healthcare information on communicable diseases to women in Mankweng: A case of Radio Turf, Limpopo province, South Africa” hereby submitted to the University of Limpopo, for the degree of Master of Arts in Media Studies, has not previously been submitted by me for a degree at this or any other university; that it is my work in design and in execution, and that all material contained herein has been duly acknowledged.

Surname & Initials: Ms. PI Malatji

Date: 12 September 2024

DEDICATION

I dedicate this work to my late uncle Mothoka Elias Malatjie, who took care of me from an early age while encouraging me to study, and always wanted to see me succeed. May his soul continue to rest in eternal peace. I thank my supervisor and co-supervisor for being patient with me throughout. I also dedicate it to my parents for pushing me not to give up. To my siblings whom I always work to impress. A special dedication to my partner for being there whenever I need him.

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ABSTRACT

This study analyses the role of community radio in the dissemination of healthcare information on communicable diseases to women in Mankweng, which is a case of Radio Turf in Limpopo province, South Africa. It is a qualitative study that examines the way in which community media, specifically community radio, plays a role in covering healthcare content on communicable diseases in a manner that empowers and develops women in a community. The literature reviewed the effectiveness of community radio in broadcasting healthcare information on communicable diseases for women in a local, national, and international context. It also analysed the challenges faced by community radios and women in relation to broadcasting healthcare information. Since the study adopted the qualitative approach, a case study design was selected for the study. The purposive sampling method was used to sample a population of 14 women who reside in and around the area of Mankweng. Data collection was done by employing two focus groups for women and in-depth interviews with Radio Turf personnel and documents were analysed to guarantee a fair and honest conclusion of the study. The study employed an inductive thematic content analysis. It showed that women in a community, as well as the community still rely on community radio because women listeners have proven to be affected by what is covered and what is not covered on community radio. In as much as community radio has effectively served its audience, it is also facing challenges that potentially hinder it from serving its purpose which is to educate and inform listeners. These challenges include technical issues, lack of time, lack of staff, and lack of money. The study has recommended ways in which Radio Turf could attend to its challenges, which also includes approaching non-governmental organizations (NGOs) and other organisations to help fund them.

LIST OF ACRONYMS AND ABBREVIATIONS

AMARC: Association Mondiale Des Radiodiffuseurs Communautaires

BPA: Beijing Platform for Action

CR: Community Radio

FM: Frequency Modulation

GMRT: Giant Metrewave Radio Telescope

GPP: Good participatory practice

HIV: Human Immunodeficiency Virus

HIV/AIDS: Human immunodeficiency virus/ acquired immunodeficiency syndrome.

LGBTQI: Lesbian, gay, bisexual, transgender, queer, and intersex.

MLC: Masibumbane Listeners Club

NGO: Non-governmental organization

SCR: Soweto Community Radio

TB: Tuberculosis

UNESCO: United Nations Educational, Scientific and Cultural Organization

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CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 BACKGROUND TO THE STUDY

Community radio is the most affordable yet readily available type of radio. Unlike commercial radio, community radio serves local communities, catering to their needs and necessities while bringing change (Rajana, Prasad, and Madhavi, 2020:1522). According to Sharma (2020), community radio is considered a communication channel that offers local participation and broadcasts information to its local community in a local language. Fraser and Restrepo-Estrada (2002:69-73) support the statement by stating that community radio is being operated for social change and development. Da Costa (2012:135) gives evidence that suggests that beyond empowering the community, community radio extends to influence the social behaviour of the community and impact their development greatly.

Fombad and Jiyane (2016) explain that since post-apartheid South Africa, the government has been working towards women's empowerment. However, some women in rural areas live in poverty and are illiterate, which contributes to some of the obstacles that hinder them from accessing information. Women in Mankweng play a significant role as family caretakers and a driving force behind health information seeking. They play an important role in developing their homes and communities, and as such, they should acquire as much information as they can and stay up to date on health-related information.

According to the information provided by Radio Turf on their website, Radio Turf is a community radio station situated in Limpopo province, and it serves various communities including the Mankweng community. As one of the first community radios to be trusted with a 24-hour license, it serves as a trusted and reliable source of information to its listeners in and outside of Mankweng. It is said by Radio Turf that out of its core target market listeners, 55% of the group are females, this is another reason why it is suitable for this study. The community radio offers its listeners credible news as well as interactive and informative talk shows on various topics including health education. As a community

radio that proudly credits itself and covers a large area when broadcasting, Radio Turf is in an excellent position to be selected as a community radio to be studied.

According to Ziba (2015:23), community radio can be a great input in educating the community, especially in warning of health risks. This is supported by a Community Radio Toolkit from Radio Regen established in 1999 which states that community radios are capable of providing information to women the way health and social services do. Community radio has made delivering health communication and awareness one of its main priorities and can therefore significantly develop women by educating them about health issues, specifically on communicable diseases.

According to Smith (2021), considering rural women's voices in research enables the understanding of deep-seated societal issues because a lot of those women experience a lot of health issues as they are unable to afford good and well-informed healthcare, and most of them lack education. It also builds the power of a community with a sense of unity because women are able to work together and educate each other. Lastly, when researchers engage with rural women while communicating in their local languages, it fosters community involvement and participation, which is good for rural development.

Arguably, Health-e News (2021) and Mathibe (2020) bring focus to the idea that community radios often have technical inconveniences like poor programming, which deprives communities of information and education on health issues.

Garfield (2019) also argues that community media is failing in its mission to inform and educate its citizens. This finding is concurrent with Kruger's (2020) argument that even though community media in South Africa is expanding, its role as a source of information distribution is still threatened and short-lived. It is often threatened by the media being difficult to contact, not always being keen to participate, and being unsure of basic information.

Research studies that are similar to this undertaken study were conducted in and outside of South Africa by researchers like Fombad et al. (2016) on 'The role of community radios in information dissemination to rural women in South Africa', and Odengo (2018) on 'An analysis of the role of community-based radio stations in the dissemination of healthcare

information to women in Kakamega County'. The findings of the studies concluded that even though community radios have proven to be great tools to use in disseminating information to women, there is a specific number of women who attest to having been influenced by community radio's health information broadcasts which influenced them to perceive health issues in a better way, the role of community radio in disseminating health information for the development of women is currently underexplored.

According to Info SA (2023), Limpopo is one of the world's naturally rich environments with interesting biodiversity and wildlife. It offers amazing tourism opportunities for the world at large. It is, however, considered a developing country with most people living in rural areas (Malatji, 2020). With Limpopo being a gateway for many African countries and a tourist site for the world at large, it is necessary for researchers to give the province more focus so that they help address many issues contributing to the decline in its development. Conducting research about the province of Limpopo will contribute to the development of the province which will form part of the development of the country as a whole.

The study therefore analyses the role of Radio Turf in disseminating healthcare information to women in Mankweng community, bringing focus on communicable diseases.

1.2 PROBLEM STATEMENT

The problem to be addressed in this research is the limited access to healthcare information on communicable diseases, particularly for women in rural and remote areas. According to Pullen, Fiandt, and Walker (2011), the majority of rural women face challenges in acquiring healthcare information that is of good quality, relevant, and timely. This limited access to information can lead to a lack of awareness and knowledge about communicable diseases, resulting in increased risks of transmission and poor health outcomes. Odengo (2018:23) points out that rural women are not given enough information sources that will assist them when they make health choices. They only know about their health needs and challenges through historical and heuristic diseases. Community radio has been identified as a potential solution to this problem because, in

Nirmala's (2015) view, community radio makes a significant positive contribution in providing a platform for the dissemination of health information in rural areas.

Odengo (2018:1) posits that women in rural and remote areas must use community radio to easily access available, accurate, and timely information. However, there is a lack of comprehensive research examining the role of community radio in the dissemination of healthcare information on communicable diseases to women. Therefore, the research wants to identify the role of community radio in the dissemination of healthcare information on communicable diseases to women, particularly in rural and remote areas, and how effective is it in improving knowledge, attitudes, and behaviours related to communicable disease prevention and control.

According to a South African medical journal of 2019, communicable diseases like Human Immunodeficiency virus (HIV), tuberculosis, diarrheal diseases, among others, pose a huge threat to the health of people in South Africa and they require a large amount of money for treatment and care. These communicable diseases end up causing a high rate of mortality especially in rural and developing communities where information is hard to reach. Ziba (2015:22) stated that health communication has a vital role in health literacy because it teaches people how to behave when they acquire certain symptoms in their bodies. The more an individual lacks health literacy, the less they participate in health activities, which results in them knowing less about it and getting affected badly by diseases. According to Medeossi, Stadler, and Delany-Moretlwe (2014), community radio is recommended by the guidelines of Good participatory practice (GPP) as an informal tool for engaging. Community radio is used by public health campaigns to promote health messages, which in turn has given the community an improved knowledge of health.

1.3 PURPOSE OF THE STUDY

To analyse the role of community radio in the dissemination of health care information on communicable diseases to women in Mankweng, Limpopo Province.

1.3.1 AIM OF THE STUDY

- To provide a comprehensive analysis of the effectiveness of community radio as a tool for disseminating health care information on communicable diseases to women.

1.3.2 RESEARCH OBJECTIVES

- To analyse the role played by community radio in spreading healthcare information related to communicable diseases among women.
- To explore the challenges and opportunities associated with using community radio to disseminate healthcare information on communicable diseases to women.
- To examine the attitudes and behaviours of women towards community radio as a source of healthcare information on communicable diseases.

1.3.3 RESEARCH QUESTION

- What is the role played by community radio in spreading healthcare information related to communicable diseases among women?
- What are the challenges and opportunities associated with using community radio to disseminate healthcare information on communicable diseases to women?
- What attitudes and behaviours do women possess towards community radio as a source of healthcare information on communicable diseases?

1.4 SIGNIFICANCE OF THE STUDY

The significance of this study is multifaceted and profound, addressing critical aspects of public health communication, gender equity, and community empowerment in the context of healthcare information dissemination. Firstly, it contributes to the advancement of public health knowledge and practice by examining the role of community radio in disseminating healthcare information on communicable diseases to women in Mankweng, South Africa. Communicable diseases remain a significant public health concern globally, and ensuring accurate, accessible, and culturally relevant information dissemination is crucial for disease prevention, early detection, and management. By focusing on the specific context of Mankweng and the role of Radio Turf, this research provides valuable insights into the effectiveness of community radio as a medium for

reaching marginalised populations, particularly women, who may face barriers to accessing traditional healthcare services and information channels.

Secondly, this research addresses gender disparities in healthcare access and information provision by centering on women as the primary audience for communicable disease information dissemination. Women often bear a disproportionate burden of caregiving responsibilities and may experience unique health challenges and vulnerabilities. Therefore, understanding how community radio platforms like Radio Turf can effectively engage and empower women with relevant healthcare information is essential for promoting gender equity in health outcomes and decision-making processes.

Furthermore, this research has implications for community development and empowerment, particularly in underserved areas like Mankweng. Community radio stations often serve as hubs of local knowledge, social interaction, and civic engagement, playing a crucial role in strengthening community resilience and cohesion. By investigating the role of Radio Turf in disseminating healthcare information, this research not only contributes to enhancing health literacy and behaviour change but also fosters community mobilization and participation in health promotion initiatives.

In essence, this research extends beyond the local context of Mankweng and Radio Turf, offering insights and lessons that can inform broader policy and practice in public health communication and community media development. By identifying effective strategies, challenges, and opportunities in utilizing community radio for healthcare information dissemination, this research contributes to evidence-based approaches to addressing health disparities and advancing health equity in diverse settings worldwide. Ultimately, the significance of this research lies in its potential to improve health outcomes, promote gender equality, and empower communities through the transformative power of community radio and informed healthcare decision-making.

1.5 DEFINITION OF KEY CONCEPTS

1.5.1 Community

In Cobigo, Mcheimech, and Martin's (2016:181-189) view, various researchers use the term 'community' in different ways across different disciplines, however, they all have similar themes. A common definition of a community is a group of people with a variety of characteristics who are socially tied either by sharing similar perspectives or are in the same geographic setting (MacQueen, McLellan, Metzger, Kegeles, Strauss, Scotti, Blanchard, and Trotter, 2001:1931). This is supported by Franz, Skinner, and Murphy (2017) when they state that the term 'community' can be defined as a group of people who share a geographical area or rather defined as individuals who share the same interests or characteristics such as people of the same race/ethnicity (e.g. Whites), Religion (e.g. Christians), people who share the same occupation (e.g. health workers), or those who have the same sexual orientation (e.g. Lesbian, gay, bisexual, transgender, queer, and intersex (LGBTQI)).

1.5.2 Community development

According to Cobigo et al. (2016), community development is a process whereby members of a community go through phases of improving their capability and capacity to adapt to positive change. Australian Institute of Family Studies (2023) also defines community development as a process in which the members of a community act together to tackle and possibly solve issues that are important to them with the intention of being empowered, included, justified, and creating strong and connected bonds in the community.

1.5.3 Empowerment

It has been defined by Nataro (2022) that empowerment is a process of giving someone authority to gain more strength and confidence that will help in controlling and changing one's life and claiming their rights. Furthermore, Haddad and Toney-Butler (2023) view empowerment as either a process or an outcome. Its ideology is to increase the power of a group that has little to no power in a way that it becomes equal to other groups of high

power, and it can do so by providing the low-power group with resources that will help to uplift them or a platform to build and develop. In relation to community, empowerment comes because of community members uniting to accomplish mutual goals for their community's development.

1.5.4 Community Radio

This type of radio has always been for the communities irrespective of its large or small scale. It is a non-profit local radio format that broadcasts relevant content to a specific local community that is of relevance and benefit to that specified community, in a simple sense, community radio is the soul of the community which expresses the community's aspirations while raising and striving to solve issues that arise at a local context (Ashbrook, 2022).

1.5.5 Community radio programming

It is an art form of scheduling how different kinds of information and content will be broadcast on the community radio station for various reasons. The reasons include creating a template for future programmes, setting deadlines that will keep the station motivated and avoid too much work in the future, avoiding clashes and ensuring the smooth running of the station, and keeping the audience engaged in the content they want for long term (Dean, 2021). Muswede (2009:10) is of the opinion that programming on a community radio serves to empower communities so that they gain an understanding of their environments so that they can transform the situations they come across personally and socially.

1.5.6 Healthcare

Parx Home Health Care (2024) defines healthcare as a variety of services and support systems which are created for the promotion and maintenance of good health to ensure the well-being and quality of life for all people. These organised services and support systems are provided to manage, treat, diagnose, and prevent illnesses. They are mostly provided by health professionals who take care of not only physical health but also mental health and emotional well-being.

According to Craig and Wax (2019), in recent times healthcare has become broad enough to cover all aspects, services, and devices that help in taking care of one's health. It has become an ecosystem with a large landscape that includes, but is not limited to, therapy offices, hospital labs, health centers, pharmacies, broadcasters, group organisations, and health insurance companies that help with the awareness, prevention, treatment, and management of diseases and illnesses as well as the preservation of mental and physical wellbeing of various beings. In simple terms, healthcare is a term that entails people taking care of their health and that of other people in a way of preventing, treating, and managing diseases by taking medication, testing, preventing, and practicing other healthcare methods.

1.5.7 Communicable diseases

Edemekong and Huang (2022) define communicable diseases as diseases and illnesses that can be spread amongst people through contaminated air and surfaces, liquids like body fluids and blood products, as well as through insect bites. These illnesses are caused by bacteria and viruses which are spread through fecal-oral, sexual intercourse, contaminated food, contaminated fomites, skin contact, droplets, to name a few, and they are likely to cause an outbreak. Examples include HIV, Hepatitis A, B, and C, blood-borne illnesses, measles, and salmonella which can be avoided by prevention and vaccination. Kandola (2023) supports the statement by explaining that these diseases can either spread from person to person, from animal to person, or from the surface to a person because of various pathogens, hence they are also referred to as 'infectious' diseases. Some of these diseases can be mild and the symptoms can disappear after a few days, and some can be severe and painful. Illnesses such as HIV can be a lifetime condition.

1.7 RESEARCH CHAPTER OUTLINE

CHAPTER 1:

INTRODUCTION AND BACKGROUND

This study opens with chapter one which introduces the study and provides a detailed background of the study. It gives a brief explanation of community radio and its importance to women and the community as a whole. The chapter further gives an outline

of the importance of women's empowerment. The study states the problem in a more focused spectrum, which includes the challenges women are facing when they have to acquire healthcare information as well as community radio being a potential solution to those challenges. On the other hand, the chapter outlines the challenges that community radio might encounter when broadcasting.

The chapter further states the purpose, aim, and objectives of the study. An explanation of the significance of the study is presented. The chapter concludes by presenting the definition of key concepts.

CHAPTER 2: LITERATURE REVIEW

This chapter gives a review of the literature that is related to the study. It starts by defining what community radio is using many different explanations acquired from existing literature. It further outlines the role of community radio (CR) in disseminating healthcare information. The challenges and opportunities associated with using community radio to disseminate healthcare information are stated and explained. Furthermore, the attitudes and behaviours of women towards community radio as a source of healthcare information are analysed. The chapter also identified the various factors that influence the uptake of healthcare information among women through community radio, as well as the impact of community radio on women's knowledge and awareness of health information and communicable diseases.

The study reviews the different strategies used for effective communication of healthcare information through community radio. Additionally, the topic of empowering women through community radio for better health outcomes is visited, as well as an analysis of community radio as a platform for addressing health disparities among women. The study also reviews literature which outlines the effectiveness of community radio in promoting health-seeking behaviours among women. The overall literature that is reviewed in this chapter has helped in realising and identifying the gaps that are there in the study.

The theoretical framework is also included as it is important for the study. The selected theories which are the diffusion of innovations theory and the cultivation theory give the study meaning and relevance in the society and the academic space.

CHAPTER 3:

METHODOLOGY

Chapter 3 focuses on the design to be adopted by this study. In the research design, the qualitative research method is introduced as the research method and the reason behind selecting the methods as suitable for this study are outlined. The case study approach is also selected and explained in further detail. The second section addresses the population and sampling procedure of the study. The population selected for the study is women and the sampling method is the purposive sampling method. Going deep into the chapter, the data collection methods are selected, which are the focus groups and in-depth interviews. The focus groups are selected for the collection of data from the female listeners and the in-depth interview with the radio personnel. The study also collects data from archival records from Radio Turf. It then proceeds to the data analysis method which is the thematic content analysis method. The remaining sections are the quality criteria, the limitations of the study, as well as the ethical considerations.

CHAPTER 4:

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA.

This chapter analysed and interpreted data that satisfies the topic of the study which is to analyse the dissemination of healthcare information on communicable diseases to women using community radio. The data was collected from women who reside in Mankweng and surrounding areas who have an interest in Radio Turf as their community radio and have an interest in knowing more about healthcare and communicable diseases. This was done using two focus groups. The two focus groups were employed because the researcher wanted to interview a reasonably small number of participants in one seating. This is because it allows enough time for every participant to share her opinion. It also creates a more comfortable space for participants to share their stories and opinions without worrying about opening up to a huge crowd.

Information from Radio Turf personnel was also recorded and presented to avoid bias. The information was collected through in-depth interviews.

Data was presented using themes to achieve clear, readable, and understandable data. The data presented indicated how important and impactful Radio Turf is as a community radio. The participants expressed the advantages of using Radio Turf and how it helps them individually for different purposes. Some participants touched on the disadvantages of using community radio and some of their dissatisfaction when listening to the station. Challenges faced by the community radio were outlined by the radio personnel. Overall, the data collected and presented in this chapter was able to analyse the dissemination of healthcare information on communicable diseases to women through Radio Turf from different angles.

CHAPTER 5:

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This is the final chapter of the research which presents the summary of findings from the previous chapter based on the topic, aim, and objectives of the study. The summary of findings focused on three subjects which are the women listeners, Radio Turf as a community radio as well as its staff, and lastly the dissemination of healthcare information on communicable diseases. It derives subjective conclusions from the data presented and suggests recommendations that might be of help for future research in the area of study.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

2.1 INTRODUCTION

There has been a worldwide debate on the opinion that women have not been given enough attention and empowerment. Having knowledge and experience of how community radio can effectively play a role in educating and informing its audience, it led to a handful of researchers carrying out studies on the role and effectiveness of community radio in disseminating information to women for their empowerment. Research like that of Prasad and Deepak (2019:10) argued that community radio is the most readily accessible media tool specifically to the women folk.

The research was supported by Verma, Parashar, and Gupta (2021:94-95) when they mentioned that in today's context, women are not given enough attention and power. It further acknowledges community radio to be the cheapest and most convenient medium to address that ordeal. Fombad et al. (2016) also investigated the role of community radios in information dissemination to rural women in South Africa. A few studies focused on women's health and so far, no study comprehensively analyses the role and effectiveness of community radio in disseminating health care information specifically on communicable diseases to women in Limpopo Province. This chapter reviews literature that is related to this study, especially research dissertations, articles, and journals.

This literature assists in determining the gaps within the existing literature and it supports this study and its importance to be carried out. It opens up with defining what a community radio is, then it explores the role of community radio in disseminating healthcare information. Furthermore, the researcher analyses the challenges and opportunities associated with using community radio to disseminate healthcare information.

Other aspects that the researcher focuses on include attitudes and behaviours of women towards community radio as a source of healthcare information. Another one is the factors that influence the uptake of healthcare information among women through community radio namely: socio-demographic factors, economic status, cultural factors, trust, and

local languages. Then, the impact of community radio on women's knowledge and awareness of health information and communicable diseases. Strategies for effective communication of healthcare information through community radio are also investigated. The researcher also analyses how community radio empowers women for better healthcare and how effective community radio is as a platform for addressing health disparities among women. Lastly, it is the effectiveness of community radio in promoting health-seeking behaviours among women. It then concludes with a summary of the chapter.

2.2 Defining community radio.

Radio, particularly community radio, in its increasing development and strategic influence is currently considered a form of communication that focuses on developing communication among people and improving their daily livelihoods (Khumalo, 2021:17). Various researchers and scholars define community radio based on their different viewpoints as well as looking at all the unique aspects of media policies.

Usman's (2024:12) definition of community radio is that it is a communication medium that focuses on creating content that serves a specific community. According to Okinyi (2018) and Usman (2024:13), the concept of community can be viewed depending on a specific context. In the context of media, a community can be understood in two ways, and that is, in relation to a geographic sense, such as a neighbourhood or village, or in terms of an identified group of people who are similar or share the same interests such as the black community or LGBTQI community. Community radio, on the other hand, is a medium commonly used by various communities because it is a relatively cheap medium of communication, for that reason, it can successfully promote communication that is fair, equal, and considerate. The way the utilization of the media, particularly community radio, has a positive effect on the thoughts of listeners on health programmes, it cannot be stressed enough.

For more than ten years, people all over the world have used radio as a medium for creating awareness and education on various issues. In countries like America and Canada, there has been an effort made to establish programmes that focus on specific

groups of people like children, adults, health workers, and other audiences of listeners and it has proven its effectiveness and efficiency since then. Community radio can be viewed as the kind of radio that includes educative programmes that improve people's health which has a positive impact on many audiences who lack the awareness and knowledge about healthy living and those who are misinformed.

Al-hassan, Andani, and Abdul-Malik (2011:1) define community radio as a broadcaster that independently offers the kind of broadcast which transcends commercial and public services. This definition is supported by Beavon (2019) when she states that community radio normally operates on a short range to cater to the information needs of people living in a certain community without aiming to make a profit and it makes use of a language and format which suits that specific community. Kruger, Monji, and Smurthwaite (2013:7) also outline that community radio is owned and answerable to the community by airing programmes that address the needs of its community. Those programmes offer education, information, and entertainment to the community and endorse interactivity amongst the community members and their radio stations.

Mtimde, Bonin, Maphiri, and Nyamaku (1998:9-10) point out that community radio is a communication broadcast that plays a vital role in introducing and maintaining democracy in communities which directly enables the communities to voice their opinions and viewpoints, as well as their experiences concerning issues of political, social, and economics, which then brings development. Researchers like Radelious (2014:6) believe that community radio is considered an alternative communication channel that directly serves the community and allows them to act as participants, planners, producers, and performers in their respective stations which is far from what the mainstream media can offer. It therefore arises as a result of the dissatisfaction of mainstream media.

Community radio gives its people an opportunity to voice out and allows voluntary sectors, and civil society amongst others, to be able to work in solidarity in promoting the health and development of the community (Al-hassan et al. 2011:1). As supported by Medeossi et al. (2014), recently, there has been a recorded number of more than a hundred registered community radios which have a mandate of broadcasting programmes like health promotion shows, which brings a good social benefit to the communities that rely

on the stations for information and education. Delivering health projects contributes to the mission of a community radio which is to maximise the community's wellbeing. Khumalo's (2021:23) study reveals that community radio can attract a wider audience which covers mostly, but not only, the marginalised groups who do not have the courtesy of receiving the attention they deserve from mainstream media. This can also mean that the existence and development of community radios are significant as they bridge the gap between the information-rich and the information-poor by airing information to poor and rural communities in society.

According to Usman (2024:1), the main purpose of community radio to be established is to help reach people in their communities and communicate various local issues to find a way to develop. He further states that the community itself being active on community radios to participate in news creation, information broadcasting, entertaining listeners, and disseminating relevant material is a good indication that community radio is doing good and reaching its goals. This type of medium can be owned by universities, municipalities, churches, trade unions, among others. It has by far grown to become an especially important platform to encourage the development of the community. He further explains that radio has been a form of mass media through which information such as health-related programmes is widely disseminated because such information is vital to the health and welfare of the community, and it can educate people on the health issues that they did not even take seriously on both curable and non-curable diseases. They can also learn ways in which they can prevent and get cured. Community radio is therefore a type of medium that often takes note of its target audience before they can share information on air, especially information related to health.

According to Lawrence (2012:7), community radio can be very important and necessary in health communication because it can listen to its listeners and tailor important messages to meet specific community needs and audience segments. Namwianga Community Radio had a mandate to broadcast health content without failing people who live in local communities since it was established. Since 2009, the Namwianga community radio has been providing people with a blend of health information, faith-based programming, and general entertainment. After the station had given people this amazing

combination, almost the whole community tuned to its broadcast to acquire health programmes and other important community events (Lawrence, 2012:1).

2.3 The role of community radio in disseminating healthcare information.

In a study conducted in Tanzania, researchers found that radio programmes that were tailored to the local context and culture were particularly effective in promoting Human immunodeficiency virus (HIV) prevention and treatment behaviours (Kubey, Duke, and Freedman, 2007). According to Singhal, Cody, Rogers, and Sabido (2004), A study conducted in Uganda found that community radio was an effective means of disseminating information about malaria prevention and treatment.

A study conducted in India found that community radio was an effective means of promoting health literacy and increasing awareness of health issues (Bhatia and Kumar, 2011). In a review of the literature on community radio and health communication, the authors concluded that community radio can potentially improve health outcomes in low-income and marginalised communities. The review found that community radio programmes that were participatory, culturally sensitive, and tailored to the local context were most effective in promoting positive health behaviours (Singhal et al., 2004). Overall, the literature suggests that community radio plays an important role in disseminating healthcare information to underserved and marginalised communities.

2.4 Challenges and opportunities associated with using community radio to disseminate healthcare information.

One of the key challenges with using community radio to disseminate healthcare information is ensuring that the information is accurate and reliable. A study conducted in Uganda found that some community radio stations lacked the resources and expertise to verify the accuracy of health information, which could lead to misinformation and mistrust among listeners (McLean, Dube, and Lubega, 2011). Another challenge is reaching marginalised and vulnerable populations, such as women and children, who may not have access to radios or may not be able to participate in radio programmes. A study conducted in Nepal found that women and children were less likely to participate in community radio programmes due to cultural and social barriers (Gurung, Tuladhar, and Khanal, 2018).

A study conducted in India identified the opportunity for community radio to promote social accountability and empower communities to demand better healthcare services from their local governments. The study found that community radio programmes that highlighted the challenges faced by rural communities in accessing healthcare services were effective in mobilizing community action and promoting positive health behaviours (Bhatia et al., 2011). Finally, a study conducted in South Africa found that community radio programmes that addressed gender and cultural norms related to sexual behaviour were effective in promoting positive health behaviours and reducing the spread of HIV/AIDS (Klepp, Flisher, and Kaaya, 2006).

In essence, the literature suggests that while there are challenges associated with using community radio to disseminate healthcare information, there are also significant opportunities for community radio to promote positive health behaviours and empower communities to demand better healthcare services.

As alluded to by Khumalo (2021:44), there is enough research which is gathered to show evidence that community radios experience various challenges that limit them from broadcasting information that serves to develop their communities. Some of the notable challenges are issues with financing the community radio station so that it does not face threats to its sustainability. Another one is the issue of individuals pushing agendas of their own which are related to politics through the station. This distracts the station from focusing on its community development agenda which focuses on educating, informing, and entertaining the masses. There is also the concern of radio station volunteer attrition. All the challenges, among others, threaten the effectiveness of community radios (ibid.).

Skuse (2004:27) outlined a study conducted in East Africa to “examine the degree to which anti-vaccination rumors concerning potential side effects affected levels of vaccination coverage”. For example, In Uganda, Greater African Radio was among the radios that are reported to influence the immunization of Polio in children. The study found that the community radio could not access correct health information and for that reason, they ended up broadcasting rumours which misled a lot of people. Two individuals who participated in a study by Lawrence (2012:16) showed that they had accessed inaccurate health information on a community radio that has to do with Human Immunodeficiency

Virus (HIV). One of the participants mentioned to have been taught that a guaranteed way to prevent himself from catching HIV is by having fewer girlfriends. This is because out of the five girlfriends he will be having, four of them will be HIV positive and one will be negative hence it is better to date one. This information is to a certain degree wrong, and it has a lot of loopholes that they did not clarify in their broadcast. The other participant also attests to what the first participant is saying, mentioning that he was taught that if he has three girlfriends, two might be positive.

Community radio stations that are facing a problem in accessing or using correct health information can face challenges when they have to disseminate much-needed information to their listeners. An example is when a community radio presenter lacks confidence when they are on air and have to broadcast certain health topics, usually due to the fear of lacking professional training to address complex health issues that are of great influence on society such as broadcasting about HIV/AIDS beyond simple messages regarding safe sex and condom use (Skuse, 2004:19).

Khumalo (2021:45) supports this by also stating that since community radios are required to be operated by the community and they operate for no profit, they face unique constraints of adopting young, underpaid, or sometimes even voluntary and untrained presenters and journalists which affects the station with charges of spreading factual errors, myths, and unsubstantiated rumours. Moreover, relying on untrained volunteers can make them lack responsible investigation and reporting, radio staff that lack the motivation to deliver, unreliable scheduling, or taking over or hijacking station programmes by particular interest groups.

Lebalem community radio in Cameroon experienced some challenges at the station including broadcasting that is not regular/constant, and some areas in the community not being able to access radio waves (Afutendem, 2013). According to Rajana et al. (2020:1526), radio signals depend on the number of transmitters for the station, and clear radio signals not being able to reach certain areas in a community is a point of constraint for the community radio listeners because most of them depend on the community radio station to be informed and educated, and they lack other adequate radio handsets to listen. Rajana et al. (2020:1526) quoted Eswa Rao saying that a lot of community

members enjoy and are dependent on the content they acquire from the community radio, unfortunately, some local areas lack clear and audible signals. Khumalo (2021:156) also supports in his data collection and analysis, when he brought us to the attention that there was a unique category of participants in his study from Msinga, KwaKopi, and Ntunjambili, who involuntarily failed to listen to Khwezi Radio but are part of the Masibumbane Listeners Club (MLC). Their failure to listen to the station revolves around signal limitations in the area where they live which affects the Radios in their houses.

Three listeners attest to this limitation, and they explain that because they do not want to miss some of the updates on specific topics and activities aired on Khwezi radio, they opt to go to their neighbours and ask for updates or plead to listen to some of the programmes. Some community members go to the extent of forming a Listener club which nurtures close ties between listeners and those who are unable to listen so that they all get access to information broadcasted on Khwezi radio. One of the participants expressed that he/she likes Khwezi Radio, but what disappoints him/her about the station is that the signal does not allow a good and stable connection at their home. When they do get to listen to it, perhaps it is at someone's home.

Another constraint is the lack of stable and regular broadcasts. According to Taiwo, Suleiman, Abubakar, Nguku, Nsubuga, Gidado, Okeke, Emiasegen, and Waziri. (2015:2), more than a handful of children around the world fail to complete their schedule to be immunised and some even fail to start immunization with the reason being that community outreach by health services and certain media of communication is not practiced on a regular basis for the community.

Mothers who get exposed to minimum information about child immunization usually start but because they lack information and updates, they do not normally finish the immunization. Some of the mothers who are mostly not exposed to the information do not start at all. These people lack information on the importance of immunization, the logistics (including time, date, and place of vaccination), and the correct names of vaccines to be followed. Taiwo et al. (2015:2) pointed out a study that revealed that the inability of community radios in the North-West Nigeria to disseminate information covering

immunization has deprived women in the area to have even the most basic information on immunizing their children on the disease named Polio.

Using community radio as a source of information to disseminate healthcare content has proven to be unreliable due to the high tendency of disappearing programmes after the person who was responsible for presenting the particular programme leaves the station. An example is a programme that focused on women's issues presented in Naisah. The programme had to be stopped immediately after the presenter left the radio station (Al-hassan et al., 2011:5).

This is supported by Prasad et al. (2019:10-19) when they outline that when a community radio personnel who is trained to present health content and educate people on health matters exits the station, both the station and the people who listen to that programme face a major drawback. The director of Giant Metrewave Radio Telescope (GMRT) complained that as the community and society is shifting and migrating, those community members who have gone through training to be reporters of health content are also leaving the station, and it is causing the smooth conduct of the station a huge drawback.

Finance and advertising are allowed to be on a minimum in a community radio. This has grown to become a huge hurdle when the station has to broadcast health information, especially in rural areas because the station gets to a point where it lacks resources and is unable to replace or regain them sooner. An example is Khwezi Radio, where the random shortage of resources such as finances is causing a negative effect on its programming and in carrying out other activities such as programming, increased community outreach, comprehensive research, and monitoring and evaluation of activities that are vital for the easy conduct of the station (Khumalo, 2021:259). Another problem that arises as a result of lack of finances is that the station becomes limited on the number of radio staff and the ones that are there end up resigning because they are not paid enough as compared to salaries that are market related. This results in community radio having fewer and unstable presenters for healthcare programming, which makes community radio to be challenged and ultimately fail in disseminating healthcare information (ibid.).

2.5 Attitudes and behaviours of women towards community radio as a source of healthcare information.

Studies have shown that community radio can effectively deliver healthcare information, particularly among women who often have limited access to other sources of information such as newspapers, television, and the Internet. A study by Ali, Dibley, and Mamun (2016) in Bangladesh found that women who listened to community radio were more likely to have positive attitudes toward healthcare and were more likely to adopt healthy behaviours. Another study by Lwanga, Tumwesigye, and Kasirye (2014) in Uganda found that women who listened to community radio were more likely to have knowledge about maternal and child health, family planning, and HIV/AIDS. The study also found that women who listened to community radio were more likely to seek healthcare services when they needed them. In a study conducted by Kassam-Adams, Winston, and Hildenbrand (2015) in Kenya, women who listened to community radio were more likely to know about child injury prevention and were more likely to adopt safety behaviours.

Overall, these studies suggest that community radio can be an effective means of disseminating healthcare information to women, particularly in low-income and rural areas where access to healthcare services and information is limited. Community radio can also play a significant role in promoting positive attitudes towards healthcare and encouraging healthy behaviours among women.

2.6 Factors that influence the uptake of healthcare information among women through community radio.

2.6.1 Socio-demographic factors

Several factors have been identified in the literature that influence the uptake of healthcare information among women through community radio. Firstly, it is the socio-demographic factors. Several studies have found that socio-demographic factors such as age, education, income, and occupation influence the uptake of healthcare information among women through community radio. Secondly, Trust in community radio. A study conducted by Kassam-Adams et al. (2015) in Kenya found that women often listen to

community radio to get healthcare information provided that they can easily access it. A study by Lwanga et al. (2014) in Uganda found that women who gain health care information through community radio, tend to have trust in community radios and the information they broadcast to listeners. Finally, there is the use of local languages. A study by Bhatia, Kriplani, and Kachhwaha (2014) in India found that women were more likely to listen to community radio for healthcare information if the programmes were in their local language. Overall, these aforementioned factors prove that indeed the uptake of healthcare information among women is influenced by a range of factors.

Other studies have supported that socio-demographic factors such as age, education, income, and occupation influence the uptake of healthcare information among women through community radio. A study by Bhatia et al. (2014) in India found that women who have achieved higher levels of education were more likely to gain better healthcare knowledge as they find it easier to listen to community radio and absorb the information swiftly. Since women who are more educated are in most cases the ones to be motivated to gain more health-related information, community radio programmes should consider preparing and airing content that communicates and accommodates different levels of literacy with the reason being that limiting health literacy when broadcasting often leads to minimal participation in health activities, which can in turn lead to people lacking the ability to identify and deal with several diseases and bad health habits. It can also lead to a lack of knowledge of properly managing chronic diseases such as diabetes, HIV infection, and asthma, among others (Ziba, 2015:23). Women who are more health literate have at most, the likelihood of interpreting and acting upon health information.

2.6.2 Economic status

Community radio can effectively reach individuals with less formal education and lower socioeconomic status, which means that they can reach many rural areas and women who are seeking information on family planning and other public health initiatives. Clearly, then, radio is continuously rendered an effective channel for reaching a huge population of rural communities, especially women. This in simple terms, entails that community radio has been recognised as a tool for the provision of information to many illiterate and semi-literate people who may find difficulties in absorbing information through other forms

of media, such as written media (Khumalo, 2021:28-29). Community radio should try to improve health literacy by delivering messages that are clear and easily accessible (Chen, 2019).

Gupta (2020) also supports that the factor of economic status or class can have an impact on women's ability to access various health information sources. Women who earn a low income tend to rely more on community radio to get updated on health-related matters because they have limited access to the internet or other types of media. According to Dalene (2007:27), factors like wealth and power can effectively influence access to the media, this is also effective on a community level. Community radio faces issues of dealing with certain power structures and hierarchies, which it must weaken and if possible, destroy, which exist within societies, keeping in mind what its goals are.

2.6.3 Cultural factors

Other factors that influence health-seeking behaviours are cultural factors. It is crucial that community radio programmes become sensitive to cultural sensitivity and position themselves along with the beliefs of their local audience so that health information becomes better understood, accepted, and encouraged to consume (Mukherjee, 2021). On the other hand, Doe and Johnson (2018) believe that women who are in marriage prioritise the health of their families which influences their level of health information needs. When community radio shapes its content in a way that addresses the well-being of women's families, it could make their health information more relevant for married women than the single ones. It is crucial to ensure the increased use of media channels in community development initiatives as they help to raise awareness among the public about issues that affect their communities (Khumalo, 2021:27).

2.6.4 Trust

Trust in community radio has been identified as an important factor in the uptake of healthcare information among women. Recently, people have lost faith and trust in mainstream media. They doubt the content they find online daily, so much that they prefer confirming the honesty of news or an event they heard or seen from the mainstream media before they completely trust it, this led to an increase in considering community

radio a more trustworthy medium (Khumalo, 2021:12). This trust plays an important role in overseeing the acceptance and circulation of accurate information, which contributes to positive health outcomes for women in many and various cultural settings (Jones, Brown, and Palumbo, 2020).

2.6.5 Local languages

Using local languages in the content broadcasted on community radio has been identified as an important factor in the uptake of healthcare information among women. According to Fraser and Restrepo-Estrada (2001:18), local languages and expressions are the raw materials that feed community radio. They give people a chance to be diverse in their cultural voices and opinions. This is because community radio aims to broadcast for different geographic areas with different cultures, and the content of broadcasting is largely popular and relevant to a local audience (Al-hassan et al., 2011:1).

On the other hand, communication is the key to the existence and survival of people, groups of people, and their societies, as well as the nation, because it is always used as a way of delivering messages among individuals in the era of communication (Buarqoub, 2019). Using a language that can be easily and quickly understood by the community or the radio listeners destroys any communication barrier the audience will experience (Olaye and Onyenankeya, 2023:3). By using a language that the listeners can understand, community radio awards its listeners with a sense of community and identity, which makes it a reliable source of disseminating information that develops the community and a platform for people to connect with their local leaders, institutions, and needs (Khumalo, 2021:23).

According to a book by Oyero (2010:49), the enjoyment and satisfaction of people when listening to the radio comes from the station using their local language to disseminate information and content, which shows how important it is for radio to use indigenous languages when they broadcast. The book has reached a discovery that for listeners to not only understand radio messages better, but to easily recall everything that was said on radio, they need to receive the information packaged in their local languages. The language used to communicate is vital for the promotion of effective communication. As

long as people are getting information in the language that they easily understand, it does not matter the time it takes for one to be on air and deliver the messages.

For communities to effectively broadcast health messages, stories, and drama, and to increase chances of health information uptake, they need to make use of indigenous languages. This will also improve the listeners' knowledge systems and help them acquire trust from their listeners (Al-hassan et al., 2011). In Bangladesh, community radios disseminate information on schemes for better health of mothers and adolescent girls in their local languages and the health workers who are featured are also using the local languages used by the stations (Rahman, 2023:86-87).

A study by Nwammuo and Salawu (2018) found that when community radios operate the station with the use of an indigenous language, they can effectively influence women to get health information from them. They found that when the Igbo community radio campaigns using Igbo language in a 'Kill mosquito, stop malaria' they successfully managed to decrease the number of women who are attacked by Malaria in Anambra state. This use of the local Igbo language helped to create health awareness amongst a significant number of women.

According to Oduran and Nelson (2019:102), community radios in South Africa also use their respective local languages when they are broadcasting, especially in serious cases addressing health topics that play a role in the development of women and their health. South Africa has more than 200 radio stations broadcasting in several languages because it is a diverse country. When they use their local languages, they can also successfully address local issues that have a negative effect on women's health in the community. An example of a community radio station that broadcasts in a local language is Radio Takalani which means joy, which also covers issues of women and girls. Many women who listen to a health programme on the radio in villages of Darao, Azadnagar, Malpura, and Shantipun in India prefer the language of broadcast to be Hindi so that they can all understand every information that is shared on the community radios Skuse (2004).

2.7 Impact of community radio on women's knowledge and awareness of health information and communicable diseases.

Prasad et al. (2019) conducted a study that examined the role of community radio in improving health literacy among women in rural areas of India. The findings revealed that community radio programmes significantly increased women's knowledge and awareness of various health issues, including communicable diseases, through informative and culturally relevant content. Similarly, Khumalo (2021) explored the impact of community radio on women's health awareness in rural South Africa. The study found that community radio played a crucial role in disseminating health information and empowering women to make informed decisions about their healthcare, water shortages, and other important factors.

Nandakumar and Sridharraj (2015) conducted research on the effectiveness of community radio in promoting health awareness among women in urban slums in India. Their findings demonstrated that community radio programmes positively influenced women's knowledge and attitudes toward health, leading to improved health-seeking behaviors and reduced prevalence of communicable diseases. Nirmala (2015) investigated the role of community radio in disseminating health information to women in rural Nepal. The study highlighted the importance of community radio in reaching marginalised populations with essential health messages, contributing to increased awareness and prevention of communicable diseases.

Bhatia et al. (2014) conducted a study on the impact of community radio on women's health knowledge and behavior in rural areas of Bangladesh. The findings indicated that community radio programmes effectively improved women's knowledge of health issues, including communicable diseases, and encouraged positive health behaviors. Furthermore, Nandakumar et al. (2015:1443-1444) conducted a comprehensive review of literature on the role of community radio in health communication. Their analysis revealed that community radio has a significant impact on raising awareness of health issues among women, leading to improved health outcomes and reduced incidence of communicable diseases.

The literature demonstrates the substantial impact of community radio on women's knowledge and awareness of health information, including communicable diseases. These studies underscore the importance of community radio as a powerful tool for health communication and education, particularly in reaching and empowering marginalised populations like women in rural and underserved areas.

2.8 Strategies for effective communication of healthcare information through community radio.

The effective communication of healthcare information through community radio is essential for promoting public health awareness, especially regarding communicable diseases among women in areas like Mankweng, South Africa. Several strategies have been identified in the literature to enhance the dissemination of such information through community radio platforms. Olaye et al. (2023:3-4) emphasise the importance of utilizing culturally relevant content and language in radio programmes to ensure maximum comprehension and engagement among the target audience. Similarly, Ziba (2015) highlights the significance of participatory approaches, such as community engagement and involvement, in the design and production of radio programmes, which fosters a sense of ownership and relevance among listeners.

Sapna and Rakesh (2019:41) discuss the value of incorporating storytelling and narrative-based approaches in radio programming to effectively convey healthcare messages in a compelling and relatable manner. Belur, Sugavanam, and Srivatava (2022) emphasise the need for evidence-based content and expert consultation to ensure the accuracy and credibility of health information disseminated through community radio channels. Furthermore, Rahman (2023) underscores the importance of using multiple communication channels, including social media and mobile platforms, to complement radio broadcasts and reach a wider audience.

Servaes (2001:10-11) advocates for the integration of entertainment-education techniques, such as drama and music, into radio programmes to enhance message retention and behaviour change among listeners. Additionally, Khumalo (2021) highlights the role of community engagement and partnerships with local health authorities and

organizations in developing targeted and context-specific health communication strategies for community radio. By collaborating with relevant stakeholders, community radio stations can ensure that their programming addresses the specific health needs and concerns of the target population while fostering trust and credibility.

In essence, effective communication of healthcare information through community radio requires a multifaceted approach that combines culturally relevant content, participatory methodologies, storytelling techniques, evidence-based practices, and strategic partnerships. By employing these strategies, community radio stations like Radio Turf in Mankweng can play a vital role in promoting public health awareness and empowering women to make informed decisions about their health and well-being.

2.9 Empowering women through community radio for better health outcomes.

Verma et al. (2021:94) are of the opinion that the world is nowhere close to being complete if there are no women. Community radio, a medium that is not only incredibly cheap as compared to other media but addresses the most basic topics important for the development of the community, has been working on enabling and strengthening women's voices through the programmes it broadcasts. Community radio is known to promote equality for everyone, including women representation from different social, cultural, and spiritual backgrounds. It can emerge as a future tool for rural women's development.

One of the most difficult tasks to achieve is to empower women. The community's opposition to accepting women in power has always deprived women of an opportunity to be in power, therefore, there is a need to develop fair sex in society through various media outlets including community radio (Sapna et al., 2019:40). According to Fombad et al. (2016), women face several impediments which prevent them from gaining access to the correct information. Some of the impediments include being poor, illiterate, developing fear, having no knowledge about their right to be informed or where and how to ask for it, and inability to access to public agencies. This predicament has made it difficult for women to access various media outlets that would give them a platform to participate responsibly in building themselves and the nation as a whole.

According to Sengupta (2019:5), Empowerment is an important development from a state of having less or no power to gaining full power. It enhances the inherent strengths women have in order to give them a positive self-image. When a person gains power, it suggests that they can take part and contribute to meaningful and creative processes of development in society. They are also able to enhance and carry their self-dignity and confidently raise their voice against being exploited, abused, or treated badly in any kind of way, be it emotionally, physically, or intellectually.

Community radio's easy access and pertinence on learning and production techniques make it a medium that is women friendly. It is also friendly and empowering as it gives a platform for them to work together in shaping programme schedules and they are allowed to narrate their stories that will inform, educate, and pleasure other female listeners. Women in radio, both reporters and listeners, are beginning to be empowered and this results in them looking back at what they are capable of achieving and they explore on what aspires them to be good. This empowerment has led to them beginning to be confident enough to address various issues in public which enables them to make informed choices on a vast array of information including health topics. This empowerment has not only improved them but the community as a whole (Sengupta, 2019).

In rural communities, community radio is the only medium that is affordable and can be accessed by the entire community. It can also empower and develop rural women significantly. Fombad et al. (2016:48) further noted that the Carter Center in Guatemala for gender equity in information access on International Women's Day 2015, recommended that women ought to be reached through increased use of community radio, which is recorded as an effective method to date. On this day, the Beijing Platform for Action (BPA), which is a roadmap for women's rights and equality that was signed in Guatemala with 188 other governments 20 years ago, was revisited. It underlined that in order to reach a goal of improving health in society, it should be taken into consideration that women as nurturers should have enough access to health information. Receiving information either while performing other activities, at home or work, has therefore proved to be convenient for women.

The main communication problem in any country is that information is not getting to the rural marginalised and lower-status population. This can potentially put the marginalised group at risk and make them less empowered. In cases where marginalised groups lack access to information, community radio as a medium that is guaranteed availability to the masses can assist in bringing the information to that marginalised population (Naaikur and Diedong, 2012). They can do so by broadcasting information that will reach women and give them an opportunity to make informed decisions in all aspects of their lives including their health. It will also help the community radio get to know and understand the standards of living that are suitable for women in rural areas and know how to empower them to have control over those standards (Prasad et al., 2019:10-19).

In a study by Prasad et al. (2019), a villager was quoted expressing that as her neighbour participates in the community radio programmes related to health and nutrition as well as the importance of a balanced diet, she finds it interesting and motivating because it is one of her own and she is presenting health issues that are informative and necessary.

This is supported by Sengupta (2019:10) when she mentioned that since women are often marginalised in rural areas, it is close to impossible for them to be given a voice or to represent themselves in the way they want to be represented. They become powerless and easily deceived by men because those men are in control, this makes women distant and anti-social. It is only fair that since they are also human, they should have access to equal rights to those of men and be able to make life decisions without being influenced by any opposite gender.

Since the topic of empowering women for better health has been a topic of interest as of late, a community radio called Radio Dhimsa launched a programme titled, "Amar Sapon Su Sasan", which translates to "My dream is good governance". This programme targets mothers, young girls, and women with an age range of 25 to 40 years who reside in tribal villages. The programme covered content on various exciting yet important issues. It tried to recognise and empower women and girls by highlighting the things they were able to achieve and accomplish. Finally, it thrived to develop and sustain gender equality in the community it serves.

Prasad et al. (2019:19) highlighted that according to research carried out, community radio is working to improve and motivate women in communities and rural regions. It combines methods that help expand and publicise their different considerations, knowledge, and needs because it is a voice for the voiceless. The principle of community radio is to use the medium as a "voice for the voiceless" and the "mouthpiece to oppressed people" which is much more convenient for the development of particular target groups like women.

Nandakumar et al. (2015:1443) outline that women must be helped when they come across conflicting issues and support should be offered when they participate in peace processes. This makes radio have a lot of qualities that enable it to be an efficient tool in promoting women's participation in processes of decision-making, which is important for the community's claim of being a voice for the voiceless. Community radio can be a great tool for empowering women. It can change their lives by providing them with not only a voice but also giving them the courage to fight for their rights while creating awareness about the different issues they are facing starting with their rights to health, maternity, and nutrition (Prasad et al., 2019:10-19). Community radio is considered woman-friendly because of its ability to introduce changes that influence and give them voices to fight for their right to health (Belur et al. 2022:8).

A study by Fombad et al. (2016:51-53) studies two community radio stations namely Maputuland and Inanda FM community radio stations. It reported that both stations have programmes that feature women's issues, even though the programmes are not tailored specifically for women because they cover other topics of community interest. One of the programmes that often include women's issues in Maputaland is 'Hlomangolwazi' which translates to 'Be armed with knowledge'. As the name of the programme explains, it is a programme that gives people knowledge of the unknown and is not specifically for women, but it does address women's issues and empower them. The programme is made up of interviews and discussions on different community projects and health issues involving women.

The reason why many women listen to these programmes is that they want to obtain information and knowledge about their family's health and what is happening in the

community so that they know how to act in various situations. It also encourages women to participate in debates and discussions. At Inanda FM, there is a programme that features women's issues named 'Sivubelalsizweshow' (Equipping the nation for tomorrow). It is a magazine show presented by women which is made to address women's issues. However, the name of the programme, just like that of Maputaland, is not aimed at only women. It also talks about spiritual and physical health issues, as well as other social issues.

The idea behind the show and its presenters is to profile women who are in and around the community and beyond who do good things for themselves. The radio station sometimes organises slots with experts to inform and educate women regarding their health issues. Women participate in this programme as it benefits them with health information, and they become empowered to live better lives and have better health outcomes.

A study by Khumalo (2021:244) studied a programme that broadcasts social assistance projects that were facilitated by Khwezi Radio station. The programme connected listeners to make sure that community members were living well. The social assistance programme broadcasted issues and topics that touched on the lives of people living with disabilities in the community, as well as those who are living a fulfilled life while HIV positive. According to the study, Khwezi Radio has placed a specific interest on groups that are often neglected in broadcasting, it chose to address women and other people with disabilities through its health programming to empower them to live a normal life without looking at themselves as different to the masses.

United National Educational, Scientific, and Cultural Organisation (UNESCO) (2021) reported that through a joint programme on empowering adolescent girls and young women through education in Tanzania, it has worked closely with community radios to participate in training that will strengthen their reporting skills to develop and broadcast interactive programmes in sexual and reproductive health. After broadcasting those issues pertaining to sexual and reproductive health, community radios reached one million people across four districts which not only empowered many women but multiplied the number of women who listen and participate in community radio health programmes.

The manager of one of the radio stations mentioned that when women participate in radio programmes, they encourage and motivate others to participate as well, which has made history compared to the days before the joint programme when only a few women listeners called or texted the radio station to give opinions. Now their station receives more than twenty calls from women listeners daily. The station does not cease to include women when airing, they do so even in their weekly COVID-19 briefs.

A study conducted by Odengo (2018) on 'An Analysis of the Role of Community based Radio Stations in the Dissemination of Health Care Information to Women in Kakamega County' showed that women in Kenya account for 34,2% of the total population who play a vital role as their family's caretakers and to help in encouraging people to gather health care information. The study used four radio stations namely, West FM, Radio Mambo, Mulembe FM, and Sulwe FM. It also included women participants with an age range of 15-45 in Kakamega County. The study reported that 77% of the women confirmed to have been influenced by the community radios to think and behave better on several health issues.

Findings of a study conducted by Sharma and Kashyap (2015) indicated that rural women in Jawaharnagar, Shantipuri, and Gokulnagar villages wanted information on specific topics, which are: Methods of purifying water for better health, weaning food, immunization, and HIV/AIDS. Most women believe that they have been empowered through community radio in various ways to sustain better health.

Participatory communication reduces the gap for communicators and receivers to socialise. This means that when women listen to community radio, they can socialise comfortably with the broadcasters and seek health information. Women who are involved in participatory communication on community radio often voice their issues with ease and seek health information broadcasted by their community radio with no difficulties. Khumalo (2021:29) shows that listeners, including women, prefer to get information from a community radio they can be able to call or walk in whenever they require more information about a programme that is or has been broadcast.

In a study by Sapna et al. (2019:41), women respondents confirmed that community radios in their communities have provided them with a sense of attachment, and freedom

to air issues that were always not given attention in the past. As they continued listening to the radio to seek health information, they were influenced to voluntarily participate in it and the presence and decision-making of those who participated was felt. The study concluded that women who participate in community radio programmes have yielded a positive side of the medium as those women gained an improved knowledge of solutions in areas like health and hygiene.

According to Khumalo's (2021:98-99) views on participation, it is a main ingredient that enables local people to be empowered through shared knowledge. It can also be viewed as a notion that tends to focus on people actively involving themselves in processes that are important to their development. participatory communication means being able to understand and be conscious of social reality problems and give ideas on how to solve them.

In less advantaged communities, community radio is not only seen as a tool for communication but as a tool to facilitate and act upon social change. It is a medium that promotes the participation and empowerment of communities by addressing developmental issues affecting them. Social change involves changing people's conditions, community radio does so by providing them with awareness of information, which gives the community a voice to be heard. It further gives people network and empowerment to oversee their developmental needs. Participation is important as it is a major characteristic of community radio. These community radios are established to empower communication and participation in the community through their programmes and broadcasting issues of importance in the community.

The journal by Verma et al. (2021:95) has empowered more women to be aware of certain issues on radio programmes, bringing about various changes, which has directly improved the quality of women's lives. In summary, the analysis of the research has observed that there are three ways to empower and include women for better health through community radio community radio, and that is to firstly, allow women to be involved in the operation of the radio station. The second one is to ensure that when preparing programmes and shows, women are also given special attention in the

programming. Thirdly, it is to ensure that women are given a platform to be involved when the station is broadcasting.

Community radio stations are mandated to train aspiring female community members, specifically those who are semi-illiterate and illiterate to be able to make use of new technology to communicate their daily issues, their struggles, and the things they were able to achieve. It also teaches the female listeners ways in which they will connect with other women in the community. It helps them to stay educated, entertained, and well-informed.

The journal by Verma et al. (2021) continues to explain that with community radio having the ability to affect women in such a drastic and positive manner, it can be regarded as a tool for women's empowerment in communities. It has had a great impact on the lives and health of women who have always been lacking a voice, it has enabled them to fight for their right to be informed about health issues. This platform continues to be a tool for women to voice out and talk about issues of importance and gain confidence to live their lives as a result of them getting better healthcare. Thus, community radio acts as a miracle in the empowerment of women.

There is an example of the Mandeshi community radio which proved to be effective in the lives of its women listeners because it managed to provide them with knowledge which helped them to pay attention to different issues including health and education. Another one is the Holy Cross community radio which has thrived to be very useful in enhancing the awareness and confidence women have and has taught them about different important life topics including health, and hygiene which has developed their lives and empowered them for better health (Verma et al., 2021).

2.10 Community radio as a platform for addressing health disparities among women.

Several studies highlight the role of community radio in improving women's health knowledge. Brown, Ramsay, Milo, Moore, and Hossain (2018) conducted a systematic review and found that community radio programmes significantly increased women's awareness of reproductive health, family planning, and maternal and child health. These

programmes use culturally appropriate content, local languages, and engaging formats to effectively disseminate health information (Kabaria, Chumo, and Mberu, 2022).

In their research, Brown et al. (2018) found that community radio programmes that aligned with the cultural context of the target population were more successful in engaging women and enhancing their understanding of health-related topics. By incorporating culturally appropriate language, these programmes were able to communicate health information in a manner that was easily understood and relatable to the community members.

This approach helps to overcome language barriers and ensures that the message is effectively conveyed. Addressing local beliefs and practices is another important aspect of culturally relevant content. Community radio programmes that consider the cultural norms and values of the community can effectively promote behaviour change by aligning health information with trusted cultural values. For instance, if a community holds traditional beliefs regarding childbirth practices, a community radio programme can provide information that acknowledges and respects these beliefs while also promoting evidence-based practices that improve maternal and child health outcomes (Kabaria et al., 2022).

By incorporating culturally relevant content, community radio programmes can foster a sense of ownership and trust within the community. Women are more likely to engage with programmes that speak to their cultural identity and address their specific needs. This engagement leads to improved knowledge retention and the adoption of recommended health practices. By recognizing and respecting cultural diversity, community radio programmes can effectively bridge the gap in health knowledge and empower women to make informed decisions regarding their health (Usman, 2024).

Community radio programmes that incorporate culturally relevant content have been found to be effective in enhancing knowledge among women. By using culturally appropriate language and addressing local beliefs and practices, these programmes can effectively engage women and promote behavior change. Recognizing and respecting cultural diversity ensures that health information is accessible, relatable, and tailored to

the specific needs of the community, ultimately contributing to improved health outcomes among women (Kabaria et al., 2022).

Community radio has been successful in promoting behaviour change related to women's health. The review by Usman (2024), reveals that radio programmes play a crucial role in influencing healthy behaviours, such as contraceptive use, prenatal care attendance, and breastfeeding practices. The participatory nature of community radio, with its interactive talk shows and community involvement, fosters discussions and encourages positive health behaviours (Kabaria et al., 2022).

Community radio has proven instrumental in improving access to healthcare services among women. Usman (2024), conducted a case study in rural Bangladesh and found that radio programmes increased awareness of available healthcare services, resulting in improved healthcare-seeking behavior. Community radio acts as a bridge between women and healthcare providers, facilitating information dissemination and promoting the utilization of services. Community radio initiatives encourage community engagement through listener clubs, participatory programming, and feedback mechanisms, fostering a sense of ownership and sustainability (Usman, 2024).

The literature demonstrates that community radio is an effective platform for addressing health disparities among women. Through knowledge enhancement, behavior change promotion, improved access to healthcare services, and empowerment, community radio programmes contribute significantly to women's health and well-being.

2.11 The effectiveness of community radio in promoting health-seeking behaviours among women.

According to Usman (2024:6), health communication includes the study of the strategies of communication and how those strategies are used to inform, educate, and influence the decisions made by a person and the community as a whole, which affect their health and welfare. It provides a direct link to what communication means in relation to health, and it has by far had a positive effect on the health of people and their society.

Health communication can be an effortless way to communicate diverse ways of disease prevention and it can promote healthy living. Health communication is also capable of

making people realise their rights, therefore, improving the number of demands for healthcare information and decreasing the lack of appropriate health services. It can provide information to people who are eager to make difficult choices concerning certain treatments and health plans. For the community, health communication is mostly done through community radio, and it can be used to influence the public agenda, advocate for policies and programmes, promote positive changes, improve the delivery of public health and healthcare services, and encourage social norms that benefit health and quality of life (Usman, 2024:6).

It has been fully understood on a global level that when radio broadcasts health information, it does so with an intention to reduce diseases and ill health and it stands for the rights of people to have access to health information and communication. It emphasises working with poor communities to gain an understanding of the full range of factors that drive ill health (Skuse, 2004:5).

Humans usually change their behaviours after being exposed to different kinds of mass media messages. There is enough research about what the mass media contributed to communication projects that cover health and family planning. The role that community radio plays in the communication of those projects as a forerunner has been documented. Recently, an increasing number of researchers concur that community radio and interpersonal communication can be combined to promote health behaviours among women. Those who have direct exposure to the information that is being aired have responded to the messages that were broadcasted by having a change in behaviour (Sood, Mishra, and Sengupta, 2004:64).

Khumalo (2021:31) states that community media are associated with the push for social change and are seen as a form of protest media. Moreover, community media often embrace social missions such as educational focus, health and childcare programmes, human rights, and literacy projects. Cases in point where radio has played an important role in development areas such as health and nutrition. Tyali and Tomaseli (2015) outline that certain cases on community radio have proven that radio can attract too many audiences when delivering messages across which influences their change of behaviour at a reasonable cost.

A study by Prasad et. al (2019:10-19) reported that community radio confirmed that women are willing to discuss issues and are proactive about putting their voices and names on the airwaves. They are also willing to give and receive information, and they can do it mostly when they are required to advise or share their knowledge and capabilities with other women.

The interviews carried out as well as the data collected in Prasad et al. (2019) study suggest that after women were featured in radio discussions, which uplifted their status in the community and gave them an opinion that community radio is a good source of information, they started gaining some self-confidence.

Ziba (2015:44) is in support of the statement as it explains that in trying to change harmful behaviour on women and their health, a training programme started some years ago that targets female sex workers to empower them and give them a voice. This was a result of studies which concluded that female sex workers fail to control and manage different parts of their social and sexual lives because of lack of finances. The events and contents of the programme have been followed and aired by community radio and other types of media.

According to Ziba (2015:44), all these were realised after a study was conducted in South Africa and showed that female sex workers risk their health in communities where males are dominating and controlling women. They do so by stopping them from using condoms which exposes them to a lot of sexually transmitted diseases, some being chronic conditions. The training had a positive effect on female sex workers as they stood up and were able to seek good health behaviours.

One of the sex workers said that if the males are not going to listen to them and practice safe sex, she would rather go hungry than perish because of not using condoms because it is like receiving money with a coffin attached. Such new health-seeking development of women standing up for themselves was possible because of community radio coverage which reached the women's ears and encouraged them to have a voice.

Community radio continues to broadcast such behaviours so that it will have an effect on others to realise that they can get up and seek help which will help save lives and reduce

the prevalence rate of HIV/AIDS. In Uganda, Kigadi-Kibaale community radio has so far helped its listeners to deal with domestic and sexual violence issues, it is proven by a 60% reduction in domestic and gender-based violence due to a community radio programme (Khumalo, 2021:31).

Community radio not only has a role in promoting social and cultural change related to healthy behaviours. Community radio also gives its listeners a chance to talk amongst each other and share knowledge. The station is utilised by the community to empower each other and take care of the health of every community member. This is supported by the study by Prasad et al. (2019) when they quote Lakshmi expressing that community radio has been an effective tool in promoting health-sharing and health-seeking behaviours. She further clearly shares that she feels safe to contact the community radio to communicate directly with the whole community and inform them about healthcare during pregnancy and talk about nutrition as sharing such information will not only help inform the women in the community but also make them want to seek for good healthcare.

According to a study by Rajana et al. (2020:1526) community radio made it a mandate to deliver essential health-related matters like healthcare precautions, and precautions to be taken to ward off both communicable and non-communicable diseases at monthly meetings of the village and they featured health professionals. An elderly villager confirmed that during evening gatherings, she and her group of friends gathered to listen to a community radio. They listen to programmes related to diabetes and after that, they discuss amongst each other at their radio listening clubs, which has, in turn, had a positive effect on their health behaviours.

As stated by Khumalo (2021:19-20), the nature of community radio has continued to prove that it is a much-needed medium of communication that can address community development issues with ease. An example is the Moutse Community Radio in Moutse Mpumalanga Province, South Africa, established in 1997 by a group of rural women aiming to focus on issues that affect their community including healthcare.

Sood et al. (2004:64) supports the idea by explaining that communication directly influences some members of the audience to change their behaviour. It simultaneously affects people's behaviour by making them gain knowledge, change their attitude, and

encourage them to be involved in discussions of their new behaviour with others. These intervening influences on behaviour, knowledge, attitudes, and discussion with others are together referred to as ideation. A person is likely to change their behaviour and adopt a new one if she is exposed to enough information to boost his or her knowledge, develop a positive attitude, and talk to others about it until it feels right to do it.

A Khwezi Radio staff member also showed how effective community radio is and how women react to such an effect. He was quoted sharing a story of a mother who gave birth to a blind child and hated the child so much that she threw him in a toilet. On that unfortunate day, luckily people heard the child crying from the toilet and went in to rescue him. Despite the child not receiving love from his mother and having to go on with living with such a disability, he went to school and, in the end, succeeded greatly.

The story reached one listener and touched her heart while motivating her to go to school. She was humbled that if a person who is facing the pain of being rejected by their mother while going through such a medical condition can go to school and still perform well until he completes his studies, then nothing should hold her back from going to school. Community radio has groomed her and motivated her, it also gave her information on health-related issues, she is now in the tourism industry (Khumalo, 2021).

So far, a lot of studies have revealed that community radio can be an effective means of disseminating health information, particularly among women who often face limited access to other sources of information like newspapers, television, and the internet. According to Sharma (2012), no one doubts that community radio can create awareness among women about health issues and influence their behaviour when seeking for health. Rahman (2023:86) outlined a study that stated that women use community radios to share information about their abilities and aspirations, and how their presence on the community radio inspires other women, moreover. It was found that pregnancy and newborn care programmes disseminated through community radio improved women's health in rural areas.

A study by Mhagamaa (2015) confirms that even though Malawi's entire population is marginalised, women experience most of it because they are disempowered, oppressed, and excluded in the family and village setting. Their low level of literacy also plays a role

in them being marginalised. Their level of illiteracy makes it difficult for them to have access to information that is important for their improvement. In a study conducted by Odengo (2018:3), it is outlined that one of the most important ways of promoting good health statuses for women and their families is when women are able to seek important health services which happens as a result of being exposed to health information that is timely and accurate.

Furthermore, many research studies have proven that being able to get excellent quality and timely information enables women to access needed services and support. This is concurrent with Mhagama (2015:101) when he argues that community radio can positively affect women especially in rural areas by providing them access to information necessary to empower and transform their lives which will allow them to take part in developmental activities. If a community radio station experiences constraints in operating with good machinery to be able to communicate with its audience and other agencies on similar issues, it then means that it is functioning ineffectively (Moemeka, 2009:42).

According to Fombad et al. (2016:49-50), the most important feature of a community radio station is that it is a participatory broadcaster, it is established, and it works under the control of community members of interest to express their concerns, needs, and aspirations without outside interference. It is important that community radios are not only recognised as entities that exist to provide information and services to rural women in communities but also as entities that women can use for communication and to enhance their behaviour. It is only when the women in the community are aware that community radios exist for them that they recognise and appreciate its effectiveness in promoting their behaviours related to health.

As elaborated in Khumalo (2021:24), community radio can provide a two-way interaction between its broadcasters and listeners which collects and assesses all individual ideas and transform them into collective visions of a better reality, and for that reason, it is seen as a tool to strengthen community ties and building a good structure of the community. Where people come together, there is a guaranteed promotion of behaviour. This means that when women participate collectively in a two-way dialogue between them and presenters of the station for health information seeking, access to information becomes

easier, which in turn builds and empowers them to positively develop their health and their behaviours when seeking it. This mobilises support for social development campaigns such as health, which are also established to improve the health-seeking behaviours of women.

There is a community radio programme airing on Khwezi Radio named Kwelethu ikhaya (in our home) on weekdays from 11h05-13h00. This show places a specific focus on homely topics of discussion. The presenter of the show broadcasts health information on hygiene and health-seeking to the listeners. The programme broadcasts, for example, health behaviours and health tips in the workplace when workers share kitchens, health behaviours in the household, exercise tips, and other behaviours relating to living a healthy lifestyle (Khumalo, 2021:61-62). The station allows listeners to choose the topics they are interested in discussing and learning by requesting the presenters' shows. Some topics on the radio station focus solely on health matters such as bipolar and other psychological disorders and some on communicable diseases that are often a pandemic such as HIV/AIDS, different kinds of flu, etc.

An hour of the families programme often discusses issues relating to or affecting women, which makes women tend to listen to the programme often in that hour of broadcast because the information being broadcast is more relevant to them and they are often given the chance to discuss certain health information among themselves and after listening to the programmes, they develop a changed behaviour towards their healthcare.(Khumalo, 2021:62).

2.12 SUMMARY OF CHAPTER

For a comprehensive study, this chapter reviews literature that satisfies an analysis of community radio in disseminating health information on communicable diseases. It proceeds with defining community radio. This helps to understand why the study focuses on community radio as a mass media communication tool and to understand the relationship between community radio's information dissemination and women's empowerment.

It then progresses to the role of community radio in disseminating healthcare information. This section showed how effective community radio has proven itself as a medium that can disseminate healthcare information. Furthermore, the chapter explores the challenges and opportunities associated with using community radio to disseminate healthcare information, which also looks at the strengths and weaknesses of community radio in disseminating healthcare information.

The attitudes and behaviours of women towards community radio as a source of healthcare information were also analysed to understand how effective community radio has been in reaching out to women and how women have received the information they acquire from the radio. Socio-demographic factors, economic status, cultural factors, trust, and local languages have been recognised as factors that influence the uptake of healthcare information among women through community radio.

Then, the impact community radio has on the knowledge and awareness of the health of women has been explored. There is a lengthy section on the strategies for effective communication of healthcare information through community radio. This was followed by a review of the empowerment of women for better healthcare on community radio as a platform for addressing health disparities among women. Lastly, it is the effectiveness of community radio in promoting health-seeking behaviours among women.

2.13 THEORETICAL FRAMEWORK

This section provides two theories that are necessary for the study as they help to understand and analyse the relationship between community radio's information dissemination and women's development. The theories are the diffusion of innovations theory and the cultivation theory.

2.13.1 Diffusion of Innovations Theory

Sydlle's (2023) explanation of the diffusion of innovations theory is that it is a theory that was created by Professor Everett Rogers in 1962. The theory was incorporated in his book called 'Diffusion of Innovations', to express how innovations are established and diffused in the market. He gave an example of computers which started gaining popularity

among educated professionals in 1990. Most of the professionals started enjoying the newly found technology and they showed the benefits of utilising a computer which lured other people to join in using them. Dearing and Cox (2018:184) define diffusion of innovations as a process whereby people respond to learning about something that has been newly introduced or innovated. This innovation is usually something that is communicated through different channels of communication. Sydle (2023) believes that the diffusion of innovations theory was developed to understand factors contributing to the manner in which new ideas and products are adopted. Minishi-Majanja and Kiplan (2005:212) state that the theory is a process that shows how a new idea is communicated and adopted. It supports the opinion that a new concept, idea, or practice has a suitable channel of communication and a time frame of diffusion.

According to Halton (2021), this theory outlines how new practices spread throughout societies and cultures, from their introduction to widespread adoption. This theory suggests that there are several factors that influence a new idea or behaviour to be adopted. These factors include the characteristics of the innovation, the channels of communication, and the social system. Applying this theory to the analysis of community radio suggests that women who adopt information on healthcare, specifically on communicable diseases, are influenced by the characteristics of the information, the quality of communication through community radio, and the community's social and cultural norms.

2.13.2 Cultivation Theory

Cultivation theory was developed by George Gerbner in the 1960s to analyse the extent to which television can influence its viewers (Perera, 2023). Perera (2023) further defines cultivation theory as a theory which speculates that exposing media consumers for a long time to certain media content can result in the consumers absorbing and practicing what is in the content. Its hypothesis states that long-term exposure to television leads people to start seeing reality with the eye of the television's description of reality. Recently, the theory has extended to different kinds of media other than television.

According to Vinney (2022), cultivation theory proposes that when content is constantly exposed to people on the mass media, it influences them over time. This theory suggests

that media exposure can shape people's perceptions of reality over time. Applying this theory to the analysis of community radio, it can be hypothesised that if women are repeatedly exposed to messages about the importance of healthcare information on communicable diseases through community radio, their perceptions of the issue may change over time and be shaped to the idea of healthcare on communicable diseases being important.

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

According to Jansen and Warren (2020), research methodology refers to the systematic design that researchers select for their study to ensure the validity and reliability of results. It also ensures that the results should address the aim and objectives of the study. Research methodology is linked to the research approach, sampling design, data collection methods, and the methods used to analyse the data. This chapter consists of the research design that covers research methods, population and sampling, data collection, data analysis, and quality criteria. It also includes the quality criteria of the study, limitations of the study, and the ethical considerations.

3.2 RESEARCH DESIGN

The study adopts a qualitative research method. According to Busetto, Wick, and Gumbinger (2020:1), the qualitative research method is appropriate when answering questions of why something is or is not observed, and when assessing complex multi-component interventions. Furthermore, it can be used when a study focuses on improvement.

The appropriate research design for this research is a case study method. This method allows the researcher to generate an in-depth, multi-faced understanding of the issue at hand in its real-life context. The case study method was suitable because it helped to elaborate the link between community radio and the dissemination of health information on communicable diseases to women in a specific geographic location. According to Crowe, Cresswell, Robertson, Huby, Avery, and Sheikh (2011:1-4), the case study approach captures information on a more explanatory level, asking questions of 'why' 'what' and 'how', which can, in turn, help to develop a theory and offer additional insights into the existing gaps. This study focuses on analysing the dissemination of healthcare information on communicable diseases through community radio which requires a thorough examination of the 'why' and 'how'.

Muswede (2009:106) defines qualitative research as an inductive reasoning design that is mostly adopted by researchers when they aim to deeply analyse the properties, values, needs, or characteristics that differentiate certain individuals, sources, groups, messages, settings, organisations, or communities to achieve a suitable description of the trends, themes, behaviours, needs, and relations in specific areas. Furthermore, its flexibility allows a researcher to explore an area of interest that does not offer much information.

This research adopted the qualitative method. This is because it collected non-numerical data from participants in a specific area to enable a smooth discussion of the topic of study with the participants. The method helped to gain detailed information that was enough and suitable to analyse people's thoughts on community radio disseminating communicable diseases to women, and the actions taken concerning that subject.

To be able to analyse what the participants think, which satisfies the topic of the study, it was of great importance that this method of study is adopted to give participants platform for free discussion and self-expression. It also allowed the researcher to explore the detailed information of cases presented by participants from the community radio understudy. Most importantly, the qualitative study method gave ground for the use of focus groups and interviews with the participants, as well as the reason behind the researcher collecting data from archival records.

3.3 POPULATION AND SAMPLING

3.3.1 Population

According to Ravikiran (2023), a population can refer to a group of people who live in a specific geographic location at a specific time. In research, a population can be defined as a group of people, organisations, events, etc. used to collect data that will help a researcher to draw conclusions. He further commends that it is better for a researcher to use a small or detailed population to draw reliable conclusions rather than using a large population like the entire country. Bhandari (2020) simply defines a population as an entire group that a researcher aims to conclude about. The population of the study is all women who reside in the Mankweng community.

The research is gender specific as it aims to contribute to preventing discrimination against women by analysing the role community radio plays in giving women healthcare information on communicable diseases. Another reason for the study's population to focus on women is to encourage communities and societies to be inclusive and practice equality irrespective of gender.

Women were suitable for this study because they are disproportionately affected by communicable diseases in South Africa, and since they are seen as caregivers in their homes, withholding health information from them means their homes and community as a whole will be deprived of healthcare information, which in turn will negatively impact good health of the community. Furthermore, Mankweng community and surrounding areas were selected for the study due to the presence of women who could benefit from the dissemination of healthcare information.

3.3.2 Sampling

The study makes use of a purposive sampling method. The purposive sampling is obtained based on how familiar and knowledgeable the researcher is with relevant patterns and characteristics of the population under study. The sample comprises elements that contain the most characteristic, representative, or typical attributes of the population. As espoused by Brennen (2013) the technique enables the researcher to select cases with enough information for an in-depth study in an attempt to understand the role of community radio in the dissemination of healthcare information on communicable diseases to women.

Since the research used purposive sampling, the researcher conveniently sampled the participants. This was done through approaching community organisations, healthcare facilities, and community leaders who helped to identify and refer eligible women who were readily accessible. The research consists of 19 participants who were sampled for the study's data collection. The sample comprises fourteen women in Mankweng who listen to Radio Turf, Radio Turf's chief producer, programmes manager, two presenters of health talk shows, as well as the station manager.

According to Palinkas, Horwitz, Green, Wisdom, Duan, and Hoagwood (2015), purposive sampling is typically adopted in a qualitative study as it allows the researcher to identify people and cases with information that is suitable and more consistent with recent developments. This type of sampling takes note of the availability of participants, and it allows for the selection of people who are well-articulate when it comes to their experiences and viewpoints. It also ensures that participants can reflect and express their opinions and experiences in a good, detailed manner. This is concurrent with Etikan, Musa, and Alkassim (2016:2) who state that purposive sampling is achieved by deliberately choosing a participant according to the qualities the participant presents them with. The sample selected for this study was also suitable to provide the researcher with relevant and recent information. They were selected due to their availability and most importantly, following the ethical considerations which advocate for participating on free will. All 19 participants were selected because they were well-articulate, and they carried information that is necessary for the research. The 14 women were well informed, and they all possessed qualities that will enable them to represent the entire community.

3.4 DATA COLLECTION

In carrying out the study, data was collected based on the following methods:

3.4.1 In-depth interviews

An in-depth interview is a widely known research method aimed at investigating experiences that people have lived in and what they essentially mean. To unearth hidden feelings, this kind of method was necessary. It made possible observations of non-verbal cues and the use of language for emphasis. In-depth interviews were conducted with the chief producer, programmes manager, the presenters of talk shows, and the station manager.

In-depth interviews were conducted as part of the data collection process for this study. The interviews with the chief producer, programmes manager, and the presenters took place in a private and comfortable office of the chief producer on different days according to their availability. The station manager was also interviewed individually but at his office.

The settings were not only chosen for their comfortability but also the privacy that they preserve when the participants share their experience, knowledge and information. The duration of each interview varied as they all had different information with different levels of knowledge about the topic of discussion, ranging from 35 minutes to 50 minutes.

All interviews were recorded on audio and some points were noted down with the consent of the participants to avoid adding or omitting the participant's information. Open-ended questions were used so that the participants are not limited to give information on their experiences, perspectives, and perceptions regarding the dissemination of healthcare information on communicable diseases to women through Radio Turf. The in-depth interviews aided in acquiring qualitative data that contributed greatly to the satisfaction of the topic of the research as well as the data collection.

3.4.2 Archival records: Document analysis

Bowen (2009:27) defines document analysis as a valuable systemic procedure that allows one to view, review, and analyse documents to gain knowledge and understanding of a particular context. These documents provide information that is further arranged into themes, case studies, and categories. Morgan (2022:64) mentions the value of the document analysis method as it being a method that stands in for a researcher when they have limited time and resources to conduct field research and it reduces various ethical concerns of qualitative research. If used with other methods of data collection, it is very useful for the researcher to get to a fair, honest, and complete conclusion for the research project. Morgan (2022:67) further states that not only is it a method that guarantees safety for a researcher, but it can also give the researcher an idea of how the sources (for example, community radio) portray various groups of people.

Archival records were collected through document analysis as part of the data collection process for this study. These records consisted of a programme schedule and other relevant documents related to healthcare information dissemination on communicable diseases through Radio Turf in Mankweng. To collect these archival records, researchers liaised with Radio Turf's management and obtained access to their archives. Once access was granted, the researcher systematically reviewed and analysed the documents to

extract relevant information pertaining to the dissemination of healthcare information to women in Mankweng.

The document analysis process involved categorizing and coding the data according to key themes and topics related to communicable diseases, women's health, programme formats, audience engagement strategies, and any other pertinent factors identified in the research objectives. Additionally, researchers took note of any trends, patterns, or recurring themes observed across the archival records.

3.4.3 Focus Group Discussion

The focus group interviews conducted as part of this study were instrumental in gathering qualitative data on the dissemination of healthcare information through Radio Turf to women in Mankweng. These interviews involved 14 women from the Mankweng community. Each focus group consisted of 7 participants, carefully selected for their relevance to the research topic and their direct involvement in healthcare information dissemination or reception through community radio.

To ensure a conducive environment for candid discussion, the interviews were conducted in private, comfortable settings within quiet rooms at Mankweng Hospital. This choice aimed to uphold confidentiality and minimise distractions, thereby encouraging participants to express their views openly and freely. The duration of each interview typically ranged from 30 to 45 minutes, allowing sufficient time for participants to delve into their experiences and perspectives comprehensively.

Throughout the interviews, open-ended questions were utilised to prompt participants to elaborate on their experiences, perceptions, and insights regarding the dissemination of healthcare information, particularly related to communicable diseases affecting women. This approach facilitated a nuanced exploration of the participants' viewpoints, capturing rich qualitative data essential for understanding the impact of Radio Turf in the community.

To ensure accuracy and completeness in data collection, participants consented to audio recordings of the interviews. These recordings served as primary sources for capturing verbatim responses and preserving the nuances of participants' expressions. In addition

to audio recordings, detailed field notes were taken to document non-verbal cues and contextual observations, enriching the qualitative data with additional layers of insight.

The focus group interviews proved invaluable in providing a deep understanding of how community radio, specifically Radio Turf, contributes to disseminating healthcare information to women in Mankweng. By gathering perspectives from community members, these interviews illuminated the multifaceted roles and impacts of community radio in promoting health awareness and influencing health-seeking behaviours among women in the local context.

3.5 DATA ANALYSIS

The analysis of archival records, focus group discussions, and in-depth interviews was conducted thematically to identify patterns, themes, and insights related to the dissemination of healthcare information on communicable diseases to women through Radio Turf in Mankweng (Dawadi, 2020). Firstly, the archival records were systematically reviewed to extract relevant information regarding past broadcasts, programme schedules, listener feedback, and other documents related to healthcare information dissemination. Each document was then coded according to key themes and topics identified in the research objectives, such as programme formats, content themes, audience engagement strategies, and perceived impact on women's health awareness. The coding process involved assigning labels or tags to segments of text that addressed specific themes or concepts (Jankielewicz and Whiting, 2023)

Similarly, the transcripts of the focus group discussions and in-depth interviews were analysed using thematic analysis. The transcripts were read and re-read to familiarise the researcher with the data, after which initial codes were generated to capture meaningful units of information related to the research questions. These initial codes were then organised into broader themes and sub-themes through an iterative process of comparison and grouping (Nowell, Norris, White, and Moules, 2017:5-7).

Themes emerged based on recurrent patterns, shared experiences, and significant statements made by participants during the interviews and discussions. Once the themes were identified, the researcher examined the connections between them and explored

the relationships within and across the data sources (archival records and interview transcripts). Data triangulation was employed to corroborate findings from different sources and perspectives, enhancing the credibility and validity of the analysis.

Throughout the analysis process, the researcher-maintained reflexivity by critically reflecting on her own biases and assumptions, ensuring that interpretations remained grounded in the data (Amadebai, 2022). Finally, the findings were synthesised to provide a comprehensive understanding of the role of community radio in disseminating healthcare information on communicable diseases to women in Mankweng, drawing insights from both archival records and in-depth interviews.

3.6 QUALITY CRITERIA

This section looks at the quality criteria that were observed by the researcher when conducting the study. The study observed the quality criteria of a qualitative study.

3.6.1 Credibility

As espoused by Korstjens and Moser (2018:121), credibility and internal validity go hand in hand as this criterion involves valuing the aspect of truth. In qualitative research, credibility can often be achieved by consistently observing participants and having longer engagement with them. This criterion is suitable for qualitative research as it requires sufficient time when executing it.

According to Stenfors, Kajama, and Deirdre (2020), the credibility of research demands a well-justified and well-aligned methodology. The research findings should also be trustworthy, and every other detail of the research is appropriate and valid within the framework. This research made use of in-depth interviews and group discussions to ensure that the research is plausible and convincing, and to increase the credibility of the research. The research data collection, analysis, and interpretation increase the credibility of the research.

3.6.2 Dependability

Lumsden (2022) considers dependability as the degree to which research can be recreated. He further justifies that a researcher should provide enough information on the design and overall conduct of the study so that another researcher could follow in his/her steps. This is concurrent with Stenfors et al. (2020) as they explain that dependability is recognised when the research has provided enough information in such a way that another researcher can follow the same steps possibly for a different conclusion. Korstjens et al. (2018:122) further explain that dependability also has to do with the notion of consistency because the researcher has to check that the standard used to collect and analyse data is accepted for a particular design.

This study stuck to consistent methods and abided by the University of Limpopo's Code of Ethics. The researcher ensured that data collection and analysis were in line with the accepted standards for qualitative research.

3.6.3 Conformability

As elucidated by Korstjens et al. (2018:122), the notion of conformability has to do with being neutral. They further explain that conformability supports the idea of one being subjective on the data collected and interpreted. The interpretation of the data should not be done according to one's belief or according to how one prefers it, but it should be accurate, true, and grounded in the data. According to Forero, Nahidi, De Costa, Mohsin, Fitzgerald, Gibson, McCarthy, and Aboagye-Sarfo (2018:3), this criterion is based on whether other researchers can confirm or corroborate the results of the study.

The researcher has proven and maintained conformability by ensuring that the interpretations and conclusions of the research are neutral and not fabricated to the researcher's desires but are based on findings that objectively reflected data collected from participants.

3.6.4 Transferability

According to Forero et al. (2018:3-7), as self-explanatory as it is, this criterion addresses whether the results of the study can be transferred to other participants, contexts, or environments. The researcher gave a thick and thorough description of the context of the research (i.e. the process the research undergoes, the participants, and findings), as well as the assumptions central to the research so that another researcher who wishes to transfer will be able to judge whether the transfer is sensible enough to their setting.

3.7 LIMITATIONS OF THE STUDY

The study has specific limitations. It is a study analysing healthcare coverage on Radio Turf as a community radio, therefore, data collection was limited to 14 participants from Mankweng community and surroundings. The study had a limited sample size due to its qualitative nature, therefore, the study's conclusion is based on the thoughts and experiences of a small number of women who listen to Radio Turf. Documents that had to be acquired as archive records for the study also posed a limitation because the radio station could not provide annual progress reports on health-related programmes from 2018 to 2022, the reason being that the content had been erased from their records. The researcher only managed to acquire a monthly progress report for March 2022.

3.8 ETHICAL CONSIDERATIONS

The study adopted all the listed ethical considerations.

3.8.1 Voluntary participation

The researcher ensured that participation is optional. This means that all participants were at liberty to take part in the research without compulsion. Even after participants agreed to take part in the study, they were given freedom to opt out at any point.

3.8.2 Informed consent

Before the researcher collected data from the participants, and before the participants agreed or declined to take part in the study, they were informed of what they were about to respond to including the use, purpose, risks, and benefits of the underlying research, as well as the approval of the institution for the research to be carried out.

3.8.3 Anonymity and confidentiality

The researcher did not collect personally identifiable data such as the participant's name, residence, age, phone numbers, email-address, photos, and videos. The data collection material in this research has been designed in a way that the identity of participants was preserved, therefore avoiding candor. Since the radio callers' identities are often mentioned during radio conversations, the participants' identities in archive records were anonymised to help protect their privacy and ensure compliance with ethical standards. In these focus groups where participants know each other, the researcher emphasised the importance of confidentiality and created a safe and non-judgmental environment where participants felt comfortable sharing their views. The researcher established ground rules and encouraged participants to respect each other's privacy and confidentiality.

3.8.4 Potential for harm to participants

The researcher ensured that the questions asked during data collection do not pose any harm to the participant's emotions, feelings, and overall psychological thoughts. Personal experiences were kept at a minimal. The research did not pose any physical harm to the participants as it kept participants anonymous.

3.8.5 Protection of Personal Information Act (POPIA)

The Protection of Personal Information Act was considered when designing and conducting this research. The researcher complied with the Act's requirements, such as obtaining informed consent, handling, and storing personal information securely, and respecting participants' rights regarding their personal data.

3.9 SUMMARY OF THE CHAPTER

This chapter started with an introduction where it defined what research methodology is. It then gave a summary of what will be included in the chapter and why the chapter is important to the study. The chapter then proceeded to the research design where the chosen study method was explained which is the qualitative method. It also identified the design method which is the case study method. These methods were defined, and their importance and reasons for selecting them for the study were also explained in detail.

The research design was followed by the population and sampling which identified the population to be used in the study and the sample within that population. This was followed by an outline of the data collection and data analysis methods. The chapter also indicated the quality criteria of the study which include credibility, dependability, conformability, and transferability. There is a section of the limitations of the study which address the study's weaknesses that the researcher could not control or stop from presenting themselves. Lastly, there is a section of ethical considerations which as a mandate, were followed when conducting this research.

CHAPTER 4: PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

4.1 INTRODUCTION

According to Ocenar (2014), data presentation is the process of organising collected data into tables, charts, or text to derive logical and statistical conclusions from the collected data. Question Pro (2020) explained data analysis as an illustrative method of applying the right statistical or logical technique to make sense of the raw material. Interpretation of data, on the other hand, is simply defined by Calzon (2022) as the process of using analytical methods to review data so that we can assign meaning to the raw data. This chapter includes data analysis, data presentation, and interpretation of data obtained through data collection which targeted women listeners of Radio Turf as well as Radio Turf personnel. Data collected from women listeners was collected by employing two focus groups, each containing seven members. The participants in the first group are named participant 1 to participant 7, the second group starts with participant 8 to participant 14. The rest of the chapter includes 4.2 which is the demographic information of female participants, 4.3 which is the textual presentation of focus groups' responses 4.4 which deals with in-depth interviews of Radio Turf personnel, 4.5 which is the data analysis, and 4.6, the conclusion. The study aims to analyse Radio Turf's role in disseminating healthcare information on communicable diseases to women.

4.2 FOCUS GROUPS

TABLE 1 : DEMOGRAPHIC INFORMATION

Demographic Information Focus Groups

Sexual Orientation

Female	100%
Male	0%
Other	0%
Gay	0%
Lesbian	0%

Transgender	0%
Bisexual	0%

Table 1 presents the demographic information regarding the sexual orientation of participants in the focus groups conducted for the study. A total of 14 participants were included in the sample, all of whom identified themselves as female. None of the participants identified as male or under any other gender category (e.g., non-binary or transgender). Additionally, none of the participants identified themselves as Gay, Lesbian, Transgender, or Bisexual.

This demographic breakdown indicates a homogeneous group in terms of gender identity and sexual orientation, consisting entirely of female participants. This homogeneity can influence the interpretation of findings from the focus groups, suggesting that perspectives and experiences shared were specifically from women's viewpoints. It also underscores the need for future studies to include diverse gender identities and sexual orientations to capture a broader range of perspectives and experiences related to healthcare information dissemination through community radio.

TABLE 2: AGE

Demographic Information Focus Groups

Age

18-20 years	7.1%
21-30 years	21.4%
31-35 years	28.6%
Older than 35 years	42.9%

Table 2 presents the demographic information regarding the age distribution of participants in the focus groups conducted for the study. A total of 14 participants were included in the sample, and their ages were categorised as follows:

18-20 years: 7.1% of participants fell within this age bracket.

21-30 years: 21.4% of participants were between the ages of 21 and 30 years old.

31-35 years: 28.6% of participants were in the age range of 31 to 35 years.

Older than 35 years: The remaining 42.9% of participants identified themselves as being older than 35 years.

This distribution indicates a varied age range among the participants, with a significant proportion being older adults (42.9% older than 35 years). The diversity in age groups enriches the perspectives gathered from the focus groups, as different life stages and experiences may influence participants' views on healthcare information dissemination through community radio.

The majority of participants being older than 35 years suggests that the focus groups captured insights from individuals who may have more life experience and possibly different healthcare needs compared to younger participants. Understanding this demographic composition helps contextualise the study findings and ensures that perspectives from different age groups are considered in analyzing the role of community radio in addressing healthcare disparities among women.

TABLE 3: HIGHEST QUALIFICATIONS

Highest Qualification	Number of Participants	Percentage
Matric certificate	2	14.3%
Higher certificate	5	35.7%
Undergraduate degree	2	14.3%

Postgraduate degree	3	21.4%
Other	2	14.3%
Total	14	100%

Table 3 presents the highest qualification attained by participants in the focus groups conducted for this study. A total of 14 participants were included in the sample, and their educational backgrounds were categorised as follows:

Matric certificate: 14.3% of participants indicated they had completed secondary education.

Higher certificate: 35.7% of participants reported holding a higher certificate qualification.

Undergraduate degree: 14.3% of participants stated they had completed a bachelor's degree.

Postgraduate degree: 21.4% of participants identified themselves as having completed a postgraduate degree.

Other: 14.3% of participants mentioned they had not obtained any formal certificate.

This distribution highlights the varied educational backgrounds of the participants, ranging from secondary education to postgraduate qualifications. The majority of participants (71.4%) have attained either a higher certificate or higher academic qualifications (undergraduate or postgraduate degrees). Understanding the educational diversity among participants is crucial as it provides insights into how different levels of educational attainment might influence perspectives on healthcare information dissemination through community radio.

Participants with higher academic qualifications may bring deeper insights into the content and effectiveness of health communication strategies compared to those with lower levels of formal education. Conversely, participants with lower educational attainment levels may provide perspectives that reflect broader community understanding and accessibility of health information disseminated via community radio. This diversity

enriches the qualitative data collected from the focus groups and ensures a comprehensive analysis of the role of community radio in addressing healthcare disparities among women across different educational backgrounds.

4.3 PARTICIPANTS RESPONSES (FOCUS GROUP)

4.3.1 Theme 1: Reasons behind Radio Turf's Listenership

❖ Informative:

Participants expressed that they listen to Radio Turf primarily because it provides them with timely and informative content. For instance, six out of 14 respondents mentioned that they listen to Radio Turf regularly to stay updated on current affairs and important community matters. This aligns with findings in the literature that community radio stations, by focusing on local content and using accessible language, effectively inform and engage their audiences (Chikaipa & Gunde, 2021). One participant highlighted:

Participant 1 indicated, *"I am always at work, and I hardly have time to sit down and watch TV or read a newspaper. When I am in my office, I tune in to Radio Turf and stay informed while working, killing two birds with one stone."*

Another participant expressed that:

Participant 2, *"Radio Turf has always been my go-to radio station because I love how the presenters use my local language. It is not difficult to stay up to date on current news and pressing matters at the comfort of my own home."*

❖ Affordability:

Another significant reason mentioned by participants for listening to Radio Turf is its affordability. Many participants noted that they can access fresh and reliable information at no cost or at a minimal cost compared to other sources. This accessibility is crucial in rural areas where economic constraints limit access to paid media sources. Through community radio stations, people from rural and developing areas can listen to news and important updates from local and national areas at no cost (Madamombe, 2005). As one respondent mentioned:

Participant 3 stated, *"I listen to Radio Turf because it provides me with information that I would otherwise have to pay for. I can tune in using my phone without using data or subscriptions."*

❖ **Accuracy:**

Participants also valued Radio Turf for its commitment to accuracy in reporting. Approximately 35% of respondents who listen occasionally or regularly praised Radio Turf for delivering trustworthy information. This trust in accuracy is vital for community radio stations to maintain credibility and effectiveness in disseminating health and other critical information (Robles, 2021; Rodiah, Budiono, & Komariah, 2019). A participant emphasised:

Participant 3 noted, *"I prefer Radio Turf because it broadcasts true and accurate information. Being a local radio, I trust it to provide reliable updates."*

❖ **Use of Local Language:**

The use of Northern Sotho, a local language used in Mankweng, was cited as a significant factor for listenership. Many participants expressed that they prefer Radio Turf because it broadcasts in a language they understand well, unlike national stations that may use languages less familiar to the local community. According to Srinivas & Hari (2024), the use of local languages by community radios assists in reaching community members who cannot comprehend what is on the mainstream media due to limited or no understanding of official languages. This linguistic accessibility enhances engagement and understanding among listeners, as noted by two participants:

Participant 2 mentioned, *"I tune in to Radio Turf because it broadcasts in Northern Sotho. It's easier for me to understand compared to stations that broadcast in other languages."*

Participant 4, *"I also enjoy listening to Radio Turf because of the language of broadcast. It teaches me a lot of Northern Sotho words and phrases that I did not know. At the same time, it gives me important information in a language that I can comprehend."*

❖ **Social Media Alternative:**

A minority of participants (2 out of 14) mentioned using social media platforms like Facebook to obtain updates and engage in community discussions. This indicates a shift in media consumption habits but also highlights Radio Turf's potential to complement digital platforms by providing localised and culturally relevant content (Nkwala, Makwambeni, and Matsitelele, 2023).

4.3.2. Theme 2: Reasons behind Radio Turf's health care programmes listenership

❖ **Awareness Raising**

In one focus group containing seven participants, it was confirmed that they tune in to Radio Turf for healthcare information regularly. The major advantage cited was the increased awareness of various health issues and preventive measures, which helps them, and their families maintain better health outcomes. This finding aligns with literature emphasizing the role of community radio in enhancing health literacy and awareness among listeners to influence their change of behaviour and attitudes toward health issues (Olaoye and Onyenankeya, 2023)

Participant 5 indicated, *"I once heard Radio Turf talking about an interesting topic on women's vaginal health and since then, I have been interested in listening to the programmes to gain awareness on what is happening to our bodies as females and what triggers our health."*

Participants particularly appreciated the focus on women's health issues, which provided them with crucial information about rare diseases and self-care practices.

❖ **Informative**

Radio Turf's healthcare programmes were praised for being informative. Participants noted that the station dedicates weekdays to health issues, offering opportunities for listeners to ask questions, comment, and raise concerns. This interactive approach is supported by literature highlighting the effectiveness of participatory communication in community media (Ziba, 2016).

Participant 1 stated, *“Radio Turf is very informative as it dedicates its weekdays to broadcasting about health issues and giving us listeners the chance to ask questions, comment, and raise concerns. We also get information from health professionals who have helped us to keep our health in check.”*

However, some criticism was noted regarding repetitive content, which some listeners found demotivating.

Participant 6 criticised, *“Yes, we do get informed on a wide spectrum of health and healthcare, but listening to the healthcare programmes almost every day has not helped but made me notice that this station has a tendency to repeat topics and that becomes boring and demotivating to listen to all the time.”*

❖ **Consistency**

While the informative nature of the broadcasts was appreciated, some participants expressed concerns about inconsistency. They noted that the irregular airing of serious health programmes and frequent changes in presenters disrupted their engagement and trust in the programmes.

Participant 7 mentioned, *“It is very important that radio sticks with a presenter people are already used to and have adjusted to. Getting new presenters now and then and having some presenters leaving the station for good detaches us from the health programmes because we are always trying to get used to the new person behind the mic.”*

❖ **Affordability**

Participants highlighted the affordability of accessing health information through Radio Turf. Many mentioned that they can tune in using their phones without needing data or subscriptions, making it a cost-effective source of reliable information. This accessibility is crucial in rural areas, as supported by literature (Madamombe, 2005; Prasad et al, 2019).

❖ Accuracy

Participants also valued the accuracy of the information broadcasted by Radio Turf. Approximately 35% of respondents who listened occasionally or regularly praised the station for delivering trustworthy information. This trust is essential for maintaining credibility, as noted in previous studies (Hermansky, 2022:30; Phiri, 2024; & UNESCO,2022)

Participant 3 noted, *“I prefer Radio Turf because it broadcasts true and accurate information. Being a local radio, I trust it to provide reliable updates.”*

❖ Use of Local Language

The use of Northern Sotho, a local language, was another significant factor for listenership. Participants preferred Radio Turf because it broadcasted in a language they understood well, unlike national stations that may use fewer familiar languages.

Participant 4 mentioned, *“I tune in to Radio Turf because it broadcasts in Northern Sotho. It's easier for me to understand these health jargons when they include Northern Sotho compared to stations that broadcast in English only or other languages.”*

❖ Social Media Alternative

A minority of participants (two out of 14) mentioned using social media platforms like Facebook to obtain updates and engage with community discussions. This indicates a shift in media consumption habits but also highlights Radio Turf's potential to complement digital platforms by providing localised and culturally relevant content.

This analysis underscores the station's role in providing informative, affordable, accurate, and locally relevant healthcare content to the community of Mankweng. These findings align with existing literature on the effectiveness of community radio in engaging diverse audiences, particularly in rural settings where access to mainstream media may be limited. Understanding these motivations enhances our understanding of how community radio can effectively disseminate health information and address community needs.

4.3.3 Theme 3: Types of healthcare information listeners are most interested in.

❖ Infectious Diseases

A significant interest among participants was in obtaining information about infectious diseases. Participants expressed that due to their daily interactions with family and community members, understanding these diseases is crucial for their well-being. This aligns with literature highlighting the importance of infectious disease awareness in public health education (Olaoye et al., 2023)

Participant 8 indicated, "*When my children were sick and I did not know how to help them, I felt powerless. Radio Turf has made me much interested in knowing about infectious diseases, especially ones that children can mostly affect each other, the symptoms, and how to avoid them, and at what point I should seek medical help.*"

Participant 5 noted, "*Since I am a young adult, it is easier for us to catch diseases like HIV and STIs. I always want to learn as much as I can about such health conditions in my adulthood.*"

❖ Women's Healthcare

The importance of women's healthcare was a recurrent theme, with many participants emphasizing the necessity of understanding how to maintain their health. This emphasis is supported by research showing that women's health education is vital for community well-being (Koirala, Harvey, Bollinger, and Davison, 2023).

Participant 9 stated, "*A woman's body is like art, it is so interesting to know about it, but more interesting to know how to take care of it and maintain its admirability.*"

Participant 8 added, "*As women, we are often the caregivers in our families. When we are healthy, we can take better care of everyone around us.*"

❖ Child Healthcare

Participants highlighted the significance of child healthcare information. They appreciated programmes that provided guidance on child health, vaccinations, and overall well-being.

This theme resonates with studies indicating that targeted health communication can significantly improve maternal and child health outcomes (Korirr, 2015).

Participant 10 expressed, *“As a mother of a newborn baby and also fresh in motherhood, I once heard a programme talking about children's vaccination and I learned a lot from that radio health talk. I feel like it would be very much helpful if community radios realised the good impact these kinds of shows have on a woman who is raising a human being and is so clueless.”*

Participant 1 supported this, saying, *“Motherhood does not come with a memorandum. It is appreciated when community radios help community mothers raise their children in good health.”*

❖ Trending Health Issues

A notable number of participants, particularly younger adults, showed interest in information about trending health issues. They expressed a need for reliable and current information to counteract the misinformation often found on social media. This preference underscores the critical role of community radio in providing accurate and timely health information (IFRC, 2024; Olaoye et al., 2023).

Participant 11 mentioned, *“As young people, we love following social media and it has become so corrupt that we no longer trust the information we get from there. I like to always confirm on a community radio when I hear about a trending health issue, and I get accurate and reliable information on how to take care of myself there. So, it is extremely important for the community radios to always be up to date with current health issues in the community.”*

3.3.4 Theme 4: New information learned by listeners about a communicable disease from a community radio programme.

Participants, particularly those with formal education (matric and undergraduate degrees), expressed that community radio provided them with new insights into communicable diseases beyond what they had learned in school. This finding aligns with literature suggesting that community radio can serve as a vital source of health information, filling gaps left by formal education (Rajana et al., 2020)

Participant 3 indicated, *"I always thought I knew a lot about communicable diseases since we were taught a lot in school. However, community radio has given me information I did not know at all. For example, I was pleased to learn that there are certain diseases one can contract through food, such as Salmonella."*

Participant 8 noted, *"I was shocked to hear that Tuberculosis can travel through the air. I thought we only contract and infect each other through droplets of the saliva of an infected person."*

Some more educated participants (postgraduate degree holders, 2) mentioned that community radio has not been able to teach them much that they do not already know. They focus mostly on diseases that are of general knowledge.

❖ Other Methods of Disease Prevention

Several participants (11) mentioned that community radio has broadened their understanding of vaccination, particularly during the COVID-19 pandemic. This reflects the crucial role of media in public health education, especially during health crises (Ouchene, Boussalah, & Ziane, 2024; Laskar & Bhattacharyya, 2021).

Participant 10 shared, *"I did not know that there is such a word as vaccination. Radio Turf has taught me everything about vaccination during the COVID-19 pandemic. Radio has opened me up to a world of various vaccinations that I did not know about and I could benefit greatly from, like the flu vaccine."*

Participant 12 added, "*I heard about other vaccines like tetanus and Hepatitis B vaccines which are new to me. However, I did not get enough information about them because the radio station did not feature a professional who specialises in such vaccines.*"

Another participant highlighted how Radio Turf once discussed women's vaginal infections, providing new and beneficial knowledge.

❖ **Different Types of Communicable Diseases**

Participants admitted that community radio introduced them to a broader spectrum of communicable diseases than they were previously aware of. This aligns with research showing the effectiveness of community radio in expanding public knowledge of health issues (Skuse, 2004).

Participant 11 mentioned, "*There are a lot of communicable diseases out there that are hardly spoken about that can potentially threaten the lives of women and their communities. Radio Turf has tried to introduce us to these lesser-known diseases.*"

Although four of the participants confessed that they had not learned anything new about communicable diseases from community radio, the remaining ten appreciated the opportunity to learn more. They noted that while they were familiar with common diseases like HIV, and TB, community radio helped them understand a wider range of diseases.

3.3.5. Theme 5: Changed behaviours or actions taken based on the healthcare information listeners heard on the radio.

❖ **Going for Checkups**

Participants frequently mentioned that community radio, particularly Radio Turf, influenced them to seek regular health checkups. This aligns with research highlighting the role of media in promoting health-seeking behaviours (Bhatia, 2017:103-105).

Participant 9 indicated, "*The day I listened to a programme that invited a gynecologist to talk about cervical cancer and other related diseases, I felt like I was awakened. This made me decide to go and run a pap smear test because I wanted to know if my body was still in good health and if not, I did not want to find out when it was already late.*"

Participant 13 expressed, "*I always knew about HIV/AIDS, but after engaging with Radio Turf and hearing other people's stories, I make sure that my partner and I go for regular testing for HIV.*"

These testimonies reflect the powerful impact of radio in encouraging proactive health management, as supported by studies on health communication (Marques & da Costa, 2013).

❖ **Maintaining Good Health**

Many participants developed habits of maintaining good health by being cautious of potential health threats around them. This is consistent with findings that media can influence health behaviours by providing valuable information and fostering a sense of community (Mayo Clinic Proceedings, 2006: 291-293).

Participant 14 described, "*Well, there is a lot of advice we get from community radio, starting from the presenters of health programmes, the guests, as well as other listeners who are given a chance to engage. That much information has helped me to be cautious of my health and take measures to maintain a healthy environment and good hygiene.*"

According to several participants (09), Radio Turf has significantly influenced them to keep track of their health and seek counseling when needed. This supports the idea that community radio can play a critical role in public health by providing accessible and reliable health information (Ziba, 2016).

❖ Stopped Stereotyping

Participants noted that community radio helps reduce stigma and negative stereotypes associated with diseases. This effect is supported by literature that suggests media can shape social norms and reduce stigma (Arias, 2019).

Participant 13 stated, "*Community radio is the perfect space for people to open up and advise others about what they are going through without feeling bad. By inviting people who are going through diseases such as HIV/AIDS, I have learned never to judge a person who is sick because of the negative stigma going around the illness.*"

All participants agreed that community radio plays a significant role in ensuring that people stop looking at ill individuals in a judgmental way, fostering empathy and understanding.

3.3.6 Theme 6: How community radio can better serve women in terms of disseminating healthcare information on communicable diseases.

❖ Allowing for Longer Health Programmes

Participants universally agreed that the duration of healthcare programmes on Radio Turf is insufficient. Extending the duration would enable more comprehensive discussions, enhancing knowledge and awareness among listeners.

Participant 2 indicated, "*I am an old person and at the age that I am, we can easily contract these infectious diseases. I rely only on Radio Turf to inform me about everything including how to take care of my health. However, they do not spare enough time to talk about communicable diseases on their health programmes because there is not enough time. That is truly saddening.*"

This sentiment aligns with research suggesting that longer health programmes can facilitate more detailed and useful health information dissemination (Smith, Menn, & McKyer, 2011: 196-197). It is also in line with the adopted Cultivation theory which supports that the longer a media outlet exposes certain content to its consumers, the more they are likely to be influenced by the content over time (Vinney, 2022).

❖ **Initiating Programmes with a Specific Focus on Communicable Diseases**

Several participants (10) highlighted the need for community radio to initiate programmes specifically focusing on communicable diseases, presented in an accessible and engaging manner.

Participant 7 noted, "*Community radios should initiate programmes that focus on giving knowledge to women listeners about communicable diseases in a way that they can understand and relate to. Specialised doctors and health practitioners can be invited to interact with women.*"

Literature supports the idea that targeted health communication programmes, especially those involving expert interactions, can significantly improve public health knowledge and behaviours (Smith et al., 2011).

❖ **Creating Campaigns for Women**

Participants debated the effectiveness of health campaigns specifically targeting women and communicable diseases. Many (12) believed that campaigns could reach a broader audience, including non-listeners, thereby increasing awareness and engagement.

Participant 6 suggested, "*Healthcare campaigns on communicable diseases through community radio would serve women well as they will expose the information to many women, including those who do not listen to the station, attracting them to be interested in the health programmes.*"

Conversely, some participants felt that enhancing existing programmes with expert guests would be more beneficial than running separate campaigns. This reflects a divide in preferences, indicating that a combination of both strategies might be optimal.

4.4 IN-DEPTH INTERVIEWS (RADIO TURF PERSONNEL)

4.4.1. Theme 1: Preparation of a Health Programme for Broadcast

❖ Planning

The preparation of health programmes at Radio Turf begins with meticulous planning to ensure the content is both relevant and timely. The chief producer emphasised the importance of timing and social relevance in their planning process.

Interviewee 1, the Chief Producer, stated, "*First of all, not all programmes are the same. There is a health show called 'Areitsosheng' which airs from Monday to Friday, 9 am to 12 pm. We planned for this magazine show to broadcast health information every Tuesday because we believe that it will be able to get to a lot of listeners. After all, they all know by now that every Tuesday, we focus on health matters.*"

This aligns with literature suggesting that well-planned health communication interventions can significantly impact public awareness and behaviour (Odongo, 2024)

❖ Decision Making

Decision-making at Radio Turf involves selecting the most suitable presenters for health programmes. This selection is based on various presenter characteristics to ensure effective communication.

Interviewee 2, the programmes manager explained, "*Radio presenters have different characteristics and personalities, so they present information to our listeners in different ways. This forces us to be carefully selective when we give a presenter a health show to present. This decision will be influenced by the pace the presenter uses, the presenter's character, the volume and pitch of their voice, how compassionate they sound when presenting, and that related stuff.*"

Research indicates that the delivery style of health information can affect listener engagement and retention (Krause, 2020).

❖ **Conducting Research**

Extensive research is a critical component in the preparation of health programmes. The chief producer, co-producer, and presenter collaborate to ensure the accuracy and relevance of the information to be broadcast.

Interviewee 1, the Chief Producer, highlighted, "*The presenter must ensure that she knows about the things she is telling people.*"

This approach underscores the importance of accuracy in health communication, as emphasised in the literature (Finset, 2020; McLean et al., 2011).

❖ **Inviting a Health Expert and Working with Other Parties**

Radio Turf often invites health experts to participate in their health programmes to provide authoritative information and answer listener questions. Collaboration with other organizations also plays a vital role in the station's health programming.

Interviewee 1, the Chief Producer, explained, "*We also work with the voice of WITS. We signed a Memorandum of Understanding (MoU) to broadcast a segment of higher health, and during the time we were faced with the COVID-19 pandemic, we teamed up with organizations and other health workers to deal with issues relating to the virus as people were misinformed.*"

This practice is supported by literature which shows that expert involvement and organizational partnerships can enhance the credibility and reach of health information (Kruger et al., 2013:12-13; Ziba, 2015:23-24)

4.4.2 Theme 2: How to ensure that women can access and understand healthcare information presented to them.

❖ **Using Local Language**

Ensuring that healthcare information is accessible and understandable to women in the community involves using the local language. This approach is particularly effective in areas where the population predominantly speaks a specific language.

Interviewee 1, the Chief Producer, emphasised, *"Looking at where we are which is Mankweng, most people here speak Sepedi, so we make sure that the presenter, first of all, is a person who can speak Sepedi fluently and the person to be interviewed is also speaking in Sepedi. That way, the women listeners at home will be able to understand."*

This strategy aligns with existing literature, which highlights the importance of using local languages in health communication to enhance comprehension and engagement among target audiences (Mkontwana & Sundani, 2023).

❖ **Having Women to Disseminate the Information**

Radio Turf prefers to have female presenters to disseminate healthcare information to women, especially on topics related to women's health. This approach helps create a relatable and comfortable environment for women listeners.

Interviewee 2, the programmes manager explained, *"Because we deal with matters of health that concern women, like reproductive health, the presenter must also be a woman so that even you as a mother or sister sitting at home, you will be comfortable listening to a person who has a similar understanding of what you are going through."*

Research supports this practice, indicating that women are more likely to trust and engage with health information when it is presented by someone of the same gender, especially on gender-specific health issues (Nirmala, 2015).

❖ **Extension of Time on Air**

The chief producer mentioned the potential for extending the airtime of health programmes to ensure comprehensive coverage and understanding of the topics discussed.

Interviewee 1, the Chief Producer, noted, *"Our interviews are usually 7 minutes long, but we can give it a stretch of 15 minutes if it will not interrupt the upcoming shows or features of the production."*

Extending airtime allows for more in-depth discussions and can significantly enhance the audience's understanding of complex health issues (Smith et al., 2011: 196-197).

❖ **Allowing Listeners to Communicate**

Engaging listeners through direct communication with the radio station and among themselves is another effective strategy to ensure understanding and clarity.

Interviewee 1, the Chief Producer, highlighted, "*Radio Turf is a station that offers the community a platform to engage with us and also engage with each other. The women listeners usually contact the station when they feel like they do not understand what is being broadcast, and that way, they can get further clarity. They can call and explain to the healthcare professionals we feature on the programmes, concerning issues that they are facing, and the doctors and nurses will clarify if clarity is needed.*"

This practice is supported by literature, which suggests that interactive communication and community engagement are crucial for effective health information dissemination (Olaoye et al., 2023).

4.4.3 Theme 3: Challenges faced when producing and broadcasting healthcare programmes

❖ **Technical Issues**

Technical issues are a significant challenge for Radio Turf, affecting the production and broadcast of healthcare programmes.

Interviewee 1, the Chief Producer, indicated, "*When we are constantly disturbed by these technical issues, it costs listeners a lot as they are missing out on important information. It also costs the station because the listeners will get to a point where they deem us unreliable as we might be disrupted at times when they need us the most.*"

The station manager added that load shedding and network disruptions are recurring problems that hinder the station's ability to operate smoothly and deliver content consistently.

This aligns with findings from the literature, which emphasise that technical challenges such as power outages and network failures can severely disrupt the delivery of vital health information via community radio stations (Mathibe, 2020).

❖ **Lack of Staff**

A shortage of staff is another critical issue faced by Radio Turf. The lack of enough personnel affects the station's ability to produce and present healthcare programmes effectively.

Interviewee 1, the Chief Producer, expressed, *"Sometimes as a chief producer, I have to get out of my office to go and present a show because we cannot get hold of a presenter."*

The station manager highlighted that the station relies heavily on students for training, who often leave once they gain enough experience, leading to a constant turnover of staff. Literature supports these observations, noting that community radio stations often struggle with staffing issues due to limited financial resources and reliance on volunteer or trainee staff (Moffat, Moffat, Osunkunle, & Mutina, 2024).

❖ **People are afraid of opening up**

The fear of opening up about personal health issues, especially HIV/AIDS, remains a challenge for engaging listeners in health programmes.

Interviewee 3, a female Presenter, noted, *"There is still a challenge of people being afraid to come on air and open up about their health issues such as HIV/AIDS because they are afraid of facing stereotypes in the community."*

This fear is consistent with literature that discusses the stigma associated with certain health conditions, which can prevent individuals from seeking help or sharing their experiences publicly (Kontomanolis, Michalopoulos, Gkasdaris, & Fasoulakis, 2017).

❖ **Lack of time**

The presenter of a magazine show covering health programmes expressed concerns about the insufficient time allocated to healthcare shows.

Interviewee 3, the Presenter, mentioned, *"There is no programme dealing specifically with women's healthcare. The only time we get to talk about women's health issues is when I am presenting a magazine show which deals with a lot of topics and only allocates a maximum of 30 minutes for women's health on certain days."*

Allocating more time to health programmes, especially those focusing on women's health, could enhance the depth and effectiveness of the information shared. Literature indicates that dedicated airtime for health topics can significantly improve public health awareness and engagement (Smith et al., 2011: 196-197).

❖ **Financial constraints and unavailability of health experts**

Financial limitations and the unavailability of health experts are additional challenges that affect the quality and consistency of healthcare programmes. The Chief Producer pointed out that the station struggles with financing, which limits their ability to invite doctors and health experts regularly. The scarcity of experts to discuss sensitive health issues and rare diseases further hampers the station's ability to provide comprehensive health information. Financial constraints are a common issue in community radio, impacting their operational capacity and content quality (Moffat et al., 2024).

4.4.4 Theme 4: How Radio Turf measures the impact of healthcare programmes on women listeners.

❖ **Number of Calls Received for Each Health Programme**

One of the primary methods Radio Turf uses to measure the impact of its healthcare programmes is by monitoring the number of calls received during broadcasts.

Interviewee 4, another Presenter, indicated, *"If we are presenting a health programme and we ask people to call, the more people call in, the more we are assured that they do listen to our health programmes and the information is having a great impact on them as they are listening attentively and responding."*

This approach is supported by literature that highlights the importance of listener engagement as a key metric for assessing the effectiveness of radio programmes.

Increased call-in rates can signify heightened interest and engagement from the audience, reflecting the programme's relevance and impact (Bamigboye & Osunkunle, 2021).

❖ **Comments on Social Media**

The chief producer explained that social media comments are another important indicator of the impact of healthcare programmes.

Interviewee 1, the Chief Producer, mentioned, *"It is not easy to measure the impact, however, listeners' comments on social media like Facebook comments and WhatsApp messages and calls prove to us that they got the message we are trying to disseminate."*

Social media has become an essential tool for gauging audience feedback and engagement. Studies show that social media platforms provide valuable real-time insights into audience reactions and can help broadcasters understand the effectiveness of their content (Radelius, 2015).

❖ **Attendance at Health Campaigns**

Radio Turf also measures the impact of its healthcare programmes through the number of women attending health campaigns run by the station.

Interviewee 2, the programmes manager shared, *"We run campaigns, for example, the campaigns we have at Paledi mall where we team up with other organisations like Thuthuzela, other organisations inviting us on their campaigns. By looking at the number of people who come and participate and those who entertain the campaigns on social media, we can then conclude on the impact we have on the community."*

Health campaigns serve as a direct measure of engagement, where attendance and participation can indicate the reach and influence of the radio programmes. Literature suggests that community engagement in health campaigns reflects the level of trust and value the community places on the information provided by the radio station (Medeossi et al., 2014:2).

❖ **Listener Engagement and Behaviour Change**

Beyond immediate feedback mechanisms like calls and social media comments, long-term behaviour change among listeners is a crucial measure of the impact of health communication. Literature highlights that effective health communication should lead to measurable changes in health behaviours, such as increased health screenings, improved hygiene practices, or higher vaccination rates (Ziba, 2015).

❖ **Continuous Improvement and Feedback Loops**

Radio Turf could benefit from establishing structured feedback loops, where ongoing listener feedback is systematically collected, analysed, and used to improve future programming. The literature emphasises the importance of iterative feedback processes in enhancing the effectiveness of health communication programmes (Nyirenda, Makawa, & Chapita, 2018). Implementing regular surveys and focus groups can provide deeper insights into the needs and preferences of women listeners.

4.4.5 Theme 5: How Radio Turf decides which healthcare topics to cover.

❖ **Checking Health Information Lacking in the Community**

Radio Turf prioritises identifying gaps in healthcare information within the community to prevent misinformation and promote informed health decisions.

Interviewee 2, the programmes manager, indicated, “*We have so far been able to spot various diseases especially these rare diseases that the community does not have enough information and knowledge of, and we make it a priority to inform them about the unknown conditions and how to deal with them.*”

This approach aligns with the principles of community-based participatory research (CBPR), which emphasises the importance of addressing specific health needs identified by the community (Burke, Hess, Hoffman, Guizzetti, Loy, Gielen, Bailey, Walnoha, Barbee, & Yonas, 2013). By focusing on gaps in health knowledge, Radio Turf ensures its programming is relevant and beneficial.

❖ **Researching Health Information of Community Interest**

The station also emphasises researching healthcare topics that are of particular interest to the community, ensuring that the content resonates with listeners' needs and preferences.

Interviewee 5, the Station Manager, mentioned, *"Community radio is meant to serve the community with everything they are interested in, therefore it is only fair that the radio station goes out and conducts research about what healthcare topics community members enjoy touching base on and then deliver the information to them on air."*

This strategy is consistent with the idea that health communication should be audience-centred, tailoring content to the interests and concerns of the target audience to enhance engagement and effectiveness (Rajana et al., 2020:1522-1526). Engaging with community members to understand their health interests helps Radio Turf to remain relevant and supportive of its listeners.

❖ **Audience-Centered Health Communication**

Effective health communication is built on understanding the audience's needs, preferences, and cultural contexts. Tailoring messages to these factors increases the likelihood of the information being received, understood, and acted upon.

Literature underscores the importance of audience-centred approaches in health communication, which involve actively engaging the audience in the content creation process and addressing their specific concerns (Fox, 2019:89-123; Villar, 2021).

❖ **Importance of Continuous Needs Assessment**

Regularly assessing community needs ensures that the information provided remains current and relevant. This can involve surveys, focus groups, and community meetings to gather input on emerging health issues and interests. Continuous needs assessment is critical for dynamic health communication strategies, enabling adjustments based on the evolving needs and preferences of the community (Fox, 2019; Sada, 2022).

4.4.6 Theme 5: Role played by community radio to disseminate healthcare information to women.

❖ Awareness Raising

Community radio plays a critical role in raising awareness about health issues among women. This is fundamental in helping women recognise the importance of taking proactive measures to safeguard their health.

Interviewee 1, the Chief Producer, indicated, *“The main purpose here is to raise awareness. Women need to be aware that when it comes to their health, there are certain things they need to do to take care of themselves. For example, women need to be aware that they need to be on the lookout for certain infectious diseases and if they catch the diseases, they have to be aware of the importance of keeping themselves healthy and avoiding infecting other people.”*

This aligns with research emphasizing that community media effectively enhances health awareness, especially in marginalised communities where access to mainstream health information is limited (Ouchene et al., 2024).

Interviewee 2, the programmes manager, added, *“Women should acquire enough healthcare information and community radio is striving to tell them, an example is the topic of the importance of women getting their children vaccinated against measles, polio, and all that.”*

Awareness campaigns through community radio can lead to significant behavioural changes, as they provide a platform for continuous education and engagement (Bugshan, Qahtani, Alwagdani, Alharthi, Alqarni, Alsuat, Alqahtani, Alshammari, Albaqami, & Almotairi, 2022).

Interviewee 5, the Station Manager, shared, *“Radio Turf has been on a march with Mankweng hospital to raise awareness on breastfeeding, that is what a community radio should do, play a role in women’s awareness on healthcare.”*

❖ Education

Educational initiatives through community radio provide vital health knowledge that empowers women to make informed health decisions. This role is crucial in areas where traditional educational resources are scarce.

Interviewee 4, the presenter, noted, *"Women are given a lot of education on air about their health and how to take care of it. An example is the issue of a pap smear. Many women do not know that they have to go to regular check-ups for cervical cancer and some are even afraid because they are not educated enough on the topic of pap smear."*

Educational broadcasting aligns with theories of health communication that emphasise the role of media in educating the public about health issues, thus promoting health literacy (Afrooz, Soleimani, Hatami, & Namvar, 2023).

Interviewee 1, the Chief Producer, emphasised, *"Health education is as important as the other roles community radio plays on women. He believes that since the community radio was established, it has helped a lot in educating women because, in the olden days, women were unable to get enough education because of discrimination and gender inequality."*

The role of community radio in health education is well-supported by literature, which highlights how media can bridge gaps in health knowledge, especially for women who face systemic barriers to education (Ohaja, Senkyire, Ewetan, Asiedua, & Azuh, 2022).

❖ Information

Providing reliable health information is another key function of community radio. This ensures that listeners receive accurate and relevant health updates.

Interviewee 3, a Female Presenter, shared her experience, *"Community radio plays a very big role in informing its listeners. I was also a woman listener of a community radio before I was a presenter. I gained a lot of information from the station that I never thought I would hear on a community radio."*

The dissemination of health information via community radio is vital in promoting health awareness and preventive health behaviours among women (Ouchene et al., 2024).

❖ **Health Communication and Community Engagement**

Community radio serves as a participatory platform, fostering engagement between health experts and the community, thereby enhancing the effectiveness of health communication. Engagement in health communication is crucial for community empowerment and improving health outcomes (Olaoye et al., 2023). By involving community members in health discussions, community radio stations like Radio Turf can tailor their programming to address specific local health concerns.

❖ **Overcoming Barriers to Health Information**

Community radio can help overcome barriers to health information access, such as low literacy levels and limited access to healthcare services.

Community-based health education via radio is particularly effective in reaching women in rural areas, where traditional health education methods may not be as accessible (Rajana et al., 2020).

4.4.7 Theme 7: How Radio Turf ensures the information provided is accurate and reliable.

❖ **Collaboration with Health Professionals**

Radio Turf takes significant steps to ensure that the health information they disseminate is accurate and reliable by collaborating closely with health professionals. This strategy aligns with best practices in health communication, which emphasise the importance of sourcing information from credible experts (Olaoye et al., 2023:7).

Interviewee 1, the Chief Producer, indicated, *"To ensure that the health information we are disseminating is accurate and reliable, we ask for medical advice from health professionals and invite them on our shows, especially the talk shows."*

This approach is supported by literature which suggests that the involvement of healthcare professionals in media can enhance the credibility and accuracy of health information, thereby fostering greater trust among the audience (Olaoye et al., 2023:7).

Interviewee 2, the programmes manager, added, "*We work with doctors from Mankweng Hospital since they are knowledgeable in the field of health, and they are aware of the health issues that are affecting the community the most.*"

Engagement with local health professionals ensures that the information shared is not only accurate but also relevant to the specific health concerns of the community, which is crucial for effective health communication (Rajana et al., 2020)

❖ **Inviting Health Experts on Shows**

Radio Turf invites various health experts to participate in their shows, providing listeners with direct access to professional advice and insights.

Interviewee 3, a Presenter, shared, "*Apart from Mankweng Hospital doctors, we invite nurses from the University of Limpopo Health Centre and psychologists from D-block at the university as well as dieticians.*"

This practice aligns with the concept of participatory communication, which involves engaging experts and community members in dialogue to enhance the dissemination and understanding of health information (Ziba, 2015:25-27).

❖ **Importance of Expert-Led Health Communication**

Expert-led health communication is essential in ensuring the accuracy and reliability of health information. It helps mitigate the spread of misinformation and provides a platform for evidence-based health education. Research indicates that health messages delivered by medical professionals are more likely to be perceived as credible and are more effective in promoting positive health behaviours (Olaoye et al., 2023).

❖ **Role of Community Radio in Health Education**

Community radio serves as an essential medium for health education, especially in underserved areas. By leveraging local health experts, community radios like Radio Turf can deliver tailored health messages that resonate with the local population. The involvement of local experts ensures that the health information is culturally relevant and accessible, which is critical for effective health communication in diverse communities (Rajana et al., 2020).

4.5 DOCUMENT ANALYSIS

An Overview of Radio Turf

To adequately analyse the archive records of Radio Turf, it is imperative to have a brief overview of the radio station. This will provide an understanding between the radio station and its listeners. Radio Turf is a community radio based at the University of Limpopo campus. It was established in 1994 and it operates on a frequency of 103.8 FM. As a community radio station, it is set to broadcast in Sepedi (Northern Sotho) because its community is Sepedi-speaking. It serves males and females of all ages with the intention to educate, inform, and entertain. According to the constitution of Radio Turf (1994), Radio Turf has a mandate to promote ideas, principles, and roles of the community to promote democracy, development, and empowerment of the community. Radio Turf covers all sectors including Health, science, agriculture, music, finance, and social issues, among others.

Theme 1: Monthly report

❖ Operational Challenges Faced by Radio Turf

The monthly report from Radio Turf for March 2022 provides a comprehensive overview of the station's operations, highlighting both challenges and successes. Analysing this report thematically helps in understanding the broader context in which the station operates, particularly concerning the dissemination of healthcare information.

❖ Technical Challenges

One of the prominent issues reported was technical challenges, including load shedding and network disruptions. These issues significantly affected the station's ability to broadcast smoothly.

The report states, "*Technical challenges affected the presenters' shows, specifically load shedding and network issues which disturbed presenters from going on air on time.*"

Such challenges are not unique to Radio Turf and are often encountered by community radio stations, especially in regions with unstable infrastructure. According to Mathibe

(2020), technical issues can severely hinder the effectiveness of community radio in disseminating vital information, including healthcare messages.

❖ **Staff Shortage and Commitment Issues**

Another major challenge was the shortage of staff, primarily due to student trainees taking study leave, and a lack of commitment from some presenters.

The report mentions, *"A lack of commitment from the presenters was detected as some would go to other provinces or get involved in other activities without informing the chief producer."*

The reliance on student trainees, while beneficial for providing training and experience, can lead to operational instability when these trainees are unavailable. This challenge underscores the need for a more stable and committed workforce to ensure consistent programming.

❖ **Impact on Health Programmes**

These operational challenges inevitably impacted the station's ability to deliver its health programmes effectively.

As noted in the report, *"All these challenges affected the way Radio Turf ran and broadcasted its programmes, including their health programmes."*

The disruption of health programmes due to technical and staffing issues can undermine the station's role in providing crucial health information to the community. This is particularly significant given the role of community radio in health communication, as highlighted by Oliveria Neto & Pinheiro (2013) who emphasise the importance of reliable and consistent health messaging.

❖ **Positive Developments**

Despite these challenges, there were positive developments reported, such as the induction of a new trainee and commendable performance from one of the presenters.

The report notes, "*On the brighter side, they were able to take in one trainee, and they observed a good job from one of the presenters.*"

These positive developments indicate resilience and a commitment to maintaining the quality of broadcasting even under challenging circumstances.

Community radio plays a crucial role in health communication, especially in underserved areas. It provides a platform for disseminating health information that is accessible and relevant to the local community.

Research by Rahman (2020) highlights that community radio can significantly improve health outcomes by raising awareness, providing education, and fostering community engagement.

❖ **Strategies for Overcoming Operational Challenges**

To mitigate the impact of technical and staffing challenges, community radio stations can adopt several strategies, such as seeking alternative power sources to counter load shedding and implementing robust staff training and retention programs. According to Kruger (2013:20-26), investing in technical infrastructure and building a committed workforce is essential for the sustainable operation of community radio stations.

The monthly report from Radio Turf for March 2022 reveals significant operational challenges, including technical issues and staff shortages, which impacted the station's ability to broadcast its programmes, including health information. Despite these challenges, the station demonstrated resilience and a commitment to delivering quality content. Understanding these operational dynamics is crucial for developing strategies to enhance the effectiveness of community radio in health communication.

Theme 2: Weekly programming schedule.

The weekly programming schedule from Radio Turf provides a detailed overview of the station's planned broadcasts, including programme descriptions, presenter names, and language use. Analysing this schedule thematically reveals key insights into how the

station integrates healthcare information into its programming and its efforts to reach diverse audiences.

❖ **Promotion of Local Languages**

One notable aspect of the programming schedule is the balanced use of English and Sepedi, which reflects the station's commitment to promoting local languages while catering to English-speaking listeners.

The Midnight Express show, for example, uses 40% English and 60% Sepedi, demonstrating the station's effort to be inclusive and culturally relevant. This bilingual approach is crucial in ensuring that healthcare information reaches a wider audience. As Mkontwana et al. (2023:180) highlight, using local languages in health communication enhances understanding and engagement among community members.

❖ **Health Content Integration**

While health-related content is integrated into several shows, there is no dedicated programme exclusively focusing on healthcare or women's health. The programme "Areitsosheng," which airs between 9 am and 12 pm, covers a variety of topics, including health, and aims to empower women by providing a platform for live community interactions. The lack of a specific healthcare programme might limit the depth and continuity of health education provided to listeners. Research by (Aliyi, Dassie, Deressa, Debela, Birhanu, Gamachu, Eyeberu, Ayana, Fekredin, & Mussa, 2023) emphasises the importance of dedicated health programmes in community radio to ensure consistent and comprehensive health messaging.

❖ **Audience Engagement and Participation**

The programming schedule highlights efforts to engage listeners actively, particularly through live interactions and interviews with health workers. "Areitsosheng" allows for live community engagement, either in the studio or via phone calls, which helps make the programme interactive and responsive to listeners' needs. This interactive approach aligns with the principles of participatory communication advocated by Dalene (2007),

where community radio serves as a platform for dialogue and active participation, enhancing the impact of health information dissemination.

❖ **Target Audience and Programming Focus**

The scheduling also reflects targeted efforts to reach specific demographic groups, with different programmes aimed at varying age groups and interests. "The Midday Experience," which broadcasts entirely in English and targets listeners aged 15 to 49, dedicates its last hour to campus life, indicating a focus on younger, educated listeners.

The show "Route 326," broadcasting 70% in English, includes health content but does not solely focus on healthcare. This dispersed approach might dilute the effectiveness of health messaging for women specifically, who might benefit from more tailored programming. Establishing dedicated healthcare programmes can significantly improve the quality and consistency of health information dissemination. According to Olaoye et al. (2023), targeted health programmes are essential in addressing specific health needs and concerns, particularly for vulnerable groups like women.

❖ **Enhancing Community Radio's Role in Health Communication:**

To further enhance its role in health communication, Radio Turf could consider expanding its health-related content and potentially creating dedicated health programmes. This could involve collaborations with local health institutions and experts to provide accurate and reliable health information, as suggested by Kruger (2013).

The weekly programming schedule of Radio Turf reveals a thoughtful integration of health content across various programmes and a commitment to promoting local languages. However, the absence of a dedicated healthcare programme might limit the station's ability to provide comprehensive health education, particularly for women. Enhancing the station's health communication strategy by establishing dedicated health programmes could significantly improve the reach and impact of health information among the community.

4.5 CONCLUSION

This chapter used text to analyse and represent data that was collected using In-depth interviews with Radio Turf personnel, Focus group interviews with women listeners, in-depth interviews as well as document analysis. The data was presented in themes using inductive thematic analysis. From this chapter, the researcher was able to analyse the perception of community members of the Mankweng community on the role of community radio when disseminating health issues on communicable diseases. The researcher also analysed the role Radio Turf has been playing in the community of Mankweng including the challenges they have been facing and the opportunities that they have created using data from archive records namely the station's monthly report and the weekly programming schedule. Data that was analysed and presented lines up with the aim and objectives of the study and will enable the researcher to derive a conclusion and recommendations for the study in the next chapter.

CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The purpose of this chapter is to present an overview of the study based on the results presented in chapter 4 of the study. It presents a summary of the key findings and study limitations. It also draws conclusions from findings and makes recommendations for future studies.

5.2 SUMMARY OF KEY FINDINGS

This analytic study aimed to provide a comprehensive analysis of the effectiveness of community radio as a tool for disseminating healthcare information on communicable diseases to women, specifically on Radio Turf. The results of the data collected for the study have noted the following:

5.2.1 Women listeners

The qualitative research findings from Radio Turf in Mankweng reveal several key insights into how community radio serves women in disseminating healthcare information on communicable diseases:

Program Duration and Content: Women listeners expressed dissatisfaction with the short duration of health programmes on Radio Turf. They felt that these limitations hindered comprehensive coverage of health topics, particularly communicable diseases. This suggests a need for longer and more focused programmes to ensure thorough discussion and understanding (Smith, Menn, & McKyer, 2011).

Language Accessibility: The use of local languages, particularly Sepedi, was highlighted as crucial for effective communication with the community. Women listeners preferred presenters who could fluently speak Sepedi, enabling them to better understand and engage with the health information broadcasted (Mkontwana & Sundani, 2023:180).

Representation and Relatability: Having female presenters was seen as essential for addressing women's health issues. As supported by literature from Nirmala (2015),

female presenters were perceived to better understand and communicate the health concerns of women, enhancing relatability and trust among listeners.

Engagement and Interaction: Listeners valued opportunities to engage with Radio Turf through call-ins and community discussions. This interaction not only provided clarity on health information but also fostered a sense of community involvement and empowerment among women listeners (Jape, 2024:1-3).

Information Dissemination and Education: Radio Turf was recognised for its role in educating women about preventive healthcare measures, such as vaccinations and regular check-ups. The station's programming aimed at raising awareness and providing practical health advice contributed significantly to women's health literacy in the community, as supported by Fombad et al. (2016) when they noted that community radio can play a significant role in educating women, as well as Ziba (2015) who believes that community radio plays a critical role in health communication and health literacy.

Challenges and Improvements: Despite the positive impact, challenges such as technical issues and staffing shortages were noted to affect programme delivery. Addressing these challenges could potentially enhance the station's effectiveness in delivering healthcare information to women (Ishengoma, 2024).

Radio Turf plays a vital role in disseminating healthcare information on communicable diseases to women in Mankweng. By addressing the preferences for longer programmes, local language use, female representation, and interactive engagement, the station can further improve its impact on women's health awareness and education in the community (Abiya, 2012). Avoiding repetition of certain health topics when broadcasting as noted by a participant could also improve the interest of listeners in the community radio's content.

5.2.2 Radio Turf personnel

Qualitative research findings regarding Radio Turf personnel responses highlight several important insights into their perspectives and practices:

- ❖ **Commitment to Health Education:** Radio Turf personnel demonstrate a strong commitment to health education through their programming. They prioritise planning and scheduling health-related content to ensure it reaches a wide

audience. This proactive approach underscores their dedication to using the radio platform effectively for health dissemination (Ajisafe, 2021).

- ❖ **Collaboration with Healthcare Professionals:** Radio Turf's personnel emphasise the importance of collaborating with healthcare professionals, such as doctors and nurses from local institutions like Mankweng Hospital and the University of Limpopo Health Centre. These collaborations ensure that the health information broadcasted is accurate, reliable, and relevant to the community's health needs (Rajana et al., 2020).

- ❖ **Language and Cultural Sensitivity:** There is a clear acknowledgement of the need to use local languages, particularly Sepedi, to effectively communicate health information. By ensuring that presenters and guests speak in a language understood by the community, Radio Turf enhances accessibility and engagement among listeners (Ezra and Joel, 2024; Ishengoma, 2024).

- ❖ **Community Engagement Strategies:** Radio Turf personnel utilise various strategies to engage the community, including call-in shows and community campaigns. These initiatives not only allow for direct interaction with listeners but also facilitate feedback and discussion on health topics, promoting community involvement and empowerment (Iqbal and Bilali, 2017).

- ❖ **Challenges and Adaptations:** Personnel recognise challenges such as technical issues and staffing shortages that impact programme delivery. Despite these challenges, they strive to adapt by extending programme durations or finding alternative ways to deliver content, demonstrating flexibility and resilience in their approach to health communication.

Radio Turf personnel at Mankweng play a pivotal role in disseminating healthcare information on communicable diseases to women through proactive planning, collaboration with healthcare professionals, language sensitivity, and community engagement strategies. Their efforts underscore the importance of community radio as a trusted source of health information and education in enhancing health literacy and promoting preventive healthcare practices among women in the region as supported by Ajisafe's (2021) paper.

5.3 CONCLUSION

The role of community radio, exemplified by Radio Turf in Mankweng, Limpopo Province, South Africa, in disseminating healthcare information on communicable diseases to women is pivotal and multifaceted. Through qualitative research findings, it becomes evident that Radio Turf serves as a critical platform for health education, awareness, and empowerment among women in the community. Radio Turf's commitment to health education is underscored by its strategic programming and scheduling of health-related content. By dedicating specific time slots and featuring healthcare professionals as guests, they ensure that listeners receive accurate and up-to-date information on various health issues, including communicable diseases.

This proactive approach not only addresses immediate health concerns but also contributes to long-term health literacy enhancement among women. Collaboration with local healthcare institutions, such as Mankweng Hospital and the University of Limpopo Health Centre, further enhances the credibility and relevance of the information broadcast. By leveraging the expertise of medical professionals, Radio Turf ensures that the healthcare information provided is trustworthy and tailored to the community's needs.

Language and cultural sensitivity are integral to Radio Turf's approach, with a deliberate use of Sepedi and other local languages to reach and engage a diverse audience effectively. This linguistic inclusivity fosters better understanding and uptake of health messages among women, who may otherwise face barriers due to language differences.

Community engagement emerges as a cornerstone of Radio Turf's outreach efforts. Through interactive shows, call-in sessions, and community campaigns, they facilitate

direct communication with listeners, encouraging participation and feedback. This two-way communication not only strengthens the bond between the station and its audience but also allows for continuous adaptation and responsiveness to community health concerns. Despite operational challenges such as technical issues and staffing shortages, Radio Turf demonstrates resilience and adaptability in delivering its healthcare programmes. These challenges highlight the station's dedication to overcoming obstacles to ensure consistent and impactful health communication.

Radio Turf plays a crucial role as a community radio station in Mankweng by effectively disseminating healthcare information on communicable diseases to women. Through strategic programming, collaboration with healthcare professionals, cultural sensitivity, and robust community engagement, Radio Turf contributes significantly to promoting health awareness, empowering women with knowledge, and fostering healthier communities overall. As community radio continues to evolve, Radio Turf stands as a model for leveraging media for public health education and advocacy in local contexts.

5.4 RECOMMENDATIONS

The limitations of this present study can be tended to in future research by increasing the number of participants so that the study can be broad and inclusive. Listeners who believe that Radio Turf does not perform well in covering health topics to the listeners' satisfaction should not be ignored but the issue could rather be examined because there could be considerable reasons why community radio gives health communication minimum coverage, especially on communicable diseases to women.

Even though some challenges like the lack of doctors to interview are beyond the station's control, some of the challenges could be attended to so that the station can successfully play a positive role in the lives and health of women listeners. Radio Turf could work on the challenges it is facing by improving the technical side of the station and having presenters sign binding contracts that will limit the inconsistency of presenters. They could try to hire enough executive staff to ensure the smooth running of the station. Financial constraints could be decreased by the station drawing up good proposals and using them to approach NGOs and other organisations to help fund them.

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APPENDIX A: CONSENT FORM

Candidate: Miss Malatji PI

Faculty of Humanities

School of Languages and Communication

Department of Communication, Media, and Information Studies

University of Limpopo

Private Mail Bag X 1106

Sovenga

0727

E-Mail Address: poseletsomalatji642@gmail.com

Mobile phone number: 064 606 0319

You are invited to be a participant in the masters research which will assist the researcher to collect data and complete the study. If you give consent to help the researcher fir this study, please record your agreement in this consent form and letter of request below. Your participation will be much appreciated.

I _____ agree to volunteer to participate in this research from the University of Limpopo. I understand that the purpose of this research is to analyse the role of Radio Turf in disseminating health care information on communicable diseases to women in Mankweng community. Furthermore, I understand that the information I am going to provide will be used as data to achieve the objectives of the research.

Moreover, I understand that:

1. My participation is voluntary, and that I will not gain any kind of compensation from the researcher or the university.
2. The purpose and nature of the research was explained to me well in writing and I was given the opportunity to ask questions about the study.
3. I am allowed to withdraw my participation if I feel threatened, not comfortable, or for any personal reason. My withdrawal will not negatively affect my relationship with the university or the researcher.
4. I can withdraw permission for my data to be used from my interview within two weeks after the interview, and in that case the data will be deleted.
5. The responses I give the researcher will be recorded for data collection purposes with my consent. I will not be forced to answer every question I am asked by the researcher.
6. I give permission for my interview to be recorded in writing and information to be used solely for research purposes, and I have the right to request for the research copy once completed.
7. I will remain anonymous, and the researcher will protect my identity by keeping it confidential throughout the research data collection, analysis, results, and recommendation.
8. Signed consent forms and original recordings of documents will be retained at my disposal until the exam board confirms the results of my thesis.

Participant signature

Date

I, Poseletso Innocent Malatji, clarified the scope of the research to the participant and thoroughly explained his/her rights when he/she takes part in the research data collection as a voluntary participant. He/ she agreed to the terms and conditions, as well as his/her rights before participating in the study.

Kind regards,

Researcher

Signature

Date

APPENDIX B: INTERVIEW GUIDE

NAME OF RESEARCHER: Malatji Poseletso Innocent
STUDENT NUMBER:
TITLE OF THE STUDY: An analysis of the role of community radio on the dissemination of health care information on communicable diseases to women in Mankweng: A case of Radio Turf.
SYNOPSIS OF THE STUDY: This study aims to analyse the role community radio plays in disseminating healthcare information on communicable diseases to women in the respective communities.
The study wants to examine the ways in which community radio has been playing a role in disseminating health-related information to women in their communities. It gives specific focus to communicable diseases. The study aims to point out some of the challenges and opportunities women and community radios face when gathering and disseminating information on healthcare, and communicable diseases. The study also wishes to record the performance of the community radio in disseminating information on communicable diseases to women in Mankweng to give accurate recommendations for the future development of radio and society.

Confidentiality and Anonymity

This interview guide serves as a data collection tool for a study in Masters Arts (Media Studies) at the university of Limpopo. Participants are given rights to be anonymous and keep their information private, which the researcher will abide by when interviewing the participants and using their information solely for the

research study. The research has ethical considerations of which include privacy and confidentiality, which the researcher takes into consideration when completing the research. Participants are not going to be forced to complete this questionnaire, therefore, they are requested to maintain honesty throughout the interview.

SECTION A: DEMOGRAPHIC INFORMATION

1. Age

18-20 years	1
21-30 years	2
30-35 years	3
Other, please specify	4

2. GENDER

Female	1
Male	2
Other	3

3. Highest qualification

Matric	1
Certificate	2
undergraduate	3
Postgraduate	4

Other, please specify:	5
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SECTION B: QUESTIONS FOR RADIO TURF PROGRAMMES MANAGER, STATION MANAGER AND PRESENTERS

- 1.How does your radio station decide which healthcare topics to cover on air?
- 2.In your opinion, what role does community radio play in disseminating healthcare information to women?
- 3.How do you ensure that the healthcare information you provide on air is accurate and reliable?
- 4.Can you share any success stories or feedback from women listeners who have benefited from your healthcare programmes?

SECTION C: QUESTIONS FOR RADIO TURF CHIEF PRODUCER

- 1.Can you describe the process you go through to prepare a healthcare programme for broadcast?
- 2.How do you ensure that the healthcare information is presented in a way that is accessible and understandable to women listeners?
- 3.What challenges have you faced in producing healthcare programmes for community radio?
- 4.How do you measure the impact of your healthcare programmes on women listeners?

SECTION D: QUESTIONS FOR WOMEN LISTENERS

- 1.How often do you listen to Radio Turf and why?
- 2.How often do you listen to healthcare programmes on community radio and why?

3. What types of healthcare information are you most interested in hearing about on the community radio?

4. What new information have you learnt about a communicable disease from a community radio programme?

5. What behaviour have you changed or what action have you taken based on the healthcare information you heard on the radio?

6. How do you think community radio can better serve women in terms of disseminating healthcare information on communicable diseases?

APPENDIX C: REQUEST LETTER

Dear station manager,

I am writing to request access to the archive records of Radio Turf for my Master of Arts research. As a student studying media studies, I have interest in analysing the role of community radio in disseminating healthcare information to women in Mankweng, I believe that Radio Turf's archival records would contribute as a valuable resource for this study.

I am interested in thoroughly analysing the station's programming, community outreach initiatives on healthcare content, and the impact of community radio on local community over the past 5 years. I understand that your station has been broadcasting for many years and therefore has a rich history, I also believe that your archive records will provide a unique perspective on community radios' dissemination of information to their respective communities in Limpopo and in South Africa as a whole.

If possible, I would like to request access to the following materials:

1. Programme guides and schedules.
2. Audios recordings of past healthcare broadcasts.
3. Healthcare and other promotional materials.
4. Records of community outreach initiatives.

I assure you that any materials provided will be treated with respect and confidentiality and will be used solely for academic purposes. I am willing to sign any necessary agreements of confidentiality, or any other document related.

Thank you for taking your time in considering my request. I look forward to hearing from you soon.

Sincerely, Malatji Poseletso Innocent

APPENDIX D: WEEKLY PROGRAMMING SCHEDULE RADIO TURF



Office Of the Chief Producer

Private Bag X1106, Sovenga 0727, Phone: (015) 268 3153

Cell: 082 887 8641, Fax: 015 268 2595

Email: peter.maluleka@ul.ac.za, www.ul/radioturf.ac.za

Weekly program schedule including program description, presenter name and programming format split.

MIDNIGHT EXPRESS

Time of the Show: 00h00 – 03h00

Period of the show: 3 hours

Host: Mr. Peter Maluleka

Programme Content

It is a midnight show. It entails issues that educate and be of interest to students who are studying, night shift nurses, police officers, security officers and others who are working. The show should raise topics which are in a way controversial and at the same time building the community. There should be tips on how to stay awake. Study tips, protecting

and maintaining quality love relationships and general tips. Open line discussions. The show should be 80% music and 20%.

Language and music: 50% English and 50% Sepedi and music should be strictly soul, R&B and Ballard.

Audience and objective show

Audience from the age of 18 to 65 years. The objective of the show is to give people the tips on how to get through the night, motivate and inform them.

MPHATLALATSANE

Time of the show: 03h00 – 06h00

Period of the show: 3 hours

Host: Mr. Nehemiah Mogano

Programme content

It is a musical programme that update of morning situation, road safety tips, office and daily routine tips, business tips and dedications and shout outs. Updates on new stories.

Language and Music: 90% Sepedi and 10% English and Music should be RNB, Soul, Ballard, and Afro jazz.

Audience and objective of the show

Audience from the age of 18 to 35 years. The objective of the programme is to interact with the party animals and entertain them.

The Early Risers Show

Time of the show: 06h05 – 09h00

Period of the show: 3 hours

Host: Mr. Michael Nkuna

Program content.

ERS is a current affairs program presented in a conventional and entertaining way to ensure a light mood for the listeners. Both local, national, and international information ranging from economics, politics, business, and current stories should be dealt with. Local, regional, and national news headlines and updates, local, regional, and national sports headlines and updates and weather (local Limpopo province and traveler's overall weather updates. Entertainment news includes both local and international celebrity's news. A listener is allowed to call on the topic of the day. The topic should be about everyday experience or observations. Birthday dedications through phone calls and SMS. Sports updates are to be covered every hour. Business updates should be every hour. There should be at least two interviews that are of community interest, particularly dealing with community building. It could be educational, social, financial, and others. Local businessmen will be interviewed once a week to discuss about challenges faced in the industry. The programme should be 60% talk and 40% music.

Language and music: 20% Sepedi and English 80%. Music should be upmarket/contemporary R&B, commercial house, kwaito, and hip hop. The music should be 60% local and 40 % local.

Audience and objective of the show

Audience from the age of 15 to 59 years. The objective of the program is to educate, inform, update and at the same time entertain listeners.

AREITSOSHENG

Time of the show: 09h05 – 12h00

Period of the show: 3 hours

Host: Ms. Pulane Thema

Program content

It is a lifestyle magazine show that deals with issues such as health, finance, social issue, home safety/risks, hygiene, workers and housewives and children care should be dealt with.

The show can also cover issues that affect men. It should empower woman in many ways. Government departments, local NGOs/old age projects, burial societies, home based cares, greenery projects etc. should use the slot to talk to the community live in the studio or telephonically.

Thursday should be dedicated to women and focus on the religion and the topics ranging from healing, reviving spiritually. The programme should be 60% talk and 40% music.

Language and music: 100% Sepedi (apply to some of the names which cannot be converted into Sepedi language) and music should be Afro Jazz, African, soul, RnB.

Gospel and soul music on Thursdays only.

Audience and objective of the show

Audience from the age of 18 to 69 years. The objective of the program is to provide empowering and developing information the listener with knowledge and skills.

MIDDAY EXPERIENCE

Time of the show: 12h05 – 15h00

Period of the show: 3 hours

Host: Ms. Katlego Mothapo

Programme content

It is a lunch variety music show. It entails workplace, careers, road safety issues, lunch dedications and selection of songs. Community desk. Movies review, book review. The last hour focuses on campus life. Lunch time is where (various departments, events, SRC, peer counsellors, health centers, new developments)

Language and music: 100% English and music should be contemporary R&B and hip hop.

Audience and objective of the programme

Audience from the age of 15 to 49 years. The objective of the programme is to educate, inform, update, and entertain.

ROUTE 326

Time of the show: 15h05 – 18h00

Period of the show: 3 hours

Host of the show: Mr. Lesedi Mogashoa

Program content.

It is an edutainment show which entails youth issues such as career, relationships, health, health and interviewing of youth projects (youth clubs – arts, drama, and dances) local and traveler's weather, traffic updates, latest news updates, sports updates, gossips, quiz interviews of artists. Developing the listener and encouraging them by getting guests who can tell touching story like life after drugs, prison.

It mainly focuses on what has been happening throughout the day and what should the audience expect in their areas.

Language and music: 70% English, 30% Sepedi and music should vary from contemporary/deep house, kwaito to Hip Hop and contemporary R&B

Audience and objective of the show

Audience from the age of 15 to 35 years. The objective of the programme is to educate, inform, update, develop and entertain youth.

LEKGOTLA LA DIPOLEDISHANO

Time of the show: 19h00 – 20h00

Period of the show: 1 hour

Host: Mr. Karabo Mothapo

Program content

The show on Monday will focus on social issues and crime. It is purely a talk show that tackles issues which are of community interest. It focuses on issues which are burning and are affecting the community broadly. Guests/experts/panel should be invited in the studio to discuss the topics of the day and with their professions, experts/guests should simplify the topics the audience for them to understand at the end of the day. The community should be invited to participate by phoning in and discussing the issues with the presenter and experts/guests/panel.

Language: language should be 100% Sepedi unless the guests are non-Sepedi speakers and music should be less than 5% and strictly African or afro jazz.

Audience and objective of the programme

Audience from the age of 16 to 59 years. The objective of the programme is to educate and inform at the same time to empower the community.

TSA DIPAPADI

Time of the show: 20h00 – 21h00

Period of the show: 1 hour

Host Mr. Nicol Maimela

Program content

It is a purely sports show where all sporting codes should be broadcast. Interviews should be done through experts, captains, and legends either live or telephonically. Fixture, logs, rules, and daily updates. Audience should participate when necessary.

The show is 100% talk and strictly no music.

Language 100% Sepedi unless the guests speak English) unless the guests are nonSepedi speakers and music should be less than 5% and strictly African or afro jazz.

Audience and objective of the programme

Audience from the age of 16 to 59 years. The objective of the programme is to inform the community about their loved one who passed away and comfort them.

WINGS OF LOVE

Time of the show: 21h00 – 00h00

Period of the show: 3hrs

Host Mr. Martin Mosehle

Program content

It is a music show that deals with love. Topics should be raised to build and sustain relationships. Listeners should be allowed to take part in the issues raised. Listeners should have the option of selecting their favorite songs for their loved ones. The programme should be 70% music and 30% talk. The last 30 minutes must focus on heavy stuff that affects relationships.

Language: 100% and music should be strictly RNB, Soul, Ballads, and classics. Afro jazz.

Audience objective of the show

Audience from the age of 16 to 59 years. The objective of the programme is to promote and encourage love and to entertain people.

HOP FRENZY HIP

Time of the show: 20h00 – 22h00 Period of the show: 2 hours.

Presenter: Mr. Redson Nkhumeleni

Program content

It is a pure and strict hip hop show. It deals with specific issues relating to hip hop and rap. It will profile both local and national underground hip hop DJ's producers and artists. It will cover cypher sessions and other hip hop events. Interview hip hop lovers and followers as well as industry players.

Language and music: 90% English and 10% Sepedi. Music should be dominant of all latest music genres.

Audience and objective of the show

Audience from age of 15 to 35 years. The objective of the programme is to entertain young people and prepare them for the weekend mood.

THE DANCEFLOOR PARTY

Time of the show: 22h00 – 02h00

Period of the show: 4 hours.

Host. Mr. Karabo Mothapo

Program content

It is a music show with both national and international top and latest tunes. The programme should be 20% talk and 80% music. Listeners call in to tell where they are having fun and a nice time.

Language: 70% English and 30% Sepedi. Music should be strictly national and international house and Kwaito.

Audience and objective of the show

Audience from the age 16 to 35 years. The objective of the programme is to entertain people.

WEEKEND CRUISE

Time of the show: 02h00 – 06h00

Period of the show: 4 hours.

Host Mr. Sello Swartland

Program content

It is a musical programme that updates the audience on the on-going parties, bashes, gigs, and entertainment events. It should also inform the party animals of the precautions that should be taken for safety. Invitation of djs to forward their mix tapes to be played in the studio, the show should be loose, and everything goes by.

Language and music: 50% Sepedi and 50% English (slang) and music should be RnB, African, afro jazz, and flair of kwaito.

Audience and objective of the programme

Audience from the age of 16 to 35 years. The objective of the programme is to entertain people.

THE POWER BUTTON

Time of the show: 06h00 – 09h00

Period of the show: 3 hours.

Presenter/host: Ms. Refilwe Modipane

Program content

It is an infotainment show. Birthday messages and dedications should also be there. Local, national, and international events. Celebrity gossip, local and national news updates, sports updates, shopping tips, weather, and community announcements. This program is 50% talk and 50 % music.

Language and music: 80% English and 20% Sepedi and music should be RNB, hip hop, kwaito, and house.

Audience and objective of the programme

Audience from the age of 16 and 69 years. The objective of the programme is to get people educated, updated, and entertained. It is also the objective of the show to inform the community about issues happening.

MATSOBANA

Time of the show: 09h00 – 10h00

Period of the show: 1 hour

Presenter: Ms. Gloria Maponya

Programme content

It is a show dedicated to children. The show deals with all issues relating to children. They should get a topic that they will talk about. The presenter should tell stories, tales and things which are done at schools for the kids to familiarize themselves with the preschool situation. The pre scholars should be invited to the studio and share with other kids what is done at schools. Telephone lines should be opened for children to take part in the program and dedication should be allowed. Programme should be 90% talk and 10 % music.

Language and music: 100% Sepedi and music should be house and kwaito.

Audience and objective of the programme

Audience is from the age Of 2 to 7 years. The objective of the programme is to entertain, educate and build a foundation for children who will be going to preschools and primary schools.

MELODING YA SEOLWANA

Time of the show: 10h00 – 11h00

Period of the show: 1 hour

Presenter Ms. Patricia Leputu

Program content

It is an entertainment program that entertains the listeners with music mainly enjoyed at functions such as weddings, parties, and other joyful events. Invitations and announcements of events to be made. Events planning tips to be shared and expert to be called from time to time to come and share tips on how to make the best of their events with less budget.

Language and music: 100% Sepedi and music should be strictly wedding songs.

Audience and objective of the programme

Audience from the age of 16 to 89 years. The objective of the programme is to get people into a weekend mood and revive the spirit of celebrations and weddings.

REA KGONA DISABILITY SHOW

Time of the show: 11h00 – 12h00 Duration of the show: 1 hour.

Presenter: Mr. Kgabo Ramahoshi

Program content

It is an educational show. It is a disability program that deals with issues faced by disabled persons from place of work, homes, communities, universities etc. disability institutions

and government departments will participate in the programme. Listeners are expected to participate and ask questions.

Language and music: 100% Sepedi unless the guests are non-Sepedi speakers and music should be less than 5% and strictly African or afro jazz.

Audience and objective of the show.

Audience from the age of 15 to 59 years. The objective of the show is to make the public aware of the potential that disabled persons have and teach them on how to interact with disabled persons daily.

TOP 30 COUNTDOWN

Time of the Show: 12h00 – 15h00

Period of the Show: 3 hours

Presenter: Ms. Makwena Maahlo

Program content

It is a music show. Local charts (National). It is Top 30. The programme should be 90% music and 10 % talk.

Language: 100% English and music should be trending and latest music.

Audience and objective of the programme

Audience from the age of 16 to 35 years. The objective of the programme is to promote the local talents and entertain listeners with music brewed locally.

BASWA KE BOKAMOSO

Time of the show: 15h00 – 18h00 Period of the show: 3 hours.

Presenter: Ms. Katlego Mothapo

Program content

It's a youth program that deals with and tackles issues facing everyday youth. Issues ranging from substance abuse, careers and teenage pregnancy need to be discussed with both panel of experts and the young people themselves.

For entertainment of young people, trivial topics should be raised for the young people to exercise their brains. The topics sometimes should make the listener laugh out loud or make the listener shed a tear, but the aim is to be thought provoking and entertaining. Open lines and mind blogging games suitable for both senior learners at high school and post matric students. The interviews should be conducted with young successful and or young people trying their luck on entertainment, business, and other fraternities.

The last 15 minutes are dedicated to sports reports.

Language and music: 50% English and 50 % Sepedi. Music should be light house, kwaito, hip hop and RNB.,

Audience and objective of the programme

Audience from the age of 14 to 60. The objective of the programme is to uplift and expose young people and their talents and create a platform for them to speak their minds. To teach and learn from each other with their daily experience.

GET TOGETHER

Time of the show: 18h00 – 22h00

Period of the show: 4 hours.

Presenter: Mr. Nicol Maimela

Program content

It is an entertainment music show. The programme should be 100 % music. The music should be way back, hip hop, kwaito, disco, and afro pop/jazz.

Language should be 50% English and 50% Sepedi.

Audience and objective of the show

Audience from the age of 16 to 35 years. The objective of the show is to entertain listeners.

SEFAPANONG

Time of the show: 06h00 – 09h00 Period of the show: 3 hours.

Presenter: Mr. Mathobela Molepo

Program content

it is a family gospel show. Local and national gospel artists should be interviewed. The show should feature ministers from different churches to lead the community with inspirational and spiritual motive.

The show should be 50% talk and 50% music.

Language and music: 80% Sepedi and 20% English and music should be strictly Gospel.

Audience and objective of the programme

Audience from the age of 14 to 69 years. The objective of the programme is to lift people's spirits up.

REGGAE EXPLOSION

Time of the show: 09h00 – 11h00

Period of the show: 2 hours.

Presenter Ms. Aldah Mokaba

Program content

It is a Rastafarian music show. Audience should be allowed to participate in sending dedications and choose reggae related songs. There should be a theme and listeners should be invited to take part in the issues to be raised. The programme should be 80% music and 20% talk.

Language: 50% Sepedi, 40% Rastafarian language and 10% English. Music should be strictly reggae.

Audience and objective of the programme

Audience from the age of 18 to 59 years. Objective of the programme is to get people talk about issues affecting Rastafarians in life and try to address those while at the same time educating them about Rastafarian music, beliefs, and entertainment.

SEGAGESHO

Time of the show: 11h00 – 12h00 Period of the show: 1 hour.

Presenter: Ms. Patricia Leputu

Program content

It is a traditional/culturally orientated program. The program seeks to teach the young ones about the core culture and tradition. It should lead debates of the difference between the fashion ways and traditional ways. Focus on things which are culturally related such as initiation schools, traditional foods, rituals, traditional events, clothing, and others. Content providers should be elders in the community, tribal leaders or members from the royal families, traditional healers, traditionalists, and scholars who take into interest the traditions covered within the footprint of the station. Compulsorily, there must be at least two guests on each programme. The programme should be 70% talk and 30% music.

Language and music: 100 Sepedi and strictly African music.

Audience and objective of the show

Audience from the age of 40 to 100 years. The objective of the show is to teach the community about tradition and culture. The aim is to encourage the community to stick to their roots.

THE BREEZE SOUNDS

Time of the show: 12h00 – 15h00

Period of the show: 3 hours

Presenter: Mr. Martin Mosehle

Program content

It is a lunchtime radio program. Playing peaceful and gentle music which accommodates all family members at once. Music should be relaxing as people return from different places or while preparing to embark on journeys such as churches, holidays etc. dedications for birthdays, anniversaries, and special occasions and loved ones should be allowed, with limited song requests. Listeners can call in to tell who he is and where he is from along with a song request. Debates should be targeted at all ages and across all members of the family.

Language and music: 80% Sepedi and 20% English. And music should be Ballard, classic and RNB.

Audience and show objective.

Audience from the age of 18 to 49 years. The objective of the programme is to soothe and relax people to get over the weekend.

KGODUNG YA JAZZ

Time of the show: 15h00 – 17h00 Period of the show: 2 hours.

Presenter: Mr. Puputla Matlakala

Program content

It is a jazz show. The programme should source content from jazz clubs and groups all over the coverage area. There should be a jazz bulletin on which issues relating to jazz are aired for the benefit of jazz lovers. Jazz collectors should be able to forward their playlists, such playlists should be on air and the content provider should be knowledgeable. Jazz icons should be profiled, and jazz events be given coverage.

Language and music: 60 % Sepedi and 40% English and strictly jazz music.

GOSPEL TOP 20

Time of the show: 17h00 – 19h00 Period of the show: 2 hours.

Presenter: Mr. Nehemia Mogano

Program content

It is a gospel chart show. There should be quotes from the bible. The show is strictly 100% music.

Audience and objective of the program

Audience from age of 16 to 89 years. The objective of the show is to get people uplifted spiritually.

TODI YA MMINO

Time of the show: 19h00 – 20h00 Period of the show: 1 hour.

Presenter: Ms. Pulane Thema

Program content

The show is strictly choral music show. It is aimed to entertain the listener with choral music and events.

Audience of the program

Audience from 16 to 59 years.

HEADS UP

Time of the show: 21h00 – 00h00

Period of the show: 3 hours.

Presenter: Mr. Lucky Bopape

Program content

It is a hyped-up show that ends a weekend on a high note. The music should be upbeat and very entertaining. It focuses on the informing events on the coming week and gives tips on how listeners can be effectively productive on the coming week.

Listeners can review the events of the weekend and share lessons learned to avoid them.

It is a semi session bonding show. The listeners are given the opportunity to call for dedication and share with the presenter and other listeners how they are planning to spend the coming week and how they will approach it. It also comprises of incidents which happened over the weekend. If there are those who are going to start new jobs somewhere, let them share the moment with us.

Language: 70% English and 30 % Sepedi. Music should be afro pop, RnB, Kwaito, and ballads.

Audience and objective of the program

Audience from age of 16 to 59 years. The objective of the show is to wrap up what has been happening over the weekend