



**Exploring the role of community radio
programming in youth empowerment: A case
study of Sajonisi Youth Radio (SYR) in the Eastern
Cape, South Africa**

by
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Declaration

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Abstract

The study explored the role of community radio programming on youth empowerment with Sajonisi Youth Radio (SYR) in a rural part of the Eastern Cape used as a case study. The focus was on how programming and programmes in rural based community radio stations effectively enable access to developmental information aimed at youth empowerment in the 21st century.

The study identified and analysed programmes that SYR broadcasted aimed at youth empowerment and reflected on the programming process, participatory model as well as exploring the role of journalists in newsgathering practices and newsroom value chain processes. The study further discerned the influence on youth of Port St Johns at both individual and social levels.

The study used a qualitative method and referred to development theory. As community radio stations existed to give spotlight to information needs and grassroots community issues that are a day-to-day lived experience of society, the study was in resonance with a development communication paradigm.

Data was collected from internal (inside) and external (outside) participants that were significant in shaping the programming and programmes of the radio station. Data gathering process was through semi-structured interviews and documents received from the radio station.

As a platform for sustained citizen engagement, the establishment of SYR ought to provide access and empowering knowledge to rural communities, particularly youth. Results showed that the existence of SYR contributed towards youth empowerment and provided access to life-changing socio empowerment programmes.

Opsomming

Die studie ondersoek die rol van gemeenskapsradioprogrammering in jeugbemagtiging aan die hand van die geval van Sajonisi Youth Radio (SYR), 'n gemeenskapsradiostasie in 'n landelike deel van die Oos-Kaap. Die klem val op hoe programmering en programme in landelik gebaseerde gemeenskapsradiostasies doeltreffende toegang bied tot ontwikkelingsinligting met die oog op jeugbemagtiging in die 21ste eeu.

Die navorsing identifiseer en ontleed SYR se uitsendings oor jeugbemagtiging en besin oor die programmeringsproses, die deelnemende model, en verslaggewers se rol in nuusversameling en die nuuskantoorwaardeketting. Die invloed op die jeug van Port St Johns word op sowel individuele as maatskaplike vlak bespreek.

Die studie gebruik 'n kwalitatiewe model en is gegrond op ontwikkelingsteorie. Aangesien die doel van gemeenskapsradiostasies is om in inligtingsbehoefte te voorsien en die daaglikse kwessies van die gemeenskap op voetsoolvlak te belig, strook die studie met 'n ontwikkelingskommunikasieparadigma.

Data is bekom van interne en eksterne deelnemers wat 'n beduidende invloed op die radiostasie se programmering en programme het. Hiervoor is semigestruktureerde onderhoude en dokumente van die radiostasie gebruik.

As 'n platform vir volgehoue burgerlike skakeling, behoort SYR toegang en bemagtigende kennis aan plaaslike gemeenskappe, veral die jeug, te voorsien. Die resultate toon dat die radiostasie weliswaar tot jeugbemagtiging bydra en toegang tot lewensveranderende programme vir maatskaplike bemagtiging bied.

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Chapter 1: Introduction

1.1. Motivation

Through my day-to-day interactions with rural communities as a government communication practitioner in a democratic South Africa, I have come to understand community radio as an important conveyer of developmental news to inform and empower society. Community radio is used as a medium for information to the community, usually using the local language (Government communicators' handbook, 2014:77). That motivated me to consider exploring how community radio programming and programmes might be influential in the empowerment of youth in rural areas. As Maphiri (2012: 65) argues, one of the fundamentals of community radio system is to ensure that it serves a particular community and members of such a community participate in the selection and provision of programmes for broadcast.

Immersed in the theoretical paradigm of “development communication”, the post 1994 democratic government communication system elevates community radio to be an important tool for rural access and empowerment as acknowledged in the revised 2019-2024 National government communication strategy framework presentation (Carrim, 2022). Xiaoge (2009:357) defines development communication as method of providing communities with information in a manner that enables them to use information towards improving their lives for the better. Through an analysis of SYR, the study sought to establish the effectiveness of community radio programmes in the first half of the 21st century.

1.2. Research problem

The study explores how programming and programmes in rural based community radio stations effectively enable access to developmental information aimed at youth empowerment in the 21st century. The study moves from a premise that with locally focused and community driven programming processes and systems, community radio is able to be a developmental and an empowerment tool to citizens (Bosch, 2017:59). More than a decade ago, the National Planning Commission (2012:112) stated that South Africa needs an economically active population activated to make meaningful contributions towards decreasing poverty rates. Community radio stations in rural communities could serve as

platforms for such activations thus minimising persistent community protests that have engulfed South Africa and Eastern Cape regularly for decade (Matebesi & Botes 2017). Matebesi and Botes (2017:82) argue that, the rise in community protests could be indicative of the extent at which formalised channels for citizen engagement between state and society have failed, particularly in addressing youth empowerment issues and socio-economic hardships. Through a carefully crafted programming strategy, community radio stations could be the missing glue in sustaining the engagement between state and society active. Thus, community radio stations represent a key element in empowerment, development and consolidation of local communities (Gaynor & O'Brien, 2011:3).

From the outset, community broadcast media became an essential catalyst in the reversal of “news-deserts” that existed prior 1994 (Gutsche & Brennen, 2021:139). The “news-deserts” phenomenon refers to communities that lack robust sources of local news and information, therefore starved of developmental information (Gutsche & Brennen, 2021:139). With post 1994 formalisation and institutionalisation of the three-tier system of broadcasting in South Africa through the new broadcasting act, the central role of community radio stations became that of informing, educating, entertaining, empowering and enhancing access (South Africa Broadcasting Act, 1999:4; Pather, 2014:134).

Thus, as part of democratising access and participation, community radio stations ought to serve as channels upon which empowering and developmental programmes are accessible to rural youths (Maphiri, 2012:63). Wasserman (2020:453) amplifies this viewpoint when he states that, “community media are seen to provide important opportunities for underserved sections of the public, such as those in small towns in rural areas.” Therefore, radio has become the lifeblood for any societal development as it is a popular form of communication and without communication, no empowerment could ever take place (Swanepoel & De Beer, 1996:1). Mawokomayi (2017:22) agrees when affirming that radio remains the leading mass communication medium in terms of listenership in South Africa. Teer-Tomaselli (2005: 68) agrees with Mawokomayi (2017) in arguing that, “community radio stations can play a vital role in the development of communities.”

But community radio stations also face multiple challenges which may hamper their developmental role. Among the criticism levelled against community radio stations is that they have become poor imitation of mainstream media for their adoption of mainstream

media practices on programming and news content gathering processes (Bosch, 2017:62-63). Therefore, in exploring the critique by Bosch (2017) further, the researcher narrowed the focus of SYR study to be on programming because the argument is that traces to their performance can be found in their content.

1.3. A literature review introduction

Chapter 2 is the literature review of this study. The researcher looks at different sources on community radio broadcasting through various electronic search engines and databases from Stellenbosch University Library website. The search sites included E-theses on SUNScholar, Google Scholar, Sabinet African journals, as well as Taylor and Francis journals. The researcher used internet sources for various academic journals on community broadcasting as well as survey reports. The following aspects will be elaborated on in Chapter 2.

- Advent of community radio system, its features and normative functions.
- Conceptualisation of community radio programming.
- Community radio programmes as access lever towards rural youth empowerment.
- Programming from the perspective of a community radio journalist.
- Discussion of gaps in the field of research.

The literature review showed that most studies on community radio broadcasting predominantly focus on different community radio system themes that are not programming related. It further showed scarcity of studies focusing on youth community radio stations and how their programming and programmes influence the youth. The study by Mohapanele (2017) deals with youth empowerment, but not solely on programming.

Several studies on community radio tend to focus on women including studies by Madeleine, Fombad and Jiyane (2019) as well as Nelson and Oduaram (2019). Madeleine *et al.* (2019) focused on the role of community radios on information dissemination to rural women in South Africa whilst Nelson and Oduaram (2019) focused on how community radio covers developmental issues affecting women and families. The predominant focus on women in community radio studies is indicative of a population gap that the study of SYR addresses through focusing itself on rural youth. Chapter 2 addresses these and other research gaps.

1.4. Problem statement and focus

Community radio programming and programmes that are not aligned and responsive to societal information needs deny rural youth access to empowering and developmental information. It is through radio that rural youth could have the ability to take control of their own destinies (Wagg, 2009: 269). Essentially the study investigates the presentation of community radio programming and programmes on rural youth. This study explores how community radio programmes are shaped and designed towards creating an informed and empowered youth in rural areas. The introduction of community radio broadcasting system in South Africa was a direct intervention to ensure that those who previously had no access to information can have radio stations where they live, enabling them to participate in their own developmental trajectory (Fourie, 2001:27).

SYR is situated in Port St Johns, a small Eastern Cape coastal town in the municipal jurisdiction of rural OR Tambo district. The station got its first broadcast license in 2013, with 88.5 Megahertz as its signal (Shozi, 2022). According to recent measurements, SYR listenership stands at 93 000 (Mzimela, 2022). However, as part of the existing community radio journalistic infrastructure in the district area, there are three other community radio stations in the district namely; Ingwane in Mthatha, Unitra at the Walter Sisulu University campus and Inkonjane in Flagstaff. Unitra focuses on students whilst SYR focuses on out-of-school rural youth. Journalistic infrastructure refers to media outlets geographically based within a specific community (Gutsche & Brennen, 2021:140). According to ICASA records and in terms of license conditions, SYR is the only youth oriented community broadcast medium in Eastern Cape, thus making it the obvious choice for this study (Dzebu, 2023; Shozi, 2023). Below as Figure 1 is the geographic map of OR Tambo District showing the location of Port St Johns where SYR broadcasts.



Figure 1: OR Tambo District in the Eastern Cape, showing the location of Port St Johns where SYR broadcasts

(Source: Independent Electoral Commission, 2019)

1.5. Research goals and question

Flowing from the discussion above, the exploratory inquiry derived the following research goals:

- To identify and describe programmes that SYR broadcasted aimed at empowerment of youth in rural areas in the period January 2022-January 2023.
- To discover SYR programming process and whether participatory model is applied?
- To discern whether some positive influence on youth of Port St Johns could be discovered from the presence of SYR in the community.
- To explore the role of journalists in SYR newsroom practices and newsgathering processes as pertained to programming.

In order to address the research goals, the following general research question is formulated: Does SYR through its programming effort provide programmes that aim at keeping rural youths informed, knowledgeable and empowered about developmental opportunities? The secondary questions for the study include the following;

- What youth empowerment programmes has SYR aired in the period January 2022-January 2023?
- Who provides content for broadcasting?
- Does the station pursue participatory programming?

- Who is involved in the production of programmes?
- What role do journalists play in programming, content/story gathering and newsroom production process at SYR?
- What training systems or capacity building initiatives are there to support journalists in doing the developmental journalism work?

1.6. Theoretical framework

The role of mass media, from a normative functionalist perspective is to improve society (Fourie, 2001:240). With access, participation and empowerment as key components in contextualising the study, development theory served as an important theoretical departure point to situate the study. Development theory belongs to normative theoretical tradition. As part of their normative responsibility to society media are expected to behave in the wider public interest for the good of society as a whole (McQuail, 2010:162). Normative theoretical tradition advocates ideas and responsibilities that underlie the expectation of benefit from the media to individuals and society (McQuail, 2010:162). McQuail (2010:63) argues that the dominant mass media paradigm, also known as normative functionalism, presumes a good and functioning society to be democratic, liberal, pluralistic, consensual, orderly and well informed.

In the post 1994 broadcast environment, the introduction of community radio was to bring positive change that benefits previously disadvantaged communities who had no voice and lacked access (Fourie, 2007:22). In resonance with development communication paradigm as elaborated earlier on, community radio stations exist to give spotlight to information needs and grassroots community issues that are a day-to-day lived experience of society (South Africa Broadcasting Act, 1999:4).

As part of discussion in Chapter 3, the researcher elaborates on a development communications paradigm as pertained to the study. In the study of SYR, the researcher replicated theoretical architecture as applied in studies by Muswede (2009), Msileni (2015), Mohapanele (2017), Mawokomayi and Osunkunle (2019) as well as recently by Adebayo, Bulani and Matsilele (2022). The theoretical framework in the aforementioned studies resonated with the intent in the study of SYR, which is about exploring how community radio

programmes influence rural youth. Chapter 3 provides further detail on the theoretical framework.

1.7. Research design and methodology

The researcher adopted a qualitative methodology which is suitable when studying community broadcast media as it enables an investigation of culture of participants and their day-to-day life experiences (Tshabangu, 2019:26). Wagner, Kawulich and Garner (2012:8) define qualitative methodology as part of the research design that collects information in a form of words. Similar to other qualitative research studies by Muswede (2009) as well as Adebayo *et al.* (2022), the study of SYR is a field research in gathering data from individuals in their natural settings. Chapter 4 provides further detail on the design and methodology.

1.7.1. Case study

A case study is a practical investigation that uses multiple sources of evidence to investigate a phenomenon (Wimmer & Dominick, 2011:141). For this study, data sources included semi-structured interviews and historical documents. Interviews helped the researcher to learn about lived individual experiences, views and perspectives on programming and programmes of SYR station. Qualitative researchers on community radio studies predominantly use case study design as evidenced by Dalene (2009) as well as Adebayo *et al.* (2022). This study is a particularistic case study because it focuses on a particular situation, program, event or phenomenon, making it a good method for studying practical real-life problems (Wimmer & Dominick, 2011:140). In this case study, the researcher explores the phenomenon of community radio programming.

1.7.2. Sampling and data collection

The researcher applied a non-probability sampling procedure, purposive sampling as all targeted respondents have knowledge of the subject matter and meet the purpose of study (Wimmer & Dominick, 2011:92; Du Plooy, 2009:122-123). The SYR population included accessible internal (inside) and external (outside) role players. Accessible population refers to units of analysis in a target population to which the researcher has access to (Du Plooy, 2009:108). The researcher was the only person who actively conducted research. In collecting data, the researcher travelled to Port St Johns.

1.7.3. Content analysis

The study pursued a qualitative content analysis for the collected data (Silverman, 2013: 122). The aim of qualitative data analysis is to discover patterns, concepts, themes, meanings and relationships linked to the research questions (Mouton, 2001:108). Du Plooy (2009:215) describes data analysis as a process of organising, analysing and making sense of all the information collected in the research. For this study, thematic analysis was applied. Thematic analysis is a general approach to analysing qualitative data that involves identifying themes, subthemes and patterns in the data (Wagner *et al.* 2012:231). Data analysis focused on gaining the understanding on how SYR programming and programme production influence the youth.

1.8. Chapter layout

The layout of the pending chapters is as follows:

Chapter 2 contains and discusses the literature review.

Chapter 3 discusses the theoretical framework.

Chapter 4 describes the research design and methodology.

Chapter 5 presents the discussion of research results.

Chapter 6 concludes the study with summary, conclusion and recommendations.

1.9. Chapter summary

The chapter introduced the researcher's motivation to the study and drew linkages to the research problem and problem statement. The researcher introduced SYR station as the focus of study. The researcher introduced key areas of literature review, which forms Chapter 2 of the study. The chapter further explained research goals and question of the study and theoretical framework. The chapter ended by describing the design and methodology as well as the overall outline of the study.

Chapter 2: Literature review

2.1. Introduction.

As highlighted in Chapter 1, this chapter presents a literature review on the following aspects of community radio; the advent of community broadcasting, its features as well as normative functions. The researcher conceptualises the notion of programming as focus of study and provides a discussion on community radio as access lever in addressing youth empowerment needs. The chapter further reflects on predominant research aspects or themes and gaps that the researcher picked as part of literature review.

2.2. Advent of community broadcasting, features and its normative function

Scholars such as Rabe (2014:24) states that community media history cannot be narrated without taking into account all South African epochs, from colonial rule since the seventeenth century, apartheid in the twentieth century until the democratic dispensation which started in 1994. Community radio projects were formed in 1993, but only licensed in 1994 after the country's first democratic elections (Bosch, 2014:427). It is important to note that community radio development was not a uniquely South African creation as it also emerged in the African continent in the early 1990s (Teer-Tomaselli,2005:68). The advent of community radio in South Africa is one of the less publicised but direct outcomes of the country's transition to multiracial democracy in 1994 (Olorunnisola,2002:126). Both community print and radio emerged out of the pre-1994 activism poised mainly as an alternative press responsible for building a democratic and anti-apartheid consciousness (Maphiri, 2012:63).

Fairbairn (2003:2) argues that the community radio movement in South Africa blossomed amid the protests and mass mobilisations of the early 1990s due to growing interest in alternative broadcasting sparked by the formation of Cassette Education Trust (CASET) project. Therefore, the interest on community broadcasting in pre-1994 South Africa has its roots firmly on the CASET. The CASET project was unlicensed grassroots broadcast initiative, which ended abruptly through police raid on 25 April 1993 but later emerged as Bush Radio station licensed on 1 August 1995 (Bosch, 2006:261). As it was one of first community broadcast outlets to receive a broadcast license, Bush Radio classifies itself as pioneer of

community radio broadcasting system in South Africa, an accomplishment attributed to the late Edric Gornfinkel and Vincent Kolbe (Bosch, 2006:255). Scholars such as Olorunnisola (2002:134) state that by self-acclamation, Bush Radio is the mother of community radio in Africa. South Africa's post 1994 communication environment necessitated a legislative overhaul of media landscape, thus paving the way for the introduction of three-tier broadcasting system (Fourie, 2007:21-22). South Africa's community radio system is one of three pillars of the three-tier broadcasting system that came into existence after 1994. The researcher elaborates more on three-tier broadcasting system in the chapter.

In the words of Teer-Tomaselli (2005:69), "radio is acknowledged as a crucial medium of mass communication as it is widespread than television and more accessible than newspapers in Africa". Teer-Tomaselli (2005:68) agrees in stating that, community broadcasting was designed to play a pivotal role in post 1994 democratisation of media, thus enabling communities to articulate their lived experiences and critically examining issues, processes and policies affecting their lives where they are. Bosch (2017:72) argues that, while the role of community radio stations was clearly mandated in the immediate post-1994, they are struggling to reinvent themselves in the post-apartheid media landscape. Bosch (2017:72) further asserts that in urban areas community radio stations struggle as they compete for listeners with commercial radio stations whilst in rural areas their role is clearly niched as to provide audience members with space for discussion and debate in languages other than the previously dominant English and Afrikaans. The focusing on programming and programmes in the study of SYR, a station in a rural context is an effort towards exploring the assertion expressed by Bosch (2017).

2.2.1. Understanding the three-tier broadcasting system

Besides community radio being one of the pillars in post 1994 three-tier broadcasting system as highlighted in the previous discussion, there is public and commercial broadcasting systems (Fourie, 2007:21-22). The mandate of public broadcasting is to serve cultural and language groups that make up South Africa and a classic example of such broadcasting is what the South African Broadcasting Corporation (SABC) currently offers (Fourie, 2007:21). Public broadcasting service (PBS) design accommodates impartiality, free expression, open debate, plurality and diversity (Bosch, 2017:22). Examples include SAFM, Radio 2000, Radio Sonder

Grense (RSG) and regional stations such as Umhlobo Wenene FM in Eastern Cape, Ikwekwezi FM in Gauteng, and Ukhozi FM in KwaZulu-Natal (Bosch, 2017:16).

Commercial broadcast system is a broadcasting product that operates for profit and the typical example of commercial radio service in South Africa are platforms such as Algoa FM, Radio 702, Power FM (Fourie, 2007:22; Bosch, 2017:78). With strong normative overtones, community radio emerged as a voice of historically marginalised, rooted and accessible in communities (Teer-Tomaselli, 2005:69). Two categories of community radio stations emerged out of the transitional law-making process namely; community of interest stations aimed at serving particular religious, cultural, ethnic or institutional interest as well as geographic interest stations aimed at serving specific geographic areas (Fairbairn, 2004:5). In terms of its license conditions as supplied, SYR emerged as a community of interest station aimed at serving the youth (Shozi, 2023). According to Bosch (2017:56), the use of the term “community” in community radio implies the existence of homogeneous listening communities. Thus, community radio programming provided ought to be considerate of people’s cultural, religious, language and demographic needs. The South Africa Broadcasting Act (1999:4) defines community radio as local radio stations with programmes highlighting grassroots community issues that are a reflection of local culture. Rooted among communities that it services, community radio characteristically differs from alternative media. Demir (2023:40) defines alternative media as radical media with connection to social movements. The study by Demir (2023) further shows that alternative media outlets are mostly followed through social media and cannot be classified as citizen or community media. As an example, one could argue that the emergence of podcasting is one typical example of alternative media outlet (Nkoala & Motsaathebe, 2024:161-177).

2.2.2. Features of community radio broadcasting system

Below is a brief discussion on salient features of South Africa’s community radio system.

- **Community ownership:** Ownership refers to stations run and controlled by community members for their communities and funded through grants, sponsorships, donations and advertising with profits ploughed back into the community (Bosch, 2017:54). Boards of governors are representatives of communities. Community is a group of people sharing a common interest in a particular locality (Bosch, 2017:56). This aspect means that from the very existence, these are radio stations that have roots in communities, therefore

community participation in all facets of the station is a non-negotiable. As Bosch (2017:54) asserts, “these are radio stations that are established, owned and controlled by community members.” A perspective supported by Lush and Urgoiti (2012:07) when arguing that, strong community ownership yields to sustainability of community radio stations. Such ownership should transcend to communities themselves playing an active role in programming processes involved in the radio station (Maphiri, 2012:65).

- Independent: Foremost, community radios exist at the behest of communities and are there to serve a particular community (Fairbairn, 2004:15). Community radio stations are to operate freely from any form of editorial coercion. Community radio stations ought to be independent of government, donors, advertisers and other institutions, however, any strategic relationships forged should be transparent and mutually beneficial without compromising the integrity and the editorial independence of the station (Lush & Urgoiti, 2012:8).
- Non-profit entity: Unlike commercial radio systems, community radio stations broadcast as non-profit community organisations. Lush and Urgoiti (2012:09) supported by Fourie (2001:31) state that, a not-for-profit structure is an important distinct way of differentiating community media from other forms of media that exist for commercial interests. Bosch (2017:54) points out that funding for community radio initiatives should be through grants, sponsorships, donations and advertising with profits ploughed back into the community. The founding legislation of the three-tier system of broadcasting in South Africa indicates explicitly that any revenue generated by community radios should be reinvested into the station’s operational needs to ensure financial viability and sustainability (South Africa Broadcasting Act, 1999:4).
- Participatory programming: From its founding prescript, such as the Independent Broadcasting Authority Act of 1993, community media was designed to encourage members of society to participate in selection, packaging, running and provision of programmes to be broadcasted (Maphiri, 2013:65; Fairbairn, 2004: 76). From the onset, community radio management and staff should realise that programming decisions are part of a dynamic process that is participatory, reliant on feedback and recognizes evaluation (Fraser & Estrada, 2001:59). Bosch (2017:59-61) states that, broadcasting requirements for community radio service should ensure programming that is community

driven, reflective of local issues, poised to educate and empower the less privileged communities.

2.2.3. Normative function of community radio broadcasting

The introduction of community radio stations was to enable discussion and debate that are integral to democracy and the formation of public sphere (Bosch, 2017:60). McNair (2007:17) defines public sphere as realm of our social life in which public opinion is formed within the guarantee of freedom of assembly, association and expression. This feature was seriously restricted and often non-existent during the apartheid era especially for black people. Because media access was limited to the few in prior 1994 environment, Bosch (2017:61) expresses that the intention of community radio stations was to provide for participatory public sphere dialogue that is essential for social change. By social change, it meant that primary role of community radio stations ought to be education and empowerment of less socio-economically privileged communities (Bosch, 2017:61). Thus, the suppositions by Bosch (2017) emphasises that community radio programming processes and programme considerations should meet the socio-economic information needs of citizens. The founding broadcasting act of 1999 concurs with views expressed by Bosch (2017) as it states that programming focus in a community radio should highlight grassroots community issues and promote development towards improving quality of lives of citizens (South Africa Broadcasting Act, 1999:4; Fairbairn, 2003:44).

Muswede (2009) elaborates on this view in the development theoretical discussion when arguing that, “community radio should act both as catalyst for and facilitator of change for communities to participate in reconstruction, development and democracy. It is because of this normative expectation on community radio broadcasting that the researcher has decided to narrow the study focus to be on how community radio programming and programs can be catalysts in enhancing access to empowerment opportunities for rural youths.

2.2.4. Understanding community radio system in a democracy

Democracy promotes education and personal development by giving all people a stake in society by virtue of having a voice in its decision-making processes (Heywood, 2000:127). South Africa’s post 1994 democratic dispensation ushered in a formalised and inclusive community broadcasting system (South Africa Broadcasting Act, 1999:4). Thus, constitutional democratic regime hinged on constitutional imperatives based on will of the people paved way for a total overhaul of old broadcasting order in South Africa. For the purposes of the

study, the researcher narrows the definition of concept of democracy to four essential characteristics of a democratic regime, namely; participation, rationality, legitimacy and constitutionalism (McNair, 2003:17; Jackson & Jackson, 1997:76-77). Fundamentally, in any democratic dispensation is the notion of participation, which was the main reason that precipitated the birth of the three-tier system of broadcasting in South Africa post 1994 as discussed earlier (Fourie, 2007:21).

With radio accessible to all through community radio initiative, participation by the historically disadvantaged majority as an effort to democratise access to information became a guarantee. Such access ensured that community radio broadcasting system is born out of people-driven needs. Access to media provided a voice to grassroots majority that could not enjoy the benefits of free media in the pre-1994 era (Teer-Tomaselli, 2005:71). Hence, the study puts emphasis on the notion of participation as establishment of community radios is through people involvement. Thus, as part of post 1994 democratisation of broadcasting, the study explored existing public consultative approaches that Sajonisi Youth Radio has in ensuring that there is maximum participation in programming aimed at positively influencing youth of Port St Johns.

2.3. Conceptualisation of community radio programming

Oosthuizen (1996:361) describes programming as a manner in which broadcasters select and arrange various elements that make up a programme. Oosthuizen (1996:361) states that programming includes various concepts such as genre, content, format and scheduling. In emphasising the importance of content relevance in community radio programming, Fraser and Estrada (2001: 58) argue that, “everything possible should be done to encourage individuals and groups to participate in programme production”. Programming is one of the important facets in community broadcasting as it could be used to build democracy, access and promote human rights culture at rural grassroots level (Fairbairn, 2004:7).

In resonance with the development communication paradigm, Bosch (2017:55) asserts that the process of community radio programming should be a reflection of programmes that support democracy, development and empowerment of communities. The researcher elaborates on the theoretical framework as part of Chapter 3. Pather (2014:137) confirms this view when asserting that, “it is your radio station, you must be involved in its running and you

must be able to tell your community station what kind of programming you would like it to broadcast". Lush and Urgoiti (2012:08) state that, meaningful participation ought to happen at all operational levels of the station namely; governance structures, programming, training, code of conduct, production, audience research and finances. Thus, when participation and consultation prevail in all aspects of a radio station's operational environment, there is trust between the community radio and the audience it serves (Bosch, 2017: 74). This discussion is an affirmation that programming and participation in community radio broadcasting system are inextricably linked.

Programming preference for community radio stations should always be on issues that are not in the realm of broadcast by the public or private commercial broadcasting service covering the same area (South Africa Broadcasting Act, 1999:4). As pro-community entities, community radios exist to broadcast programmes that give spotlight to grassroots community issues that are a day-to-day lived experience of society. However, Bosch (2017:54) states that many community radio stations tend to rely on mainstream news outlets in sourcing stories and in setting up news agenda.

The revelation by Bosch (2017) forecast that if community radio stations exist to be copycats of mainstream media, democratic ideals of participatory programming and inclusivity as elaborated on earlier may not be realised. Bosch (2017:63) further argues that community radio stations do not always practice development journalism or prioritise local news content. Therefore, if community radios as grassroots information outlets do not prioritise localised programming approach, as part of news content, living conditions of people will arguably not change because radio plays a vital role as a source of developmental and empowering information to rural youths.

Mawokomayi (2017:21) emphasised that media plays an important role in fighting social ills, illiteracy, as well as eradication of poverty using development communication.

Development journalism is to serve ordinary people, not the elite and it shifts journalistic focus to news of economic and social development (Xiaoge, 2009:357-358). The deviation or shift in programming focus by community radio stations from their founding principles has received criticism by scholars such as Fairbairn (2004). In his critique, Fairbairn (2004:44) suggests that community radio stations should build research capacity that would enable them to establish nature and profile of community they are of service to, development needs and interest as well as the type of programming that such a community wants in addressing

the identified information needs. The exploration of SYR programmes in this study sought to determine if the stations programmes align themselves to the socio-economic needs of the youth that form part of the community that the radio serves. Few studies wholly focus on community radio programming as most focus on different aspects of community broadcasting. The researcher elaborates more on these aspects and themes in subsequent discussions in the chapter. However, the researcher has come across recent studies on community radio programming in literature. One such notable study is on Bush Radio, a peri-urban community radio in Western Cape by Adebayo *et al.* (2022). The study examines the role community radio plays in fostering economic empowerment of youths in the Cape Flats with Bush Radio as case study. The study by Adebayo *et al.* (2022) is extensive in its findings on relevance of programmes on youth empowerment. Adebayo *et al.* (2022) find that the content of radio programmes focuses on youth in its programmes and include topics on entrepreneurship, skills training, financial literacy etc. The sample in the study by Adebayo *et al.* (2022) is the focus on urban and township youth, not rural youth as it is the case with the study of SYR. Moreover, Bush Radio is an all-inclusive radio in terms of audience market reach whilst SYR is licensed as a youth radio station specifically (Shozi, 2023).

2.4. Regulatory environment

In creating an enabling environment for the implementation of new Broadcasting Act of 1999, important regulatory bodies came into existence. One of them was Independent Communications Authority of South Africa (ICASA) established in 2000 after merging the Independent Broadcasting Act and South African Telecommunications Regulatory Authority (Fairbairn, 2004:77). Their role was to regulate, license and monitor broadcasting. ICASA Act no.13 of 2000 was set up to regulate broadcasting and telecommunications as well as to accommodate convergence of new technologies (Muswede, 2009: 47). ICASA became a regulatory authority legislated to control the quality of programming through proper monitoring and evaluation systems. Fairbairn (2004:24) finds that evaluating the programming presented a huge challenge as very few community radio stations have consistent and coherent ways of getting feedback from listeners and none was able to conduct audience research. Bosch (2017:64) highlights weaknesses on ICASA programming monitoring systems model and argues that it does not involve listenership views or qualitative content analysis to explore the relevance and quality of programming. The study of SYR

investigates whether the weakness in programming established by Bosch (2017) and Fairbairn (2004) can still be regarded as a gap. Thus, as part of study of Sajonisi Youth Radio, the researcher explored the extent of interface between the radio station and ICASA at the level of programming and programmes. The outcomes contribute to the body of knowledge for benchmarking ICASA programming monitoring systems of community radio programmes to ensure their sustainability.

2.5. Understanding programming from the perspective of a community radio journalist

Journalism places journalists at the heart of its practice, as they have to fulfil an important task of asking questions, finding answers and telling the public or audience (Wahl-Jorgensen & Hanitzsch, 2009:31). Essentially, one cannot speak of journalism practice without journalists, newsrooms, audiences and all other detail that underpin the happenings in the programme or news production process and value chain in an ideal traditional newsroom environment. However, journalism culture and journalistic operational environment in community radio stations are of different appeal. The difference is fundamentally on the issue of volunteerism that presents huge challenge to many community radio stations, thus affecting their operational practices (Bosch, 2017:70). Volunteerism is when community members who are not necessarily professional journalists offer their time and service to a community radio station in the hope that it may lead to more permanent employment (Bosch, 2017:70).

Wahl-Jorgensen and Hanitzsch (2009:31) describe journalists as individuals who engage in broad range of activities associated with newsmaking which include reporting, criticism, editorialising and shaping of things. There could be different labels in reference to journalists, names such as reporters, correspondents, broadcaster, anchors or new readers etc, but they all play an important role in the delivery of news content to audiences. Even in community broadcasting environments, there are journalists, albeit on voluntary basis as elaborated earlier. Fraser and Estrada (2001:52) state that community radio stations rely on volunteers as programme producers, reporters, anchors and studio technicians. This reliance has become an important feat as it gives a special and positive character to community radio creating an image of goodwill, commitment and service for the common good (Fraser & Estrada, 2001: 52).

The study of SYR discovered the role of journalists in community radio newsroom practices, programming and programme packaging processes. The study further explored how journalists in community radio environment adapt to challenges faced by journalists, which include issues such as lack of tools of trade, tough economic times with falling revenues, bottom line pressures, technological advances as well as how commercial interests affected community radio journalists (Wahl-Jorgensen & Hanitzsch, 2009:31).

Bosch (2013: 11) asserts that community radio journalists use mobile phone as a key communication tool as well as extension of self and a critical item for personal and professional communication. The critical question that the study ought to respond to was, do community radio journalists have adequate skills and capabilities to embrace digital innovations that the Fourth Industrial Revolution (4IR) has brought? As Bosch (2017:126) argues that internet has now become so widespread that nearly all radio stations have access in some form, it was the researcher's interest to look on how journalists in community radio broadcasting environment embraced digital public communication culture to enhance programming in SYR.

The literature review showed that most studies have not explored the role journalists play in community radio programming value chain. In exploring the role of journalists on programming, the study of SYR builds on conclusion in the inquiry by Adebayo *et al.* (2022). Adebayo *et al.* (2022:39) concludes that, "Bush Radio has a strong representation of young people in the driving seat in producing these programmes." The researcher felt that this area remains relevant for prospective scholars to expand on it through research projects aimed at journalists and journalistic practices in community radio broadcasting space. Consequently, this study took this conclusion further and included a journalist as one of interview participants.

2.6. Community radio programmes: An access lever towards rural youth empowerment.

In their study on radio programmes for youth empowerment and national development in Nigeria, Olumuji and Onabajo (2022:365-373) argue that "media are agents of empowerment, development and social change and can complement government efforts in carrying out programmes that will lead to positive behavioural change among youth and society". Thus, in

resonance with development theory, the establishment of SYR could be viewed as a strategy to complement democratic government in its efforts to disseminate empowering and developmental information to rural communities, particularly youth (Maphiri, 2012:65). Community radio stations fit perfectly into being a tool and vehicle for developmental programmes aimed at empowering citizens where they live (South Africa Broadcasting Act, 1999:4; Fourie, 2007:22). By being accessible and located in communities, community radio stations played a vital role as trusted source of information towards improvement of peoples living conditions at both social and economic levels (Mawokomayi, 2017:21). Access to information is a pre-condition for any societal empowerment. For many rural youths in South Africa, poverty is a daily issue of survival therefore radio programmes that empower youth with knowledge contribute towards creating sustainable communities (Soudien, 2007:16). Fombad and Jiyane (2019:50) locate the role of community radio as that of providing support to community empowerment endeavours through proper consultative programming and as medium to disseminate developmental information. As shown in Adebayo *et al* (2022:32), Bush radio programming strategy is worth to emulate as it has a strong representation of young people in the driving seat in the production of programmes, giving youths a voice to be heard. With SYR being a youth radio station in a rural setting, the expectation is prevalence of youthfulness in all its operational facets in emulating Bush radio programming strategy. Given the levels of unemployment in the area of OR Tambo District where SYR broadcasts, there was a normative expectation for radio to be an appropriate outlet for youth to access developmental information. Community radio could achieve on the expectation through programmes that are responsive to developmental needs of Port St Johns youths. Ultimately, radio station could position itself as an enabler in supporting local efforts aimed at alleviating the social malaise. This contributes in narrowing research gap on programming related studies on community radio broadcasting as identified by Bosch (2017). Bosch (2017:65) admits, "most critically there has been no research in South Africa about the impact of community radio station programming". Though the study of SYR is not an impact study, the inquiry made a significant contribution to the academic body of knowledge on how community radio programmes could be influential in changing the lives of rural youths.

2.7. Discussion of gaps in the field of research

Most academic studies on community radio studies focused on aspects such as participation, development, digital era, women empowerment, listener perceptions, sustainability etc. In his study on sustainability of community radio, Muswede (2009:176) finds that, the challenge in community broadcasting is to professionalise programming without losing the fundamental values of access, participation and empowerment. He further recommended that, community radio programmers should use community-based methods that tap on civic society, local resource persons in producing non-biased programming. Essentially, Muswede (2009) puts emphasis on participatory and inclusive programming to community radio broadcasting. This study takes note of the recommendation in Muswede (2009:176), hence the sample of participants includes external representatives from local sector for people living with disabilities and non-governmental organisation (NGO) structure. Chapter 4 elaborates more on sampling procedures.

As discussed earlier, civil society plays a critical role in deepening participatory democracy and ought to be involved in shaping community radio station's programming. The gap identified by the researcher in the study by Muswede (2009:179) is that the research findings are generalisable to the whole population and not specific to the youth sector due to the population of the study, which was not that of community of interest. The study by Muswede (2009) is comparable to studies by Olorunnisola (2002), Radelius (2014) and Mawokomayi (2017) as their focus is not solely on community radio programming pertaining to the youth but to general audiences. Olorunnisola (2002) looks broadly at community participation in all facets of community radio whilst this study focused on programming.

Radelius (2014) examines how evolution of digital technologies and social media affected the notion of participation and empowerment in community broadcasting services focusing on three stations based in the Western Cape. The study of SYR specifically explored participatory programming at its basic level, which is face-to-face approach as access to modern day technologies might not be accessible in rural Port St Johns. That is the main differentiator between Radelius (2014) and this study.

Mawokomayi (2017) focused on general listenership of Forte FM in rural Amathole District Municipal area, which is not a youth radio station. Though the study on Forte FM by Mawokomayi (2017) is not solely focusing on programming for youth audience, there are

important community radio programming aspects that her study points out, which this study built on. These included elements such as external influences on programming, lack of community interest on programming and restrictions on programming (Mawokomayi, 2017:80-83). The notion of participatory programming, which Mawokomayi (2017:80-83) discussed contributes to this study.

Mafani (2015) focused on two rural community radio stations in the Eastern Cape, Vukani and Alfred Nzo Community Radios. Like Muswede (2009), Mafani (2015) focuses on strategies used for sustainability in selected radio stations. Mafani (2015) focuses on three-dimensional model of community radio station sustainability namely; financial, institutional and social. In Mafani (2015), programming is not an isolated area of focus as the scholar bundles it within social sustainability discussions. Though the focus in Mafani (2015) is on community radio station sustainability, he recommends the need for future research studies on participatory community radio programming. By isolating programming as focal point of study, the study of SYR inquiry builds on the recommendation by Mafani (2015).

The literature review showed few studies focusing on community radio programming on rural youth empowerment. Most studies focus on community broadcasting and broader listenership. As was mentioned and discussed above the closest studies that the researcher came across are recent studies by Adebayo *et al.* (2022), and Mawokomayi and Osunkunle (2019). Adebayo *et al.* (2022) examined the role community radio plays in fostering economic empowerment of youths in the Cape Flats, whilst study by Mawokomayi and Osunkunle (2019), examined listener perceptions on how Forte FM facilitates community development in Alice. The researcher identified other gaps in the literature review. Muswede (2009) lacks detailed discussion with recommendations and findings on how community radio programming influences youth. Mawokomayi (2017) lacks a detailed discussion focusing on the role of journalists in radio programming processes.

The literature review showed examples of scholarly work done on campus radio stations including Mawokomayi (2017) and Lotter (2007), which focused on Forte FM and Tuks FM respectively. Legislated to broadcast in service of a particular institutional interest, campus radio stations at universities primarily give focus to student issues within the university community. Though the establishment of both stations was to serve a particular institutional

interest, literature review showed that both stations are not exclusively youth stations but cater for a broader university and surrounding community (Mawokomayi, 2017; Lotter, 2007).

2.8. Chapter summary

The chapter elaborated on the advent of community radio broadcasting system, its features and normative functions. The chapter provided an in-depth discussion of programming and youth empowerment, as they are key focus areas of the study. The chapter showed that most academic studies on community radio studies tend to focus on the following themes; empowerment, social media in the digital era, participation, development, empowerment of rural women, listener perceptions and sustainability. The researcher reflected on research gaps identified in various studies on community radio, particularly focusing on programming and youth empowerment programmes, discussed the role of a community radio journalist in programming and programme production.

Chapter 3: Theoretical framework

3.1. Introduction

This chapter discusses two theoretical paradigms that inform the study of SYR namely; normative functionalism and development communication. For contextual reasons, the chapter provides a brief discussion on the evolution of normative theories as forerunners to development theory. The researcher motivates the selection of development theory and introduces the postmodernism and postcolonial perspectives as critiques to traditional normative theoretical traditions.

3.2. Relevance of normative functionalist paradigm

Normative standards define how institutions that hold a specific function in society should operate and serve as benchmarks to evaluate their actual performance (Muller, 2014:35). Hierbert, Ungurait and Bohn pioneered the normative functional thought in the twentieth century (De Beer, 1998:15). Normative functionalist paradigm views the functions of media as to inform, entertain, educate, empower and contribute to the growth of individuals and society (De Beer, 1998:13; Fourie, 2001:265). De Beer (1998:13) argues that in normative functionalist perspective, it is the role of the press to provide solutions to societal problems. With its roots on the four original theories of the press, the bottom line of normative functionalism is a view that society is integrated, harmonious and a cohesive whole consisting of different social systems (Fourie, 2001:265).

In creating harmonious and cohesive societies in line with normative functionalism argument, community radio stations were a creation that aimed at providing equitable access to information in a democratic South Africa (Fourie, 2001:265). Wasserman (2020:453) agrees when asserting that most of these community radio stations should service the historically underserved communities found in deep rural parts of the country. Thus, in normative functionalist paradigmatic school of thought, the role of community radio as a component of mass media is to support democracy, development and empowerment of communities (Bosch, 2017: 55).

Fourie (2001:274) argues that community participation is an inherent feature in any functional democracy. Therefore, integrated societies could be achieved through participation, involvement and inclusion. The introduction of community radio through the three-tier broadcasting system could be seen as one action towards the creation of a cohesive and egalitarian society in the post 1994 broadcasting era. Community radio plays a vital part on any societal development as radio enables communities to access information to better their lives (Maphiri, 2012:65). Thus, the discussion herein affirms that the role of mass media from a normative functionalist perspective is to improve society and community radio invention is at the core of that process (Fourie, 2001:240). Integrated, harmonious and cohesive societies could be built if media is perceived as doing well and just towards societal acceptable objectives.

3.3. Relevance of development communication paradigm

The post-World War 2 period, particularly the 1950s and 1960s, ushered in an era of the United Nations (UN) that sought to expedite development in the so called Third World countries (Rensburg, 1996:178). This epoch could be marked as a period upon which development communication paradigm was introduced. The period of development communication came in response to criticism of dominant Eurocentric paradigm that seemed to be ignorant of the Third World realities. The Western societies implied that any exposure to media would lead to development in the Third World (Rensburg, 1996:184). Rensburg (1996:184) argues that this view lacked appreciation of Third World realities as premised on poverty, illiteracy, serious inequalities, rigid social structures, political instability and unique cultural milieu.

Found in Third World countries or developing countries, developmental communication paradigm implies that press should be sensitive to positive developmental tasks in line with nationally established policies such as nation building, diversity, cultural factors and socio-economic interventions (De Beer, 1998:19). Central to development communication is its ability to educate people and expose society to government socio-economic programmes and opportunities. Development communication asserts and advocates that without information,

there is no liberation and without liberation, there is no empowerment for development (Swanepoel & De Beer, 1996:1-2).

Development communication is about access and empowerment of society through unlocking opportunities that empower communities for the better (Xiaoge, 2009:357). Thus, development communication affirms the right of grassroots communities to be informed about opportunities that could improve their livelihoods (Mellado, Hellmueller & Donsbach, 2017:93; Xiaoge, 2009:357). The state must actively support and incentivize citizen engagement and citizens should actively seek opportunities for advancement, learning, experience and opportunity (National Planning Commission, 2012:37). In many respects, South Africa has an active and vocal citizenry, but an unintended outcome of government actions has been to reduce the incentive for citizens to be direct participants in their own development (National Planning Commission, 2012:37).

One could argue that the birth of community radio stations and their optimal usage is an incentive that the National development plan points out. Thus, through developmental programming, community radio stations could be that much needed game-changer towards youth empowerment. As Mawokomayi (2017:21) argues, access to information is a key precondition for any societal development and media, as a source of trusted information plays a vital role. Ayedum-Aluma (2011:62-63) supports this argument when stating that community media presents an alternative discourse from the communication agenda set by the dominant socio-political order and pursues a social and political agenda different from the mainstream. Having reflected on the two paradigms, the consequent discussion elaborates on the libertarian and social responsibility approaches as root theories upon which the two paradigms could be traced.

3.4. Evolution of normative theories

The role of mass media from a normative theoretical perspective is to improve society (Fourie, 2001:240). From a normative theoretical tradition, mass media is presumed not only to have certain objective effects on society but also to serve a social purpose (McQuail, 2010:162). The prominent normative media theories that founded the normative theoretical tradition include; authoritarian, libertarian, social responsibility and Soviet communist theories

(Siebert, Peterson & Schramm, 1956; Oosthuizen, 2002:39). In subsequent discussion, the researcher briefly describes these theories.

3.3.1. Authoritarian theory: The theory emphasised on control of the press to ensure protection of interests of those in power by advocating for suppression of media and its freedoms (Oosthuizen, 2002:39). Press is controlled in its functions and operations by organised society or government (Siebert *et.al* 1956:10). Any deviations could lead to censorship, criminal charges, specific licensing conditions and stricter media laws (Oosthuizen, 2002:39-40). These conditions prevailed in South Africa's pre 1994 period, wherein there was no was guarantee for freedom of the press.

3.3.2. Libertarian theory: This theory is linked to democracy, political, religious and economic freedoms (Oosthuizen, 2002:40). The theory emerged in the late seventeenth century and flourished in the nineteenth century as emphasis on personal freedoms and democracy took prominence (Fourie, 2001:271). The theory advocated that all with something to say be free to express themselves and mass media functions were to inform and to entertain (Siebert *et.al* 1956:45). It came to as a reaction to the authoritarian tradition. McNair (2003:17-18) views this theory as the foundation of a democratic order as it defines functional values of any democratic state, namely; constitutionality, participation and rational. If libertarian theoreticians understood community participation as an inherent and integral feature in a democracy, that motivates why there had to be a sustained effort to institutionalise, legitimise and better organise community media landscape in post 1994 South Africa.

3.3.3. Social responsibility theory: Grounded on freedom of expression, the main propositions of this theory are that media has obligations to society and should always be truthful, enlightening, safeguarding, accurate, fair, objective and relevant (Siebert *et.al* 1956:74; McQuail, 2010:171). Its criticism though has been on how press had become subservient to big business and at times letting the advertisers control editorial policies and editorial content. Another complaint has been that broadcast outlets such as radio failed to serve their communities by developing local content and discussing local issues, instead they have become channels for big networks (Siebert *et.al* 1956:80). McQuail (2010:167) further argues that media should support the democratic process through assisting in the expression of diverse points of view and giving access to many voices in society through facilitating participation. In resonance with argument by McQuail (2010: 167), a participatory and

predictable community radio programming with relevant programs could foster a sustained citizen engagement process that empower rural youths for the better.

3.3.4. Soviet communist theory: Founded after the 1917 Russian revolution, this theory exhibits authoritarian characteristics (Oosthuizen, 2002:43). On media ownership, the theory rejects private ownership and advocates for worker-controlled media (Oosthuizen, 2002:43). In Marxist perspective, mass media is an instrument of the state and the party characterised by a strictly enforced responsibility (Siebert *et.al* 1956:121). It expects media to perform positive functions for society and is characterised by censorship or other enforceable legal means in punishing transgressions to expected societal norms (Fourie, 2007:197).

The discussion above on the evolution of normative theories is crucial as it reflects on the original theoretical traditions that are frontrunners to development theory in which the study of SYR is premised. The discussion inclined one to locate development theory as having emerged from both the libertarian and social responsibility theoretical schools of thought.

3.5. Critique of normative theories

Critical debates emerge from two main viewpoints, namely the postmodern and postcolonial perspectives (Fourie, 2007:203). Though the researcher premised the study of SYR on normative theoretical approaches, however the research acknowledges debates, criticisms and rethink on normative theories. The discussion presents reflections and argument that challenge the universal application of normative theoretical tradition by scholars due to evolving and changing societal landscapes (Fourie, 2007:208).

3.5.1. Postmodernism critique

Seen more as a movement than a theoretical position, postmodernism dismantles foundations and disrupts the normative theoretical hierarchy founded by sociologists, Comte, Durkheim, Marx and Weber (Jones & Jones, 1999:73). The view by postmodern scholars is that normative media theory needs to be revised against the background of changing nature of society, changing nature of media itself and what they refer to as “crisis of democracy” (Fourie, 2007:203). By crisis of democracy, these scholars meant that democracy could no longer be viewed as fixed ideal type but only as fluid and evolving (Fourie, 2007:205).

Based on what postmodernists introduced as popular culture, they argue that it is no longer possible to separate media from the reality (Jones & Jones, 1999:74). This tendency is exacerbated by the advent of internet popular culture which encompasses music, fashion, style, street art, television, movies, posters, games and incorporates realms of life associated with folklore (Curran & Hesmondhalgh, 2019:21). These scholars argue that a single idealized Habermasian public sphere with a common normative dimension no longer exist as several public spheres claim legitimacy in the process of democratic dialogue and debate (Fourie, 2007:203).

The coming into play of the digital era precipitated by the fourth industrial revolution (4IR) digital platforms bring a different dimension on news consumption, interaction and participation (Fourie, 2017: 51). Postmodernist scholars believe in a new media environment that has brought a fresh era of public communication characterized by new distribution platforms, multi-media approach, digital innovations and interactivity. A new era of digital public communication culture is upon us and a normative rethink has become a necessity (Fourie, 2017: 51-52). Therefore, it would be important for future scholars to take this postmodern view further through research projects as the emergence of new technologically powered channels of public communication are likely to influence practices and operations of community broadcasting systems as well (Fourie, 2007:204). It is this discussion that have propelled the study of SYR to also focus on how modern technological innovations are embraced by journalists as part of newsroom operational processes and newsgathering approaches.

3.5.2. Postcolonial critique

The central argument by postcolonial scholars is that normative theory needed rethink as the original four theories of the press were western-centric and biased (Fourie, 2007:208). They argued that the views expressed on the original normative theories lack universality and input of any non-western philosophy (Fourie, 2007:208). In their critique of normative media theories lacking universality, postcolonial scholars advocate for humancentric theory that would explore elements needed to formulate a universally applicable dynamic theory of communication (Fourie, 2007:208). As discussions on postcolonial perspective and thoughts continue at a global level, below is the brief normative rethink discussion pertaining to the South African context, also incorporating the postmodern critique.

3.5.3. South Africa's perspective on normative rethink

In revisiting normative media theory in South Africa, postmodernist-centric argument provides foundation for the project of investigating the philosophy of ubuntu as a framework for the revision of normative theory from an afrocentric perspective (Fourie, 2007:210-211). Ubuntuism is a social philosophy, a collective African consciousness, a way of being, a code of ethics and behavior deeply embedded in African culture (Fourie, 2007:210). The assertion by Fourie (2007) suggests that ubuntuism is an afrocentric perspective, which is more of an expression of an act of humanity than being a mass media normative theoretical paradigm. It could be more expressed in ethics journalism studies as manifestation of compassion, integrity, reciprocity, love, morality, dignity and harmony (Fourie, 2007: 210; Oosthuizen, 2002:33). A viewpoint expanded by Metz (2015: 76-77) when reflecting on ubuntu ethic as harmony achieved through close and sympathetic social relations within a group. With community radio stations designed as cultural and values-based outlets in communities, prospective scholars should explore the concept of ubuntu as part of South Africa's journalism ethical studies in various scholarly projects. Scholars whose speciality is on media ethics could find ubuntu concept resonating with their perspectives as hinged on moral theory (Metz, 2015:75). SYR research project was not an exploration of normative ethics study underpinned on moral theoretical framework, but investigated how empowering and developmental programmes in SYR improved the lives of rural youth for the better. Hence this study is underpinned on the development theory. The discussion below expands on the development theory as a normative theoretical base that the researcher identified as relevant in situating the study of SYR.

3.6. The development theoretical viewpoint

As elaborated in earlier discussion in the chapter, development theory has roots from two original theories of the press, namely libertarian and social responsibility (Fourie, 2007:198). With its intended focus being the "Third World" countries, this theory advocates the use of media to promote government-set national goals, cultural identity, diversity and language issues (Fourie, 2001:274; Fourie, 2007:198).

The theory assumes that media should make positive contribution to national development process (Fourie, 2007:198). The views expressed by Fourie (2007) motivate why there had to

be a sustained effort to legitimise, institutionalise and better organise community media landscape in post 1994 South Africa. Thus, the introduction of community radio system meant that media plays its normative social purpose through providing access to developmental programmes at grassroots (Maphiri, 2012:65).

3.6.1. Development theory and its relevance to the study

Development theory is the most practical framework for seeking lasting change for society, communities and individuals where they live (Mohapanele, 2017:18). Thus, the role of mass media, community radio in particular from a normative functionalist perspective is to improve society (Fourie, 2001:240). The historical importance of community radio in development and empowerment impels one to identify development theoretical framework as relevant to situate this study. In reversing the pre-1994 “news-deserts”, the normative democratic media responsibilities in the new broadcasting landscape included equitable access to information, acceleration of growth, reconstruction and development process (South Africa Broadcasting Act, 1999:4; Gutsche & Brennen, 2021:139). One important principle of development theory is that, media ought to do well for society and make a significant contribution to the national development processes (Oosthuizen, 2002:44; McQuail, 2010:162).

A literature review showed that most studies on community radio are premised on development theoretical framework. Muswede (2009) anchored his inquiry on development theory and argues that the concept of empowerment entails involvement of people in their own development as reflected in their participation in radio programming, ownership and control (2009:65-67). This accomplishment contributes in making community radio sector a vehicle for development in rural areas where these stations are based (Muswede, 2009:52). The empowerment role by the station is developmental, as it could not have been happening if the radio was non-existent. In turn, Mohapanele (2017:18) asserts that community development improves the ability of communities to make better decisions about their future. Furthermore, Mohapanele (2017:19) argues that societies ought to take action and participate in all endeavours aimed towards improving social, economic and environmental situations that prevail in their communities. The argument in Mohapanele (2017) confirms the crucial role that community broadcasting ought to play in the broader societal development through its programming and programs.

3.6.2. Reflection on development theory and the notion of youth empowerment

The most important principle of development theory is the emphasis on economic development which therefore means that media should make a positive contribution to the national development process (Fourie, 2007:198). By implication, what Fourie (2007) advances is that media has an obligation to give preference to information that is developmental, cultural and reflective of linguistic issues. The question that this study sought to answer is whether SYR through its programmes is doing enough towards the fulfilment of the obligation elaborated above.

Studies by Mawokomayi (2017) and Mohapanele (2017) asserts that if young people are empowered through community radio stations, there could be fewer social problems in communities. Mawokomayi (2017:12) defines empowerment as change of society for the better at both social and economic levels. Problems such as crime, teenage pregnancy, high youth unemployment, substance abuse would be minimised (Mohapanele, 2017:19). If radio empowers youth through its programme content, youth could lead a meaningful and purposeful life characterised by self-worth, self-confidence and self-drive (Mohapanele, 2017:17). What Mohapanele (2017) advances is that when young are empowered, they are able to have control over their lives and make positive decisions.

Linked to its normative responsibilities in South Africa's post-1994 communication landscape, at social level media arguably plays an important role in eradicating poverty, providing access to opportunities, fighting social ills and illiteracy through using development communication (Mawokomayi, 2017:21; Xiaoge, 2009:358). At economic level, community radio stations play a pivotal role as reliable sources of developmental information aimed at economic upliftment and empowerment of rural dwellers at grassroots (Mawokomayi, 2017:21). There is also another aspect of youth development through community radio, the fact that young people can also be trained as journalists and presenters as shown in this study.

Some community radio stations are run by local youth, some educated but majority lacking in both journalistic education and previous experience of producing media content (Gustafsson, 2013:260). Thus, working at a community radio station is an opportunity to gain experience and to learn skills for a future career in the media. Most coming to work as unskilled youth volunteers with no journalism background, they gradually learn on the job (Gustafsson, 2013:260). Through radio, young people can be empowered by getting

motivations from professionals and receiving relevant information that enlighten them to stay away from self-destructive behaviour (Mohapanele, 2017:17).

Though community radio is arguably the main disseminator of information as elaborated above, it would be significant for community radio system to re-evaluate how it postures itself in this period of virtual community that is characterised by interactivity, co-presence, disintermediation, immediacy and absence of boundaries (McQuail, 2011: 149-152). Though media remains influential on people and society as stated in the hypodermic needle paradigm, Fourie (2017:389) warns that digital social media is changing every aspect of production, reporting and reception of news. This digital public communication culture could lessen the potential influence that community radio commonly has on youth (Fourie, 2017:8).

Thus, in resonance with development theory, the establishment of SYR could be seen as a strategy to provide access and empowering knowledge to rural communities, particularly youth. The discussion indicates the relevance of development theory in the exploration of SYR programming and its potential influence to the youth of Port St Johns. One participant in this study stated that, “this radio helps us a lot, as we do door-door as part of our households visits here in Tombo and other surrounding villages, people tell us that some of the health-related advices we give them, they have learnt about them through SYR”, (Rolo, 2023). The assertion by Rolo (2023) confirms the relevance of development theoretical framework in positioning this study as community radio stations could be positioned as tools to influence and empower rural youths through a programming approach that is responsive to their developmental needs.

3.7. Chapter summary

The chapter discussed normative functionalist and development communication paradigms as basis of the theoretical framework. The chapter reflected on the evolution of normative theoretical tradition and press theories as forerunners to the normative theoretical approach that underpin the study namely development theory. This chapter also discussed emerging scholarly debates and critique on traditional normative media theoretical tradition.

Chapter 4: Research methodology

4.1. Introduction

The chapter outlines the methodology and research design that the study employed. Key elements of research process that the chapter deliberates on include qualitative methodology, case study design, population sampling procedure and data collection methods as well as ethical considerations.

4.2. Methodology and research design

As was stated in Chapter 1, the study adopted a qualitative methodology and case study research design. According to Wimmer and Dominick (2011:48), qualitative methodology involves data collection methods such as focus groups, field observation, in-depth interviews and case studies. In its simplest form, qualitative methodology collects information in a form of words (Wagner, Kawulich & Garner, 2012:8). Qualitative approaches are suitable when studying community broadcast media as they help the researcher to understand the culture of participants in their settings and their day-to-day life experiences (Tshabangu, 2019:26). Similar to other qualitative research studies by Muswede (2009), Mohapanele (2017) and Adebayo, Bulani and Matsilele (2022), this study conducted field research among participants comprising of individuals in their natural settings. The case study design is outlined below.

4.2.1. Case study design

Wimmer and Dominick (2011:141) defined a case study as a practical investigation that uses multiple sources of evidence to investigate a phenomenon within its real life context. In many instances, a case study is about an individual, several individuals or an event or events (Wimmer & Dominick, 2011:141). Qualitative researchers on community radio studies predominantly used case study design for example Dalene (2009), Mafani (2015), Msileni (2015), Mohapanele (2017), as well as in recent study by Adebayo *et al.* (2022). Mohapanele (2017:27) noted three categories of case studies as descriptive, explanatory and exploratory cases studies. Descriptive case study sets out to describe the phenomenon that occur within the data in question, while explanatory case studies examine the data closely both at a surface

and deep level in order to explain a phenomenon in the data (Mohapanele, 2017:27). Exploratory case study was the one pertinent to this study as it explored a phenomenon in the data collected as a point of interest to the researcher. The study of SYR was exploratory as there has been no previous similar study on this particular radio station. For this study, data sources included face-to-face interviews and documents. Interviews helped the researcher to learn about lived individual experiences, views and perspectives on programming and programmes of SYR station.

4.3. Population and sampling procedure

According to Mohapanele (2017:29), population is a collection of objects, events or individuals having some common characteristics that the researcher is interested on studying. In this study, the researcher involved one community radio station and ten respondents. Sampling occurred on two levels i.e. at radio station and participants' selection levels.

Du Plooy (2009:108) describes sampling as a rigorous procedure that researchers follow when selecting unit of analysis from accessible population. In this case, accessible population referred to the sample available to the researcher (Wimmer & Dominick, 2011:92). As indicated in Chapter 1 of the study, through purposive sampling the researcher drew from a population of four community radio stations located in the area of OR Tambo district. Wimmer and Dominick (2011:94) define purposive sampling as a nonprobability sample, which includes respondents, subjects or elements selected for specific characteristics. As indicated in Chapter 1, the choice of radio station aligned itself to the topic of study that focused on youth thus making it the obvious choice. The researcher had no intention to consider other three radio stations as they target general population and therefore were not relevant to the purpose of the study. Other purposive sample methods include quota sampling, snowball sampling but the researcher did not consider for this study (Wimmer & Dominick, 2011:94).

Through non-probability sampling procedure, the researcher selected ten participants for the study. Non-probability sampling refers to the selection of readily available sample (Wimmer & Dominick, 2011:92). In selecting participants, the researcher looked at two factors; those that were involved in the day-to-day operations, referred to as internal (inside) actors and those that were not involved on daily basis on station operations but were relatively familiar

with issues that pertained to SYR. Selected participants included the station manager, programmes manager and a journalist/presenter. These selected participants were conveniently involved in the day-to-day running SYR processes. The researcher referred to these participants as internal (inside) role players.

Another sample included those that were not involved in daily operations of the radio station but were aware of its existence and the role it ought to play as a voice of community. The researcher referred to these participants as external (outsiders) role players. Selected through non-probability sampling the participants included Port St Johns local municipality representatives from the following sections: Communications, Special Programs Unit (SPU) and Local Economic Development (LED). As external role players, these municipal functionaries were critical in the study as they held key content when it came to youth development and empowerment at local level. As external role players, the researcher also considered representatives from the Children Radio Foundation, now known as Radio Workshop, a non-profit organisation responsible for training of journalists in community radio stations. The researcher also selected representation from local youth forum, non-governmental organisation (NGO) and local structure for people with disabilities. In selecting these participants, the intention by the researcher was to broaden the scope of people, stakeholders and sectoral representation in the research process as these ought to be important role players in the programming processes of the radio station. These were community-linked sectors that ideally could be influencing SYR programme content strategy. Rural based community sectoral representation was an important consideration in participant selection. Except for the participant from Radio Workshop, all participants were residents of Port St Johns and its surrounding villages where SYR broadcasts. The sampling by the researcher focused on participants who could provide rich and relevant information suitable for qualitative research. Thus, the age of participants was not a precondition in the participant sampling process. The sample size is smaller and sufficient to the study as the focus is on SYR internal operational processes that inform the radio stations' programmes. The non-probability sampling procedure enriched the selection process for qualitative data as participant selection was on convenience as all targeted respondents met the purpose of the study (Wimmer & Dominick, 2011:92; Du Plooy, 2009:122-123).

4.4. Data collection techniques

Out of ten participants, nine were involved in face-to-face interviews in Port St Johns. One participant in Gauteng, the employee of Radio Workshop was granted a telephonic interview. The researcher also used documents such as programme schedule, ICASA license regulation, NPO registration certificate and station profile. The discussion below elaborates on data gathering process through interviews and content analysis.

4.4.1. Participant interviews

Prior to the commencement of interviews, the researcher provided participants with an interview guide, took them through customised consent letters as approved by the Department Ethics Screening Committee (DESC) at Stellenbosch University. The researcher developed the interview schedule as indicated as Table 1 below and guiding questions for open-ended interview sessions attached as Appendix E of the study. Face-to-face interviews took place from 28-31 May 2023 in SYR studios, Port St Johns local municipality offices, Tombo and Mampube villages in Port St Johns. During interviews, the researcher used voice recorder and a note-pad for scribing and from time to time probed for further clarities without deviating from the set questions.

Table 1: The interview schedule for participants in SYR study

No	Participant	Surname	Role in relation to the study focus	Description	Sector representation	Data collection instrument
1.	Station Manager	Shozi	Management and programming oversight	Internal/insider	Management	Face-to-face interview
2.	Programmes Manager/presenter	Mzimela	Programming process	Internal/insider	Management	Face-to-face interview

3.	Journalist/presenter/head of news	Landa	News content and journalistic processes	Internal /insider	Journalist	Face-to-face interview
4.	Representative from Port St Johns youth council	Dyasi	Participation and relevance	External /outsider	Listenership	Face-to-face interview
5.	Local NGO representative	Rolo	Participation and content relevance	External /outsider	Listenership	Face-to-face interview
6.	Forum of people with disability	Ntinini	Participation and content relevance	External /outsider	Listenership	Face-to-face interview
7.	Municipal official for Local Economic development	Nobhuya	Access, participation and content dissemination	External /outsider	Stakeholder	Face-to-face interview
8.	Municipal official for Special Programmes for the youth.	Noqwaka	Access, participation and content dissemination	External /outsider	Stakeholder	Telephonic interview
9.	Municipal communication official	Pellem	Access, participation and content dissemination	External /outsider	Stakeholder	Face-to-face interview
10.	Children Radio Foundation	Ramodike	Training and capacity building of SYR journalists	External /outsider	Stakeholder	Telephonic interview

(Source: compiled by the researcher, 2023)

4.4.2. Document study

Documents were received mainly from the station manager and programmes manager. As earlier indicated, the researcher received documents which among others included; documents included 2022/2023 programme schedule as Appendix G, the non-profit organisation (NPO) registration certificate as well as copy of broadcast license as Appendices C and D respectively. Once gathered, documents were filed and saved on the researcher's personal computer folders for storage and safekeeping.

4.5. Data analysis

The aim of qualitative data analysis was to discover patterns, concepts, themes, meanings and relationships linked to the research questions (Mouton, 2001:108). Du Plooy (2009:215) describes data analysis as a process of organising, analysing and making sense of all the information collected in the research. Below is a brief discussion on data analysis process.

4.5.1. Interview analysis

The interview recordings were analysed focusing on gaining the understanding of how SYR programming and programme production influenced the youth. The data analysis process focused on broad concepts linked to programming; programming design process (pre, during and post), role of journalists, journalistic practices, airing frequency, time allocated for youth empowerment programmes and content relevance/focus of youth programmes from January 2022-January 2023. The responses were organised into themes and subthemes and the researcher has elaborated more as part of discussions in Chapter 5.

4.5.2. Document analysis

Thematic analysis is a general approach to analysing qualitative data that involves identifying themes, subthemes and patterns in the data (Wagner *et al.* 2012:231). The researcher perused and analysed documents received from the station manager and programmes manager. As the study focus was on programming, the programme schedule was the most useful as it gave the researcher the window to see the types of programmes the station

broadcasted at the time of the research period. The result on document analysis forms part of the discussions in Chapter 5 of the study.

4.6. Ethical considerations

The study of SYR conformed to all prescribed Stellenbosch University ethical parameters that guide field-research work. The ethics application for the study of SYR was approved as low risk with project identification (ID) code; 27162. A formal ethics clearance note was received from the Research Ethics Committee (REC) at Stellenbosch University and is labelled as appendix H. A student confirmation letter from the University was shared with SYR management and board of directors. Subsequently, the researcher obtained a consent letter from SYR station management for the research to go ahead. The researcher has attached both letters as Appendices A and B respectively. Though participants were allowed to withdraw from the study at any time, no respondent withdrew. For safe-keep, the researcher has electronically stored all the data collected as well as the manually transcribed version. The researcher has filed all hard documents received from the radio station.

4.7. Chapter summary

The chapter provided a discussion on methodology and design the researcher followed. The researcher described and provided an in-depth discussion of case study and reflected on previous academic studies that have used it. A discussion on population and sampling procedures followed as well as data collection methods pursued in the study were discussed. The chapter also dealt with data collection techniques that the inquiry followed as well as data analysis process. The chapter further outlined and discussed ethical considerations of the study.

Chapter 5: Presentation and discussion of findings

5.1. Introduction

This chapter is a presentation and discussion of findings in the study of SYR. As was discussed in Chapter 4, the findings were generated through the analysis of data collected from interviews and document sources. The researcher delineated the findings into main themes and sub-themes as emerged during the data analysis process.

5.2. Synopsis of findings: Themes and sub-themes

Upon concluding the analysis of face-to-face interviews and document data sources, the results yielded to the following thematic areas 1) purpose 2) programming 3) empowerment 4) access 5) and community radio journalist. The researcher has aligned these thematic areas with the themes emerging from the literature review discussions and the research questions. Below is a summative outline of themes and sub-themes as emerged from analysis of interviews from both internal (inside) and external (outside) participants as well as document data sources.

- 5.2.1. Purpose and the following related sub-themes; developmental agenda, local language and cultural resonance, publicity and awareness, content relevance.
- 5.2.2. Programming and the following sub-themes; participation, programme delivery, programmes.
- 5.2.3. Empowerment and the following sub-themes; social upliftment, local economic development opportunities, skills development.
- 5.2.4. Access and the following sub-themes; grassroots dissemination of information, bottom-up newsgathering approach, localised spinoffs.
- 5.2.5. Community radio journalist and the following sub-themes; journalist experience, journalist capabilities, newsroom workings, content gathering, exodus of journalist.

The above themes and inherent sub-themes are elaborated on in the coming discussion of findings.

5.3. Discussion of findings from interview and document data analysis

Below, the researcher elaborated on the findings on each of the themes and related sub-themes drawing linkages with interview questions of the study. The presentation included findings from both the internal (inside) and external (outside) role players in the operations of SYR station in line with the descriptions in Table 1 of Chapter 4 of this study. The discussion also presented findings that came through from document data analysis especially the programme schedule received from SYR programmes manager.

5.3.1. Purpose

The theme emerged from the data gathered from programme schedule as well as analysis of interviews from the internal and external participants. This theme arose as a response to the following interview questions as asked to both sets of role players;

- What is your understanding of the role of SYR?
- Is SYR serving on its mandate as a youth radio station?
- How is the radio station helpful to you as a stakeholder?
- What makes SYR unique if one compares it to other radio stations within the region?

As an expected function of SYR, four facets emerged from both internal and external interview participants. Categorized as sub-themes, the facets were developmental agenda, local language and cultural resonance, publicity and awareness as well as content relevance.

a) Developmental agenda: Rolo (2023), a member of the local Creative Young Women Group based in the village of Tombo stated that SYR helped them as they sought to impart life skills and social behaviour-changing programmes to Port St Johns youth. “This radio helps us a lot, as we do door-door as part of our households visit here in Tombo and other villages, people tell us that some of the health related advices we give them, they have learnt about them through SYR”, added Rolo (2023). In turn, Noqwaka (2023), the special programmes unit (SPU) manager in Port St Johns local municipality stated that, “we value the presence of this platform in our space as it is nearer, but as the municipality we are not doing enough to optimise it”. Noqwaka (2023) continued, “Though I am not a regular listener of SYR however, I do believe that it does cater for the socio-economic needs of youth in Port St Johns”.

Other participants did not know that the station was a youth radio. “Is it a youth radio station, I was not aware, this station needs to profile itself as such then,” added Nobhuya (2023), a local economic development (LED) officer from Port St Johns local municipality. Nobhuya (2023) further stated that, “I also do not listen to SYR as its broadcast content is sometimes insensitive towards my Christian belief systems as it is not proper for the stations to have adverts that promote witchcrafts and magic.” Though acknowledging that the station existed, some participants from members of community did not listen to SYR.

- b) Local language and cultural resonance: There was an appreciation from participants like Shoji (2023), the station manager that SYR played an important role in the preservation of local cultures and traditions. One of the languages that SYR preserved was IsiMpondo, a subculture language spoken in areas of Lusikisiki, Port St Johns, Bizana, Flagstaff, Ntabankulu, Libode and parts of Ngqeleni. The area falls within traditional leadership jurisdiction of Pondo Kingdom and AmaMpondo tribe speaks the language. The station manager, Shoji (2023) stated that SYR existed to preserve this language as well as AmaMpondo heritage, culture, traditions and customs. As Port St Johns is a wild coast tourist town, SYR helped to impart Pondo culture and teach IsiMpondo to tourists that visited the area from time to time (Shoji, 2023). The programmes manager, Mzimela (2023) added that SYR programmes such as “Ziya’didiyelwa” and “Ziphekwe’khaya” were a testimony to the effort of cultural preservation through the station.
- c) Publicity and awareness: Ntinini (2023), from the local forum of people with disabilities, indicated that SYR helped them as platform to publicise events and make public announcements. “Yes, for programmes pertaining disability, the radio station contacts me for time to time”, said Ntinini (2023). Due to monetary and connectivity difficulties that hindered access to the SABC’s Umhlobo Wenene radio station in the area, SYR has become an enabler for non-governmental organisations (NGOs) to reach out to local communities (Ntinini, 2023). “Umhlobo Wenene is unreachable to us”, decried Ntinini (2023). SYR has made a huge difference in enlightening local communities stated Ntinini (2023) added, as he passionately explained how the station came into existence. Thus, Port St Johns community, youth included has had to rely on SYR for any social developmental content, added Rolo (2023) from the local NGO. Social workers do make important announcements through SYR added Rolo (2023). However, Pellem (2023), who headed Port St Johns local municipality communication unit, showed that the municipality has not utilised SYR, as

they had not publicised any developmental programmes through the station during the research focus period. With lots of uncertainty in her response, Pellem (2023) recollected some advert about the Integrated Development Plan (IDP) roadshow announcement and it was outside the research focus period.

- d) Content relevance: Through analysing the programme schedule document as provided by the programmes manager, Mzimela (2023), the topic spread catered not only youth information needs but for the public at large. Mzimela (2023) did indicate that SYR station programmes tried to strike a balance in the programme lineout to meet information needs of all age segments. The programme schedule showed a mixture of various music genres that appeal to all listeners, young and old. Programmes such as “kids’ hour”, “Ingelosi zezulu” and “Inkolo zakwantu” catered for ages below 15 years and some catered for ages above 35 years of age (Mzimela, 2023). Landa (2023) who worked at the station as both journalist and head on news confirmed that programme content focus is predominantly on social, spiritual and on music and entertainment issues. As outlined in Figure 2 below, summarised from the programme schedule received from Mzimela (2023), the biggest share of programming was dominantly on music and entertainment related programmes. If one considered the depiction in Figure 2, the confirmation is that the content focus programming at SYR is more bias towards social development and empowerment related interventions such as gender equality, heritage, religious matters, domestic advices, healthy living topics.

5.3.2. Programming

The theme emerged from the data gathered from interviews of internal and external participants as well as program schedule. This theme arose as a response to the following interview questions as asked to both sets of participants;

- Do you or your organisation participate in the radio station’s programming process?
- Does SYR pursue participatory programming?
- What innovative methods you use in enabling youth participation in the conceptualization of some of the content that informs your programs?

From this theme, interview data analysis led to the emergence of the following three programming aspects as sub-themes namely; participation, programme delivery and programmes.

- a) Participation: The programme manager, Mzimela (2023), suggested a lack of standardised and predictable face-to-face public participation process on programming at SYR. “We have not held a community meeting for programming, we as management and presenters come up with programmes ourselves sometimes with some advice through call-ins on what topics listeners would want discussed in some radio shows” indicated Mzimela (2023). Records of these programming interactions at management and presenter level could not be shared upon request by the researcher. Mzimela (2023) cited financial constraints as the major constraint for the radio station to conduct annual face-to-face programming roadshows that could involve all Port St Johns communities. Thus, the radio station relied on social media and other online communication tools. The station used innovative ways such as random call-ins, WhatsApp messages and emails received from listeners as part of ongoing feedback. At the time of this study, SYR had Facebook as the only viable online social media platform. The station manager, Shozi (2023), indicated that there was youth representation in the SYR board of directors, however Shozi (2023) stated that the board is not involved in the programming affairs at the station. Though management acknowledged the significance of community feedback, the impact it had on major programming decisions is unknown as there was no proper feedback management systems and mechanisms by the station to its listeners (Mzimela, 2023). However, there was evidence that the station engaged key sectors and sponsors when considering to change and move presenters or anchors of different shows and programmes (Ntinini, 2023; Landa, 2023). The change happened annually during the month of February (Landa, 2023). Through online approaches, SYR did allow for participation at the level of programming albeit other sectors who would have preferred a face-face interaction felt left out as showed by the member of the local youth council (Dyasi, 2023). “During my time serving in Port St Johns youth council, I have not participated in any process aimed at shaping programmes to be played at SYR”, added Dyasi (2023). The participant from the NGO sector, Rolo (2023), also stated that she has never participated in any forum aimed at shaping SYR programming and subsequent programmes. Nobhuya (2023), the

head for local economic development in Port St Johns municipality, admitted that there has not been any effort to seek their participation as the municipality in shaping SYR programmes.

- b) Programme delivery: The programmes manager, Mzimela (2023) and journalist, Landa (2023) stated that there are two key role players involved in SYR programming process and programme delivery namely; the journalist/presenter and programmes manager. According to Landa (2023), as a journalist, his role included story identification, topic formulation for news, talkshows and features. Once collected, the discussions on the production process ensued with the programmes manager. Upon reaching consensus, the programmes manager sign-off the story or topic for broadcast (Mzimela, 2023). According to the two participants, journalists/presenters in consultation with programmes manager determined stories and topics for all shows (Mzimela, 2023; Landa, 2023). Landa also worked as head of news for the station as Mzimela is a presenter for an afternoon drive show “Rushing hour home drive” (Mzimela, 2023; Landa, 2023). The model of dual responsibilities seemed to be working as SYR is a small community radio station with meagre human resource capacity.
- c) Programmes: The analysis was based on SYR programmes schedule document labelled as Appendix G. The programme schedule reflected shows aired in the period of research focus. The researcher grouped them into four distinct areas namely; music and entertainment, sport, religious, empowerment and development shows. Figure 2 below outlined the grouping and the percentage share of programming in each of the four areas. The chart showed that, 52% programmes share focus on music and entertainment, while youth empowerment and developmental shows take 24% share of programmes. Religious and sport shows shared the remaining 19% and 5%.

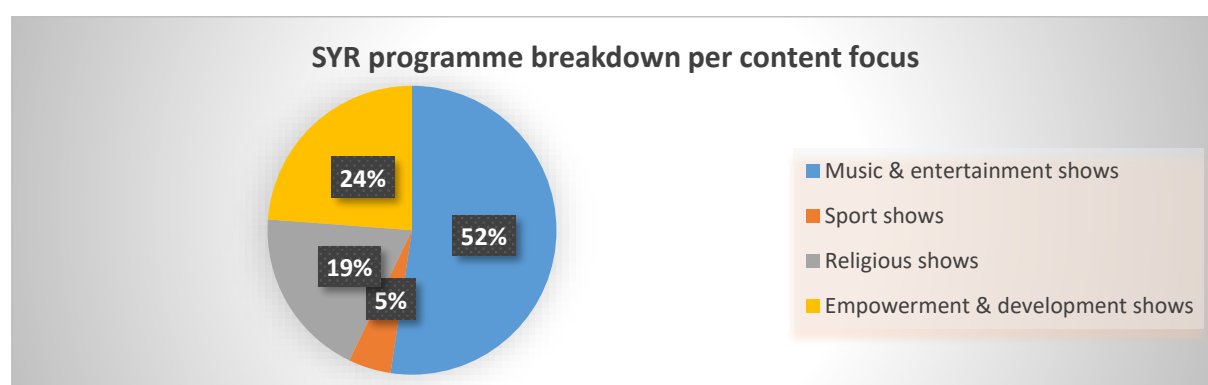


Figure 2: Analytical breakdown of SYR programme focus in the period under research.

(Source: Sajonisi Youth Radio programme schedule, 2023)

If one considered the lack of access to developmental and empowering opportunities for rural youth and documented unemployment figures in OR Tambo District area, 24% programme share was a low programming output. The 2017 socio-economic review report of OR Tambo District area revealed that youth unemployment stood at 35.4 percent, a rate higher than that of the Eastern Cape Province, which was at 29.3 percent at the time (OR Tambo District Municipality, 2017). There were two dedicated talkshows on youth empowerment, namely; “Sakha-ukuhlala” from 10h00-14h00 and “Talk-by-Talk” from 18h00-20h00. The radio station broadcasted both shows from Monday to Thursday. The main gap that one realised with “Sakha-ukuhlala” talkshow was that its focus was more on social development related issues such as gender equality, domestic advices and healthy living topics. The other gap pertained to broadcast time for “Sakha-ukuhlala” talkshow. It was a midday show and for various reasons, the targeted audience would not necessarily be listening at that time of the day.

“Talk-by-Talk” was another important programme on youth empowerment issues. The limitation with the show was that it was positioned for revenue generation (Shozi, 2023). The radio station management expected stakeholders and partners to pay for broadcast airtime in bringing content to the talkshow (Mzimela, 2023; Pellem, 2023). The expectation to pay had become the downside of the talkshow and a major deterrent in getting developmental content and information to empower listeners. Key stakeholders, including important role players such as Port St Johns local municipality have not been forthcoming to “Talk-by-Talk” show to communicate local economic development projects aimed at youth empowerment (Nobhuya, 2023: Noqwaka, 2003).

Based on document analysis, Figure 2 showed a skewed programming focus in SYR. Programmes seemed to focus more on music and entertainment issues with lesser attention to economic empowering and uplifting programmes for youth. The document analysis of programmes showed that there is one weekly economy feature, “Youth-In-Business”, as part of the “Morning Breakfast Show”. The feature dedicated few minutes on information about business initiatives, entrepreneurship, small business support initiatives etc. Document

analysis also showed that shows aimed at youth empowerment are predominantly features that last for few minutes. A feature, only in the morning could arguably be not enough in meeting the information needs of youths in rural areas. Programmes such as “Zinobusi” the daily current affairs show in the afternoon between 17h00-18h00 could be used to augment the perceived lack of focus in development programmes. Maybe one hour could be added to focus specifically on youth economic empowerment information packages without ring-fencing it for revenue generation if the station was to be impactful as a provider of developmental content to the youth.

5.3.3. Empowerment

The theme emerged from the data gathered from interviews of internal and external participants as well as programming schedule. This theme emerged as a response to the following interview questions was asked to both sets of participants;

- Are programmes aired on SYR relevant and responsive to rural youth information needs?
- What municipal programmes have you sent for broadcasting at SYR this period?

From the interview and document data analysis, the researcher deduced three sub-themes namely; social upliftment, local economic development and skills development.

a) Social upliftment: Because document analysis of the programme schedule showed 52% focus on music and entertainment, 19% on sports shows and 5% on religious shows, one gathered that the station was at 76% in meeting its programming obligations on the “social needs” front. Landa (2023) outlined that social needs based programmes encompassed mental health issues, domestic advices, gender equality, healthy lifestyle, family issues, religion, wedding advices, spiritual needs as well as women issues. Through its weekday show “Kuyabonelelwa”, the station catered for religious and spiritual development of its listeners. The show lasts for two hours. Another religious show, “Umkhumbi kaNoah” lasts for four hours. “Ziyadidiyelwa” is another show that focuses on issues of heritage, traditional initiation rites, traditions and cultural rituals. One could argue that the hours dedicated to both “Kuyabonelelwa” and “Ziyadidiyelwa” are rather expansive for a community youth radio station broadcasting in poverty-stricken area with scarcity of economic opportunities for young people. Furthermore, SYR programming brought in social workers to the studio to

tackle various social issues that affected lifestyle, emotional well-being and mental health of youth (Rolo, 2023; Landa, 2023). The remaining 24% percentage was for economic related engagement, albeit not being optimised based on interview with Shozi (2023) and Pellem (2023).

b) Local economic development: As already discussed in the analysis of data from the programme schedule only 24% of programmes at SYR focus on issues such as jobs, economy, farming, tourism, entrepreneurship, youth empowerment and business information. These shows are presented as short-timed feature segments. Nobhuya (2023), who headed local economic development in Port St Johns municipality admitted that there has been underutilisation of SYR in creating awareness on economic related issues. This was also confirmed by Noqwaka (2023), who headed the special programmes unit (SPU) in the same municipality. Participants' interviews indicated the following;

- The station was not proactive in their engagement with the municipality on key programmes and projects aimed at benefitting youth (Nobhuya, 2023).
- There was a glaring need for partnership and quarterly engagement with the radio station on matters pertaining to youth programmes (Noqwaka, 2023).
- The station was not marketing and positioning itself strategically as champion of youth and journalists lacked proactiveness in gathering municipal news (Nobhuya, 2023). As was previously stated, the participant indicated that he was not aware that the community radio is a youth radio outlet.
- The participant further stated that the fact that the station was a youth radio station has serious implication to the municipality, should they have been informed of such license classification (Nobhuya, 2023).
- The municipality as government closest to the people has only used the station once and has no predictable funded plan to optimise the radio station (Pellem, 2023).

The sentiments above were also confirmed by Dyasi (2023), the leader of local youth council in Port St Johns. The programmes manager, Mzimela (2023) stated that it is only in times of crisis that municipalities effectively used SYR, as it was the case during COVID-19. The OR Tambo district municipality sponsored a Wednesday awareness programme named "Ke-Ready". Though considered effective in sharing COVID-19 behaviour-changing messages to the youth, the one-hour show has since ended (Mzimela, 2023). Since then, the district

municipality has not brought on air any youth related economic empowerment information, stated Mzimela (2023).

c) Skills development: At the time of research, SYR station had 23 journalists recruited from local communities mostly with no formal qualification in journalism or prior broadcasting experience (Shozi, 2023; Mzimela, 2023; Landa, 2023). Thus, the radio transferred skills and trained them. Through this transfer of skills to rural youths, the radio station continued to lose its seasoned presenters and journalists to other radio stations such as Inkqubela and Ingqushwa community radio stations. Some have been appointed in the municipality whilst others recruited by SABC's regional radio station, Umhlobo Wenene (Landa, 2023; Shozi, 2023; Mzimela, 2023). SYR also provided internship to rural youths who needed experiential training to complete their qualifications and the internship is on fields such as marketing, finance, administration etc (Mzimela, 2023). This study showed that SYR provides life-changing benefits to rural youths at both individual and social levels.

5.3.4. Access: The theme emerged from the interview data from external actors and confirmed by the station insiders. This theme emerged as a response to the following interview questions:

- Is SYR accessible to you?
- How often do you listen to SYR?
- What was the motive for its establishment and were you involved?

The interview data analysis on access led to three sub-themes namely; dissemination of information, newsgathering approach and digital presence.

a) Dissemination of information at grassroots: "Through Sajonisi Youth radio, as local NGO, we are able to listen to programmes relevant to us and afforded opportunity as stakeholders, partners and organisations to share information that pertains to our organisations," said Rolo (2023). "As a rural based NGO, we have not been to the radio station in recent times due to public transport costs", added Rolo (2023). "I work closely with the station to bring programmes for the disability sector and the radio station is always welcoming", said Ntinini (2023). "I know when the station was established and I was there to assist when the current station manager was looking for a site to broadcast from", said Ntinini (2023). "I make regular visits to the radio station to strengthen

partnership in profiling interests of the disability sector”, added Ntinini (2023). The station manager, Shozi (2023) confirmed the value of NGO partnerships. SYR is able to forge private sector content partnerships with key stakeholders on its seasonal broadcast campaigns. These campaigns include Easter, winter, spring and summer campaigns as well as music and cultural festivals. During these campaigns, local communities particularly youth participate in water sports, sardine-runs, hiking trails, surfing and fishing competitions (Shozi, 2023). All these events were promoted through SYR. According to the station manager, relevant stakeholders use SYR to ensure dissemination of information to enhance access and participation. These programmes and activities contributed in building social cohesion, one of the nation building principles which community broadcasting was founded to harness (Shozi, 2023). Part of providing access was the ability of SYR to allow listener involvement through quiz, competitions, sponsorship promotions etc (Shozi, 2023). “We have not been on Sajonisi Youth Radio in recent times”, stated Dyasi (2023) from the local youth council that works closely with the municipality. However, Dyasi (2023) also highlighted that in some geographic parts of Lusikisiki and Port St Johns signal issues deter accessibility as the region has mountainous topography. As the Port St Johns municipality, we have not used the radio station optimally largely due to budget and some internal political dynamics indicated Pellem (2023), the communication officer for Port St Johns local municipality.

- b) Localised spinoffs: SYR boasted of the positive influence and value its existence has had on local community (Shozi, 2023). The radio station has become a community-training hub as it opened its doors to the unemployed rural youths according to Shozi (2023). The station manager stated that youth who served as volunteers and interns at the SYR found sustainable employment opportunities in various sectors such as broadcasting and local government, thus earning an income that improved livelihoods in their households (Shozi, 2023). All these youths were from Port St Johns, added Shozi (2023). Young people used the community radio station for journalism experience, experiential learning and as a place to complete internship programmes (Shozi, 2023). “Tourists revere Port St Johns as it is one of the rugged wild coast towns and through SYR advocacy work, one young person is currently in Germany teaching IsiXhosa to children of tourists whose biological roots are from Port St Johns”, said Shozi (2023).

5.3.5. Community radio journalism: The theme emerged from the data from internal respondents as well as external participant whose responsibility involved provision of capacity-building initiatives for community radio stations. This theme arose as a response to the following interview questions as asked to both sets of participants;

- How do you recruit journalists for SYR?
- What training systems or capacity building initiatives are there to support journalists in doing the developmental journalism work?
- What is the stations' newsgathering approach and newsroom operational culture?

The interview data analysis of this theme steered to five sub-themes namely; overview of journalist experience, journalist capabilities, newsroom workings, content gathering approach and exodus of journalists.

- a) Overview of journalist experience at SYR: According to the interview with both the station manager and the programmes manager, the priority is on local talent identification. "Journalists are rural youths recruited from Port St Johns as early as primary levels of schooling to join the radio station and present weekend children's shows such as Kids Hour", stated Shoji (2023). "Currently the station has 23 journalists covering all areas of operation here at SYR", added Shoji (2023). Potential recruits provide brief curriculum vitae (CV) or demo tapes to the radio station (Mzimela, 2023). "The recruitment strategy for journalists focused on natural talent scouted from rural Port St Johns and once selection process is concluded, they are subjected to an on-the-job induction", added Mzimela (2023). This pointed to the lack of professional journalism depth at SYR. The station manager confirmed that journalists are all below 35 years of age and work as volunteers (Shoji, 2023). Once recruited and gone through basic induction as highlighted earlier, they assume roles as journalists working as field reporters, story gatherers, producers and presenters (Landa, 2023).
- b) Journalist capabilities: Landa (2023) who served as both journalist and head of news stated that orientation and training strategy for new journalists helped to develop them to be versatile broadcasters that can work on every aspect of community radio journalism. Recruited from among local communities and with no formal training qualification, the programmes manager, Mzimela (2023), stated that he trained and orientated journalists entrants into the field of journalism with specific focus on journalism ethical codes, news

production, programming and handling of studio equipment. The programmes manager had previously worked in various roles at different community radio stations in KwaZulu Natal namely; Siyathuthuka FM, Imbokodo FM and Devine Touch radio station (Mzimela, 2023). This is where he sharpened his broadcast skills and capabilities. Ramodike (2023) stated that there was one semi-formal training session that they have offered to journalists at SYR in the past year, and that was in October 2022 and lasted for an hour. Ramodike worked for the Children Radio Foundation now known as Radio Workshop, a non-profit entity that capacitated community radio stations countrywide (Ramodike, 2023). Radio Workshop has trained journalists from community radio stations in the Eastern Cape and these include; Inkqubela FM in Gqeberha, Inkonjane FM in Flagstaff, Unitra community radio and some across the country (Ramodike, 2023). The session at SYR focused on how journalists should report stories or issues on gender-based violence and femicide, mental health and adolescent mental health (Ramodike, 2023). Besides Radio Workshop, the station manager indicated that there are training and exposure programmes that SYR journalists had attended through institutions such as Rhodes University, University of South Africa (UNISA) and UNESCO (Shozi, 2023).

- c) Newsroom workings: The programmes manager Mzimela (2023), stated that the newsroom process involved three main protagonists i.e. journalist, programmes manager and the presenter. The show presentation phase, the last stage is the culmination of production as the next level is that of going on air with the story, added Landa (2023). Thus, a three-dimensional model of newsroom operation and production process was practised at SYR (Mzimela, 2023). Journalists gather local stories and were always urged not to wholly rely on mainstream media platforms as source of news, stated Landa (2023). One believed that SYR programming model highlighted above was risky and unsustainable, as journalists were seemingly entrusted with huge newsroom responsibility albeit their lack journalism professional expertise as indicated earlier. The downside to this model is that more often, both the programmes manager and the head of news also serve as presenters at the station, a feat that is somewhat an anomaly (Landa, 2023; Mzimela, 2023).
- d) Content gathering approach: Landa (2023) indicated that at times, they relied on mainstream media as source of news content if stories have implications to local communities and he cited recent floods disaster in the area and stories that affected the

mining sector as many people in Port St Johns and surrounding areas have families based in other parts of the country as migrant labourers. The journalist, Landa (2023) who also worked as head of news stated that some of the topics that SYR would consider for its shows come directly from listeners. “We encourage our journalists to go out to get local stories and also join on WhatsApp groups by various state entities to source content especially breaking news”, stated Landa (2023). In some instances, stories come from communities themselves for journalists to pick up for broadcast, an indication that the SYR embraced the notion of citizen journalism (Landa, 2023). Citizen journalism is an initiative where ordinary citizens participate in journalism by reporting news or express views about news events in their locality (Tshabangu, 2019: 15). In some instances, listeners suggested stakeholders or entities that they wished the station could invite for information sharing. “We do rely on mainstream for content especially if content has implication and relevance to our local audiences”, added Landa (2023). However, some participants, particularly those from the municipality like Noqwaka (2023) and Nobhuya (2023) complained lack of proactiveness by SYR journalists in news and content gathering, something that the radio station ought to pay attention to. At programming level, digital and social media tools such as Facebook, WhatsApp groups, voice recordings, voice notes, video clips were used to augment some of the shortcomings in relation to newsgathering (Landa, 2023). Landa (2023) confirmed that social media assisted on remote stories wherein the radio station lacked means to be physically present for instant broadcast. With most journalists worked as volunteers at the station, issues such as cell phone internet data and inherent costs were highlighted by Landa (2023) as posing a serious shortcoming in this aspect. To improve access and content gathering, the station manager stated that plans were at an advanced stage for the SYR to have its own mobile outside broadcast (OB) facility (Shozi, 2023).

- e) Exodus of journalists: Other broadcasters poached our journalist, declared Shozi (2023). The prevalent challenge faced by SYR station was that their most skilled journalists were lost to mainstream media and other community radio stations in the Eastern Cape, confirmed Mzimela (2023). According to the station manager, this frustrated SYR operations, as they have to be on a perpetual mode of recruiting journalists, thus threatening the station’s sustainability from a programming point of view (Shozi, 2023).

Landa (2023) further stated that the continuous loss of good journalists threatens listenership growth as well.

5.5. General conclusion linked to research goals

The conclusion of data analysis results focused on four research goals as outlined in Chapter 1 of this study.

5.5.1. Research goal 1. The first goal of this study was to identify and describe programs that SYR broadcasts aimed at empowerment of youth in rural areas. The data gathered both from interviews and document analysis showed that Sajonisi Youth Radio provided programmes aimed at empowerment of youth in rural areas. SYR covered a wide range of topics with more focus on social upliftment and sparsely on economic opportunities. The topics covered in the programming schedule were not a mere repetition and duplication of mainstream programme content, but rather a reflection of localized content, packaged to be relevant for local consumption. The view that the radio station sparsely focused on youth economic related dissemination of information came out on both document and interview data sources. The programme schedule as part of document data showed that the station is at its strongest on social empowerment shows at broadcast level whilst contributing greatly as a skills hub to the rural youths of Port St Johns through internships and experiential opportunities. Considering the rural nature of Port St Johns and lack of access to information, 24% programming share on youth economic empowerment programmes in SYR reflected a low programme output. Even the identified and ring-fenced talkshows such as “Sakha-ukuhlala” and “Talk-by-Talk” did not appear to be constantly utilised for dissemination of economic uplifting content by relevant stakeholders. One participant from local youth forum indicated that SYR needed to market itself boldly so that key stakeholders understood it as the champion of youth empowerment opportunities in all its broadcasting efforts (Dyasi, 2023).

It was bothersome to discover that in the 12 months’ period of research focus, Port St Johns local municipality has not been active in any of the features or talkshows in SYR. Such inaction by municipalities and other developmental-oriented entities denied

youth access to economic uplifting information it requires. The OR Tambo district municipality last used the station effectively during COVID 19 period through a funded programme called, “Ke-Ready” (Mzimela, 2023). When the funded programme ended, the district municipality never used SYR in the focus period of this study. Perhaps, post COVID, the program needed refining with content focusing on youth empowerment through Local Economic Development (LED) departments of municipalities. Active utilisation of radio by local government through bringing youth development initiatives on air could positively influence programming on SYR. The failure by local municipalities to use SYR as an outlet for sustained citizen engagement denied youth access to information, a right enshrined in the Constitution (Republic of South Africa, 1996). The gap was in contrary to the assertion by Mawokomayi and Osunkunle (2019:90) when arguing that, radio was a tool for socio-economic change and a medium that penetrates rural communities. Thus, community radio can only be an impactful tool towards citizen empowerment if governments used it as lever for access and information dissemination.

5.5.2. **Research goal 2.** The second goal of this study was to discover SYR programming process and participatory model. Community broadcasting encourages members of community it serves to participate in the selection and provision of programmes to be broadcasted (Maphiri, 2012:65). In emphasising the importance of content relevance in community radio programming, Fraser and Estrada (2001: 58) argue that, “everything possible should be done to encourage individuals and groups to participate in programme production”. Programming was one of the important facets in community broadcasting as it could be used to build democracy, access and promote human rights culture at rural grassroots level (Fairbairn, 2004:7). Thus, programming is a huge responsibility and a lifeblood in the functionality of any community radio station. Interview and document data confirmed that for SYR newsroom operations and programming design was a preserve of journalists involved in the story, the head of news and programmes manager. This was through what the researcher has termed as three-dimensional newsroom operational mechanism in earlier discussion. Though Shozi (2023) argued that the approach ought to be expected in smaller radio stations that lacked human resource capacity, the risk was

higher than the benefits in an environment where majority of journalists as practitioners lacked foundational professional expertise in journalism.

Fombad and Jiyane (2019:50) locate the role of community radio as that of providing support to community empowerment endeavours through proper consultative programming and as medium to disseminate developmental information. The interviews with both the station and programmes managers showed the lack of a comprehensive and predictable mechanism that enhanced community inclusivity in SYR programming process. Therefore, a systematic way of involving communities in programming could have been an important tool in ensuring that programmes that SYR broadcast are in harmony with needs of communities. The study showed that programming related consultations do not happen at programme formulation levels but at presenter or anchor rotation level. As community driven and participatory programming in community radio programming is sacrosanct as it enhances the stations' sustainability, the station ought to do more in this aspect.

5.5.3. **Research goal 3.** The third goal of this study was to discern whether some positive influence on youth of Port St Johns could be discovered from the presence of SYR in the community. In the first instance, interview data showed that the station acts as a skills-provider to the out of school youth and the unemployed. The station provided internship opportunities, personal development skills and empower local youths for the benefit of the entire rural Port St Johns area. This contributed to governments' priority to address high youth employment numbers in the country. The other instance of a positive contribution is that SYR potentially provided for social programmes that empower youths with life skills. The radio station's social empowerment oriented programmes could be broken as follows; 52% on music and entertainment, 5% on sporting issues and 19% on religious matters, thus totalling to a 76% share. Youth love dance music and entertainment and as a youth radio station, SYR has indeed given focus in that regard. Arguably a remarkable high percentage rate on social development focused and entertainment-friendly programmes, but it could be stated that much more time and focused programmes were needed given the access to information challenges and socio-economic profile of the area where SYR broadcasts. As it stands, SYR programming efforts could not be convincingly declared

to be influencing rural youths through providing seamless economic related empowerment programmes. Relooking at the amount of time the radio station spent on music and entertainment could be the starting point. Thus, in resonance with development theoretical standing of the study, the establishment of SYR could ideally be part of the access strategy to complement democratic government in its efforts to disseminate empowering information to rural communities, particularly youth (Maphiri, 2012:65).

5.5.4. **Research goal 4.** The fourth goal of this study was to explore the role of journalists in SYR programming and other newsroom operational processes. As showed through participant interviews, SYR Sajonisi has 23 journalists recruited from amongst local communities. Interviews further showed that most recruits have no formal qualification in journalism or prior broadcasting experience and work as field reporters, story gatherers, producers as well as presenters. The study showed centrality of journalists in programming and production processes in the station as journalists identify, package and present their stories and shows. However, with no formal training qualification, the programmes manager trained and orientated journalists on basics of community broadcast journalism. As a trainer, the programmes manager had substantial community radio experience as outlined in earlier discussion. As the station's recruitment approach of journalists focused on local talent, a refined approach to augment their on-the-job acquired capabilities could make a difference. This would sustain quality broadcasting while attracting more listenership and improve station's revenue through advertising. Thus, the radio station should continue skills development partnerships it had with institutions such as; Rhodes University, Port St Johns Youth Centre, UNESCO, UNISA, Children Radio Foundation etc.

There was an opportunity for the radio station management to consider strengthening human resource structure as support system to the programmes manager in sharing tasks and other responsibilities. The improved human resource structure could see SYR keeping its best journalists from recruitment by other radio stations, thus improving the programming and production process in the station. Though the radio station applied the three-dimensional approach to programming newsroom operations as discussed earlier in the findings, the station management could still

improve the tactic. As confirmed by Landa (2023) and Mzimela (2023), under normal circumstances newsroom operational processes were handled through a five-pronged news production value chain process that should involve suitably qualified professionals namely 1) journalist 2) presenter 3) producer 4) programmes manager 5) technical producer then on air. One could argue that the five-pronged approach was somewhat an impossible arrangement for a station of SYR stature, but it could be introduced in phases as part of the station's long-term growth strategy. The move could improve newsroom operation, keep journalists and sustain the radio station.

5.6. Chapter summary

This chapter presented the research results and provided an elaborated discussion of findings on study of SYR. The results emerged from analysis of data from face-to-face interviews and document sources, particularly the programme schedule. Views were gathered from inside and outside participants in the affairs of SYR as delineated in Table 1 of Chapter 4 of the study. Out of the data analysis, different themes and sub-themes emerged. The chapter also provided a general conclusion linked to the foremost goals of SYR research project as elucidated in Chapter 1 of this study.

Chapter 6: Summary, conclusion and recommendations

6.1. Introduction

The study focused on SYR with attention on how programming process and subsequent programmes empowered rural youth. This chapter is a summary of the research project. It drew conclusions and provided recommendations for future research projects on community radio broadcasting in general. In achieving this, the chapter firstly summarised each of the chapters then provided answers to the research questions with linkages to theoretical and paradigmatic orientation of the study of SYR as introduced in Chapter 3.

6.2. Summary on study of Sajonisi Youth Radio

Chapter 1 introduced the research by outlining background and motivation to the study. The researcher outlined the research problem and problem statement whilst introducing SYR FM as focus of study. The station was introduced as the only community youth radio station in the Eastern Cape. The chapter explicated on research goals and question of the study. Chapter 2 elaborated on the advent of community radio broadcasting system, its features and normative functions. The chapter provided an in-depth discussion on conceptual areas that were the focus of the study namely; role of community radio, programming, programmes, access strategy, youth empowerment etc. The researcher reflected on research gaps identified in various studies on community radio, particularly focusing on programming and youth empowerment programmes. Chapter 3 discussed two research paradigms and provided a discussion on development theory as the theoretical anchor to the study of SYR. This chapter also exposed emerging scholarly debates and critique on traditional normative media theoretical tradition. Chapter 4 focused on research methodology. The chapter presented the case study design, data collection and sampling procedures as well as data analysis approaches. The chapter outlined and discussed ethical considerations of the study on SYR. Through interview and document data analysis, Chapter 5 presented and discussed the research results. Chapter 6 presented summary, conclusion and recommendations.

6.3. Research goals

As stated in Chapter 1 of the study, the goal of the research was to explore the role of community radio programming in youth empowerment with SYR identified as a case study. In achieving this goal, the researcher anchored the study on the following operational research goals:

- To identify and describe programmes that SYR broadcasted aimed at empowerment of youth in rural areas in the period January 2022-January 2023.
- To discover SYR programming process and participatory model.
- To discern whether some positive influence on youth of Port St Johns could be discovered from the presence of SYR in the community.
- To explore the role of journalists in SYR newsroom practices and newsgathering processes as pertained to programming.

6.4. Research questions

Flowing from these goals, a general research question, does SYR through its programming effort provide programmes that aimed at keeping rural youths informed, knowledgeable and empowered about developmental opportunities? -was formulated. In turn, it led to six specific research questions. Below is a brief conclusive discussion on each of the questions followed by the response to the general research question in the conclusion.

6.4.1. What youth empowerment programmes has SYR aired in the period January 2022-January 2023?

The study showed that from the period January 2022-January 2023, SYR dedicated 24% programme share on youth empowerment related programmes. This was not enough considering the lack of access to opportunities for youths in rural areas as earlier discussed in the study. It was troublesome that in the focus period of research, Port St Johns local municipality has not been active in any of the features or talkshows in SYR. Such inaction by municipalities and other developmental-oriented entities deny youth access to information it requires. As participants stated that, municipalities through special programmes units have mechanisms to lead in coordinating efforts aimed towards youth empowerment. Community radio can only be an impactful tool towards citizen empowerment if governments considered it as part of access strategy for information dissemination. It was through this access strategy

approach that SYR ought to embrace development communication through practising development journalism. SYR had the potential to reposition its programmes to positively influence youth at both social and economic ends. Thus, a refined programming approach with more listener-call-in talkshows on youth employment opportunities, skills training opportunities, sustainable business start-ups, entrepreneurship initiatives, post schooling bursary opportunities etc, could make a difference in providing access to information.

6.4.2. Who provides content of programmes that SYR broadcast?

The content for programmes broadcasted at SYR was gathered by journalist and covered a wide-range of issues. The focus by journalists was on local news content and localised programmes. As stated in Chapter 5, SYR programme content was not just an imitation of mainstream news content, the production team strove for localised content. To a certain extent, one could argue that the station's news content was responsive to local information needs. As outlined in Chapter 5, the type of content that informed the entire production process for SYR could be broken down into four elements namely; music, entertainment, religion and empowerment. The content for programmes was predominantly curated through the three-dimensional approach as highlighted in Chapter 5 and rarely came directly from sources of news content such special groups, non-governmental organizations and local government. In as much as journalists were at the centre of the programming, the interview data pointed at the lack of proactive, predictable strategy in the newsgathering process, thus making the station not to fulfil its important and unique purpose as a youth-oriented broadcast outlet. Media are agents of empowerment, development and social change and can complement government efforts in carrying out programmes that will lead to positive behavioural change among youth and society (Olumuji and Onabajo, 2022:365-373). Community radio could achieve on the expectation through programmes that were responsive to developmental needs of Port St Johns youths. This was the crux of development communication. Ultimately, radio station could position itself as an enabler in supporting local efforts aimed at alleviating the social malaise.

6.4.3. Does the station pursue participatory programming?

The study showed that SYR lacked an inclusive and community-driven approach to its programming. The study showed gaps in sectoral and listener participation in the programming process. Currently at SYR, journalists carry all programming and production

responsibilities including conducting mini informal listener satisfaction surveys through call-ins and digital communication tools as means to inform programming adjustments. However, the study showed that different sectors of society are willing to participate in shaping SYR programmes through a structured, transparent and predictable public participation mechanism. In the absence of a predictable and structured consultative public participation process within the station, management should optimise the use of digital and social media platforms that the station already has in its disposal. This should not be understood as the end-on-its-own mechanism in determining and defining SYR station's community consultative approach on programming.

6.4.4. Who is involved in the production of programmes?

At SYR, the programme production process was a tripartite responsibility that involved the following role players; journalists, programmes manager and head of news. Though an anomaly, this approach was not unique to SYR, rather it was a common feature in most community radio broadcasting environments as they face meagre budgets and skeletal personnel. The study showed that lack of sufficiently skilled journalists affected newsgathering, programme production and newsroom operations. Thus, as showed in the study, this could be one of the main factors in creating a perception that SYR lacked proactivity and agility in its newsgathering approach.

6.4.5. What role do journalists play in programming, content/story gathering and newsroom production process at SYR?

The study showed that once recruited through talent identification process from local communities, journalists worked as field reporters, story gatherers, producers and presenters. Most recruits had no formal qualification in journalism or prior broadcasting experience and work as volunteers at SYR. The study showed that journalists prepared topics for shows and presented them to the programmes manager and head of news for processing and quality assurance. This was to ensure that radio adhered to set broadcasting codes, norms and standards. There were no specialists' news beats for journalists at SYR, rather they are jack-of-all trades i.e. they cover any story that they considered credible for radio. The study revealed that journalists were an important cog in the programming value chain as part of the triumvirate of the three-dimensional model in the handling of SYR programme design. As stated in Chapter 5, the SYR's programming model remained a risky and unsustainable

approach as it could expose the station to litigations as most journalists working at the station lacked professional expertise in journalism to be given such a huge responsibility.

6.4.6. What training systems or capacity building initiatives are there to support journalists in doing the developmental journalism work?

Interview data revealed that currently, the radio station has 23 journalists recruited from local communities with no formal qualification in journalism nor prior broadcasting experience. Once recruited as outlined above, the programmes manager orientated all new entrants in the radio station. With no formal qualification as a trainer, as earlier stated, the programmes manager had considerable experience in broadcasting but not as a qualified trainer. The scope of orientation focused on how to handle studio equipment, preparing to present your own show, basic broadcast journalism ethical codes, news production and programme scheduling. The study showed that SYR journalists lacked proactivity in their newsgathering and story gathering approach. Thus, failing in engaging sectors such as municipalities with regard to youth development and empowerment programmes. Thus, they lacked stakeholder relationship management expertise that would add value on the stations' programming. This could be due to lack of capacity as these are not professional journalists as highlighted in Chapter 5. The recruitment strategy that focuses on raw talent scouted from within communities and on-the-job induction spearheaded by the programs manager might not be enough as some participants had raised concerns on stations journalists' newsgathering capabilities. As community radio phenomenon resonated well with development communication paradigm as discussed in Chapter 3, community radio journalists should be developmental journalists and most training and skills interventions should focus on strengthening such capability and know-how.

6.5. General research question:

Does Sajonisi Youth Radio through its programming efforts provide programmes aimed at keeping rural youths informed, knowledgeable and empowered about developmental opportunities?

The research was a timely contribution to the understanding of community radio programming and programmes and the influence thereof on youth empowerment. Hinged

on the development communication paradigm and development theory, the study explored the relevance and responsiveness of SYR programmes to information needs of rural youths. Apart from understanding the historical significances on the evolution of community broadcasting system in South Africa, the study provided insights on how SYR programmes were designed and packaged albeit the lack of inclusive participatory programming mechanism.

The study established that SYR aimed to keep youth informed and knowledgeable particularly on social development aspects of youth empowerment. This was largely evidenced in the programme schedule wherein there was prevalence of variety of programmes focusing on issues such as gender equality, HIV-Aids, mental health, religion, religious, heritage, gender based violence, lifestyle, rituals etc. Programmes such as “Sakh’ukuhlala”, “Sukuma’ukhanye”, “Kuyabonelelwa”, “Imvuselelo yangokuhlwa”, “Umkhumbi’ kaNoah” and “Wedding session” were testament to that. The study established the lack of programming and programmes focusing on economic empowerment opportunities such as jobs, small enterprise funding options from government and private sectors, careers, business plan writing skills and other related entrepreneurial skills. This was evidenced by the fact that the time the radio station has set aside for developmental programmes was regrettably minimal.

This drawback was exacerbated by the lack of participation by economic development role players and actors in using SYR as an access point to reach out to the youth listeners. This, pointing to the issue that the station had not profiled itself enough to be the platform of choice on matters of youth information access. These role players included municipalities, development finance institutions from both government and the private sector. It was uppermost to accentuate that municipalities were designed to be closest to communities so that information is accessible and flows freely where people are with community radio station playing a pivotal role in that regard. In resonance with development theory, the establishment of SYR could be viewed as an access strategy to complement democratic government in its efforts to disseminate empowering and developmental information to rural communities, particularly youth. Thus, the current minimal programming on economic empowering opportunities as showed in Chapter 5 curtailed SYR station’s ability to contribute as vehicle for development in rural areas.

6.6. Recommendations

Linked to the findings as presented in the previous chapter, the study culminated to the following 8 recommendations:

- 6.6.1. Related to the development theoretical discussions in Chapter 2, the triumvirate team responsible for programming should consider scaling down on children's programmes to augment for weekend developmental programmes targeting youth between the ages of 15-35 years. As Chapter 5 showed that, too much radio airtime was spent on entertainment and inconsequential shows. Thus, in living up to the expectation on its developmental objective as a youth biased radio station, there was a need for more talkshows on youth empowerment opportunities to augment programmes such as "Sakha-ukuhlala" and "Talk-by-Talk". Perhaps an all-inclusive youth development radio programme termed, "Ezolutsha" meaning, "Youth matters" in English translation could be considered.
- 6.6.2. Municipalities were government entities closest to rural youths with empowerment projects aimed at poverty reduction. Radio ought to be an instrument of accountability and feedback. There was a need for a predictable, costed and funded communications plan by local government to communicate its programmes aimed at youth empowerment. The plan could integrate different service delivery units within the municipality. The absence of a coherent plan by Port St Johns local municipality in participating in relevant features and talkshows in SYR, denied youth access to developmental information. One of the motivating factors for the choice of a rural area-based radio station to focus the research was that in recent times, unemployment rate in Port St Johns stood above 40% and youth was hardest-hit (Port St Johns Local Municipality, 2021:140). Thus, availability of empowering and developmental content through radio from government (national, provincial and local spheres) could be one of the mechanisms that could act as a deterrent for youth not to engage on untoward activities such as alcoholism, drug abuse, participation in violent protests etc. Information on business start-up skills on fishing cooperatives, entrepreneurship, tourism enterprise development could be considered as part of SYR programming. Port St Johns local municipality could consider entering into an information-sharing memorandum of understanding (MoU) with SYR, thus

recognising the radio station as part of its access strategy on information dissemination. This was the crux of development paradigm as elaborated in Chapter 3 of the study.

- 6.6.3. Linked to development theory upon which the study of SYR was built, bodies such as Media Development and Diversity Agency (MDDA), Independent Communications Authority of South Africa (ICASA), Cooperative governance department, Government Communications and Information System (GCIS), as well as South African Local Government Association (SALGA) could design policies and laws that compel municipalities to optimise community radio platforms as outlets for youth empowerment and development. This would improve content relevance of most youth empowerment programmes aired on SYR.
- 6.6.4. Most outside participants in the study of SYR expected to participate in the station's programming process. With no predictable public participation framework on programming, the study showed a gap in listener participation in SYR programming processes. Democratic-participant paradigm advocated inclusivity, community involvement and participation of society in directing and influencing their transformation trajectory. Thus, the station needed to look at the participation aspect of its programming and adopt a face-to-face and people-inclusive approach as access to digital technological tools may exclude other important potential role players. Modern day technologies could be used to augment an inclusive face-to-face programming approach. Linked to social media ecosystem paradigm and argued by Bosch (2013:2), the emergence of Information and Communication Technologies has the ability to improve access and participation challenges faced by community radio stations. This viewpoint was advanced by postmodern scholars as part of Chapter 3 discussions on this study. Fourie (2017:51) describes social media ecosystem theory as a phenomenon where traditional and digital mediums converge at different levels of media production with modern day technologies.
- 6.6.5. On aspects such as recruitment of journalists and sharpening their newsgathering capabilities, there was an opportunity for SYR station management to consider strengthening its human resource structure through a phased-in organisational structure review process as part of its plan for the future. This could serve as support system to the programmes manager and head of news in sharing tasks and other

responsibilities. Such structure was likely to improve the programming and production process at SYR as the current model discussed in Chapter 5 might not be effective.

- 6.6.6. As the station recruited journalists from rural communities with no professional journalism background, there was a need for more skilling to ensure sustainability of the station. As most journalists at the station lack professionally recognised expertise in journalism practice, a refined approach that augmented their on-the-job acquired capabilities could make a difference. The station cannot rely on an on-the-job induction headed by the programmes manager. To ensure predictability and sustainability of its newsroom operations, there could be a need to rethink the recruitment strategy though blending the new with experienced journalists. SYR needed to conjure up proper retention strategy of good journalists that have come through its ranks.
- 6.6.7. The radio station should continue skills development partnerships it has with institutions such as; Port St Johns Youth Centre, United Nations Educational, Scientific and Cultural Organisation (UNESCO), Rhodes University, University of South Africa (UNISA), Radio Workshop etc. A working memorandum of understanding (MoU) on skills development, exposure visits and exchange programmes with the SABC's Umhlobo Wenene could be one of the considerations that SYR management looked into in sharpening skill of their new recruits.
- 6.6.8. Linked to the development theoretical position, one of the constitutional obligations of a developmental democratic government was to provide access to information as a way of empowering its citizens. The study showed that internet connectivity and radio signal challenges hindered access to the station by communities locked in hilly areas of Port St Johns and Lusikisiki. This denied youth access to information for them to be empowered. This shortcoming further hampered efforts by SYR to enhance participation at various levels of its operations through digital and online platforms. Thus, the study called on ICASA to look at this situation as it denied youth their basic constitutional right.

6.7. Ideas for future research

Future research studies on community radio programming can build on this initial exploratory work to include listener-focus groups as participants in the research process. Listener views

could share more insights and perspectives on the notion of access, participation and programme content relevance and impact. Each of the themes, including sub-themes that emerged as part of data analysis in Chapter 5 presented opportunities for future research areas on community radio broadcasting system. Future research work could expand on this study to include comparative studies on programming as community radio broadcasting has global footprint. Areas for future study could also focus on current policy regulatory environments for community radio programming in South Africa as well as the impact presented by internet and social media on radio. However, the study of SYR was not an impact study but it made a significant contribution to the academic body of knowledge on how community radio programming and inherent programmes could be influential in changing the lives of rural youths.

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Appendix A



30 September 2022

FROM: Dr Gawie Booima
Department of Journalism
University of Stellenbosch

TO: Mr Smliso Shozl
Station Manager
Sajonisi Youth Radio Station
Port St Johns
O.R. Tambo District, Eastern Cape

Cc: Chairperson & members of the board,
Sajonisi Youth Radio station

CONFIRMATION LETTER FOR MR NDELEANTLE PINYANA AS MASTERS STUDENT AT STELLENBOSCH UNIVERSITY

Dear Mr Smliso Shozl

This serves to confirm that Ndeleantle Pinyana is a registered student at the Department of Journalism in Stellenbosch University. His student number is . He is pursuing MA Journalism Studies and has chosen the area of community broadcasting as an area of his research interest and focus.

As part of his study requirement for this year, he has to conduct a *pilot study* relevant to the topic on his area of research interest and the task is due to the University by 7 November 2022. As a Masters student, Mr Pinyana understands the confidentiality and ethical implications that are an integral part of his study process.

As he has selected Sejonisi Youth Radio to focus his pilot study, kindly afford him the opportunity to conduct the fieldwork in your community radio station.

Yours sincerely

Dr Gawie Botma
Course coordinator & supervisor

Date: 30 September 2022

Appendix B

27 January 2023

FROM: Mr Smlso Shozi
Station Manager
Sajonisi Youth Radio Station
Port St Johns
O.R. Tambo District: Eastern Cape

TO: Mr Ndlelantle Pinyana
Department of Journalism
University of Stellenbosch

Cc: Chairperson & members of the board,
Sajonisi Youth Radio station

**LETTER OF CONSENT TO MR NDELANLANTLE PINYANA CONDUCTING
RESEARCH ON SAJONISI YOUTH RADIO (SYR) PROGRAMS ON YOUTH
EMPOWERMENT.**

Dear Mr Pinyana

This serves to confirm that the Stations Board of Governors did receive a written request from you dated 30 September 2022, on the aforementioned subject. Considering that there are other community radio stations in the area of OR Tambo District jurisdiction, we appreciate your selection of Sajonisi Youth Radio as your research case study.


We acknowledge receipt of the request and we have grant you permission to conduct your research towards the completion of your MA thesis studies. We afford you the opportunity to conduct the fieldwork and speak to different participants and stakeholders you deem relevant to your research process. We look forward to the feedback through the findings of the research work and subsequent recommendations.

Yours sincerely

Mr Shozi
Station Manager

Appendix C

CP.E.162012



CERTIFICATE OF REGISTRATION OF NONPROFIT ORGANIZATION

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that.....
Isajonisi Youth Radjo *
(name of the nonprofit organization)


meets the requirements for registration.

The organisation's name was entered into the register on **13 May 2011**
(date)

Registration number
009-714-NPO

Director's signature
.....

Date **13 May 2011**



Department of Social
Development

Appendix D



Independent Communications Authority of South Africa
350 Witch-Hazel Avenue, Eco Point Office Park
Eco Park, Centurion
Private Bag X10, Highveld Park 0160

CLASS BROADCASTING SERVICE LICENCE

No.: Class/Re/Com/R195/Nov/2022

GRANTED AND ISSUED

TO

ISAJONISI YOUTH RADIO

**FOR THE PROVISION OF
COMMUNITY SOUND BROADCASTING SERVICE
TO BE KNOWN AS**

ISAJONISI YOUTH RADIO

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT
COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

AT CENTURION ON THIS 16th DAY OF NOVEMBER 2022

LUPUNO NWASHE

ACTING MANAGER: SERVICE BROADCASTING

Dr. C Lewis (Acting Chairperson), Y Kedanra, Adv. LS Mkhumala, G Mushi, N Nontombaze,
P Zimzi, Adv. NN Gidi (Acting CEO)

Appendix E

Topic: Exploring the role of community radio programming in youth empowerment: A case study of Sajonisi Youth Radio (SYR) in the Eastern Cape, South Africa.

Interview guide for participants

- Q.1. What is your understanding of the role of SYR?
- Q.2. Is SYR serving on its mandate as a youth radio station?
- Q.3. How is the radio station helpful to you as a stakeholder?
- Q.4. What makes SYR unique if one compares it to other radio stations within the region?
- Q.5. Do you or your organisation participate in the radio station's programming process?
- Q.6. Does SYR pursue participatory programming?
- Q.7. What innovative methods you use in enabling youth participation in the conceptualization of some of the content that informs your programs?
- Q.8. Are programmes aired on SYR relevant and responsive to rural youth information needs?
- Q.9. What municipal programmes have you sent for broadcasting at SYR this period?
- Q.10. Is SYR accessible to you?
- Q.11. How often do you listen to SYR?
- Q.12. What was the motive for its establishment and were you involved?
- Q.13. How do you recruit journalists for SYR?
- Q.14. What training systems or capacity building initiatives are there to support journalists in doing the developmental journalism work?
- Q.15. What is the stations' news gathering approach and newsroom operational culture?

Appendix F

List of interviewees

Dyasi, X. 2023. Semi-structured face to face interview.30 May, Port St Johns.

Landa, M. 2023. Semi-structured face to face interview.29 May, Sajonisi Youth Radio studios in Port St Johns.

Mzimela, M. 2023. Semi-structured face to face interview.28 May, Sajonisi Youth Radio studios in Port St Johns.

Nobhuya, X. 2023. Semi-structured face to face interview.29 May, Port St Johns.

Noqwaka, N. 2023. Semi-structured face to face interview.18 July, Port St Johns.

Ntinini, Z. 2023. Semi-structured face to face interview.30 May, Mampube village in Port St Johns.

Pellem, P. 2023. Semi-structured face to face interview. 15 July, Port St Johns.

Ramodike, S. 2023. Telephone interview. 18 July, the interviewer in East London and the interviewee in Johannesburg.

Rolo, X. 2023. Semi-structured face to face interview.31 May, Tombo village in Port St Johns.

Shozi, S. 2023. Semi-structured face to face interview.27 May, Sajonisi Youth Radio studios in Port St Johns.

Appendix G



Old Millburg, Suvaan Dome
 Post 5914000
 5150
 Tel: 031 260 0700 Fax: 031 260 7105
 Email: info@sun.ac.za
www.sun.ac.za

PROGRAMS

WEEKDAY SHOWS

NO	TIME	SHOW	PRESENTER	PROGRAMS CONTENT
1	06h00-10h00	Sekunjalo Breakfast show	Zimasa and Costa	Targets youth, scholars, workers and elders. Features, latest news, weather, sport update, traffic, crime, gossip, interview tips and the Quiz.
2	10h00-14h00	Sakha-ukuhlala	Olwethu	Focuses on social issues like gender equality, domestic advices, development campaigns and the healthy lifestyle tips.
3	10h00-14h00	Sukuma Ukhanye (Thursday)	Nosihle	Features coverage of religious women's activities as it is a common cause in our society that is this day is dedicated to religious women.
4	14h00-17h00	Rushing Hour Home Drive	Emjay RSA and Mj Mzimela	Lectures entertainment industry updates, latest news, traffic report, sport, weather, brain teasers. Interviews with show buzz new makers.
5	17h00-18h00	Zinobusi (Current Affairs)	Monwabisi	Current affairs, latest news updates, pre-recorded news packages, live interviews with news makers.
6	18h00-20h00	Talk by Talk	Hope	Debate about community topical issues ranging, agricultural, farming health, heritage, religion, and the community development.
7	22h00-01h00	Love Connection	Afika	Relaxes people with cool music, romantic, dedication and the likes.
8	14h00-17h00	Reggae Junction	matanda	Reggae Music and Culture
9	04h00-06h00	Kuyabonelelwa	Mathandobuzo	Focuses on the bible readers and the church goes inspiring those who are hopeless.



Old Military Based Camp
 Fort St Johns
 5720
 Tel: 0478647811 Cell: 0937107231
 Email: sajonisiyouthradio@gmail.com
 www.sajonisiyouthradio.co.za

FRIDAY-SUNDAY

NO	TIME	SHOW	PRESENTER	PROGRAMS CONTENT
1	18h00-19h00	Sport Zone	Monwabisi	Latest news based on SA Football, updates, and the matches.
2	19h00-21h00	Urban Youth Culture	Hope	Features Hip Hop Top 5
3	23h00-02h00	Weekend Warm Up	Onke	Entertainment
4	02h00-05h00	Morning Experience	Zimasa	Gossiping, music and mix tape
5	05h00-08h00	Wedding Session	Olwethu	Wedding issues, family issues, wedding advices and tips to keep your marriage
6	08h00-09h00	Kids and Hour	Hlumani and Vave	Kids news and Story telling
7	09h00-12h00	SYR Top 20 Morning Flex	Enjay RSA	Improving youngster's talents, latest music and entertainment
8	12h00-15h00	Ziyadidiyehwe	Elvis	Focuses on Heritage, rituals and metaphors.
9	15h00-18h00	Sibatsha Weekend Drive	Mathanda and Costa	Entertainment and gossip
10	18h00-21h00	Take Me Back Iplano Edition	Monwabisi	Throw back music
11	21h00-02h00	Sunday Cruise	Afika	Entertainment
12	02h00-06h00		Onke	Encouraging youth to understand RNB and Soul music
13	06h00-10h00	Umkhumbi ka Noah	Matandabuzo	Coverage religious, activities, community announcements and prayers
14	13h00-17h00	Jazz Chillaxing	Lwazi	Features VIP calls and sport update.
15	17h00-20h00	Imvuselelo yangokuhlwa	Pastor Mgco	Focusing Revival an invite different pastors including council of churches.
16	23h00-01h00	Ziphekwa ekhaya	Elvis	Focusing maskand music and make more interviews

Appendix H



CONFIRMATION OF RESEARCH ETHICS APPROVAL

REC: Social, Behavioural and Education Research (SBER) - Initial Application Form

3 October 2023

Project number: 27162

Project Title: Exploring the role of community radio programming in youth empowerment: A case study of Sajonisi Youth Radio (SYR) in the Eastern Cape, South Africa

Dear Mr N Pinyana

Identified supervisor(s) and/or co-investigator(s):

Dr GJ Botma

Your REC: Social, Behavioural and Education Research (SBER) - Initial Application Form submitted on 19/06/2023 13:23 was reviewed and approved by the Social, Behavioural and Education Research Ethics Committee (REC: SBE).

This approval is only valid until the end of the protocol approval period:

Protocol approval date (Humanities)	Protocol expiration date (Humanities)
12 June 2023	11 June 2026

GENERAL COMMENTS PERTAINING TO THIS PROJECT:

INVESTIGATOR RESPONSIBILITIES

- Please take note of the General Investigator Responsibilities attached to this letter.
- Always use your project ID number (27162) in all correspondence with the REC: SBE concerning your project.
- Please note that the REC has the prerogative to ask further questions, seek additional information, and monitor the conduct of your research and the consent process, where required.

List of documents approved by the REC: SBE:

Document Type	File Name	Date	Version
Research Protocol/Proposal	MA Journalism Thesis - REVIEWED FINAL RESEARCH PROPOSAL #26651831 - 20March2023	20/03/2023	Final version
Data collection tool	Description of the multimedia files document - March 2023	20/03/2023	Latest version
Recruitment material	Mr Landa - Sajonisi	17/04/2023	1
Recruitment material	Mr Shoozi - Station Manager	17/04/2023	3
Recruitment material	Mr Mzimela - Programs Manager	17/04/2023	4
Recruitment material	Alex - Training of Journalists	17/04/2023	5
Recruitment material	Mr Dyasi - Part St Johns Local Youth structure	17/04/2023	6
Data collection tool	Frame of Interview Questions to Participants for Sajonisi Youth Radio Study 17April23	17/04/2023	2
Default	RESPONSE LETTER TO THE DESC - N Pinyana - 19April2023	19/04/2023	Version 1

Document Type	File Name	Date	Version
Form of permission	Letter of a Consent - National Youth Radio FM - February 2023 (2)	20/04/2023	Original Version
Default	RESPONSE LETTER TO THE DEPT - VERESCON 2 - N. Province - 20Apr2023	20/04/2023	Version 2
Informed Consent Form	Board Member Consent Form to participate in Sep-04 Youth Radio study - 2023 (132)	18/05/2023	Final version
Informed Consent Form	Children - Radio Education - Consent form to participate in Sisonke Youth Radio study - 2023	19/05/2023	Final version
Informed Consent Form	Disability Section - Mr Ntshini - Consent form to participate in Sisonke Youth Radio study - May 2023 (142)	18/05/2023	Final version
Informed Consent Form	Dept - PSJ Youth - Consent - Consent form to participate in Sisonke Youth Radio study - 2023 (932)	18/05/2023	Final version
Informed Consent Form	Local FMRI - Mr Rale - Consent form to participate in Sisonke Youth Radio study - 2023 (902)	18/06/2023	Final version
Informed Consent Form	Mmamabedi Centre - Jomo - Consent form to participate in Sisonke Youth Radio study - 17 April 2023	18/06/2023	Final version
Informed Consent Form	Mr Ndoyu - PSJ FM - LED - Consent form Sisonke Youth Radio study - 28 May 2023	18/06/2023	Final version
Informed Consent Form	Katrina - Progress - Consent form to participate in Sisonke Youth Radio study - 17 April 2023	18/06/2023	Final version
Informed Consent Form	Delem - PSJ FM - Consent form to participate in Sisonke Youth Radio study - 17 April 2023	18/06/2023	Final version
Informed Consent Form	Mr Ntshini - PSJ FM - Consent form to participate in Sisonke Youth Radio study - 17 April 2023	18/06/2023	Final version
Informed Consent Form	Mr Ntshini - PSJ FM - Consent form to participate in Sisonke Youth Radio study - 17 April 2023	18/06/2023	Final version
Default	RESPONSE LETTER TO THE DEPT - VERESCON 2 - N. Province - 18Jun 2023	18/06/2023	Latest version

If you have any questions or need further help, please contact the REC administrative officer, Mr Adea Williams at adea@sun.ac.za directly.

Mrs Charlissa Robertson, ccrobert@sun.ac.za

Secretary: Social, Behavioural and Education Research Ethics Committee (SBE)

National Health Research Ethics Committee (NHREC) registration number: HSC-050617-097
The Social, Behavioural and Education Research Ethics Committee complies with the National Health Act (Act 617 of 2003) and the Protection of Personal Information Act (Act 66 of 2002). The committee adheres to the ethical standards and guidelines for research established by the Association of Research Ethics Committees (SABREC) and the Department of Health (DHPE) in the National Research Act, Principles, Structures and Processes (2018) (Act 13 of 2018). Annually a number of projects may be selected randomly for an external audit.